

FREDDYLEGACY



# Health & Wealth **BLUEPRINT**

5 Steps to Build Your Own Wellness Business.  
Unlock a simple path to earning extra income and making a  
real impact in the world of health.

PRESENTED BY  
**FREDDY SAARM**

[www.freddylegacy.com](http://www.freddylegacy.com)

# INTRODUCTION

**Hey, I'm Freddy** - a regular person just like you who wanted more from life: more time, more freedom, more meaning and better health.

My entrepreneurial journey began back in **2001**. Over the years, we've dabbled in everything from running a **horse ranch** and managing **real estate** to operating clothing stores and more.

On the outside, it all looked like **success**, but inside we were completely **burned out**. Our health had spiraled out of control, money was tight, and free time was non-existent. We were out of balance.



Then we realized: before we could create anything new, we had to **fix ourselves first**. That's when we discovered Zinzino and their **Balance concept**. Honestly, we didn't come with a business plan, we came **looking for help**. The results were nothing short of astonishing. My wife finally overcame the health issues that had plagued her for over a decade. Our younger son, born an asthmatic and constantly **in and out of hospitals** with ear infections and allergies, became truly healthy for the first time. That experience changed us.

What started as a **personal wellness journey** has grown into a **global business** operating on multiple continents. Today, we've helped tens of thousands of people achieve better health and stronger financial security. And this is **just the beginning**.

@freddylegacy

# WHY THIS BLUEPRINT MATTERS?



## Why Health & Wellness? Why Now?

- The global health & wellness industry is exploding. People everywhere are taking charge of their health.
- Social media makes it easier than ever to share products and information—and to build a thriving business from your phone.
- More people are seeking flexible, meaningful ways to earn extra income while helping others.

## Is this you?

- You care about health (yours and others').
- You want to earn extra money on your terms.
- You like the idea of helping people and being part of something positive.
- You're ready to try something new.

If you nodded to any of these, you're in the right place.



# STEP 1: EMBRACE THE WELLNESS TREND

The health & wellness industry isn't just big—it's unstoppable. Here's why starting your own wellness business right now is a power move:

## A Trillion-Dollar Industry That's Still Booming

The global wellness market is now worth over \$5.6 trillion USD (2024) and is expected to keep growing at more than 8% per year. Direct selling of health and wellness products makes up over 33% of the entire global direct sales industry—the single largest product category!

## Flexible Income, Low Risk

119 million people worldwide are earning extra income through direct sales—many of them starting with just a phone, Wi-Fi and a genuine passion for health. You can work part-time, from anywhere and scale at your own pace. No need for a shop, office or huge upfront investment.

## Real-World Example

Thousands of people globally, just like you, started with a single product—Omega-3 oil, gut health blend or a test-based wellness kit—and turned it into a steady stream of extra income. Some simply wanted to get healthier, ended up helping their friends and family and now earn monthly commissions or even built full-time businesses—all by sharing products that truly work.

## Demand Is Exploding

After the pandemic, more than 76% of adults worldwide say they're prioritizing their health more than ever before. Supplements, Omega-3 oils, prebiotics and gut health products are in record demand. Global sales of dietary supplements reached \$177 billion USD in 2023—and it's still climbing.

## People Trust Recommendations, Not Ads

Nearly 90% of people trust recommendations from friends or real people over traditional advertising. Direct selling is about helping, not hyping. When you share wellness products you love, you become someone's "health plug", not a salesperson.

## WHY DOES IT MATTER?

**When you align yourself with a growing trend, you don't have to "convince" anyone. People are already looking for solutions. You just have to show up and help.**

# STEP 2: CHOOSE YOUR BUSINESS MODEL

Not all wellness businesses are created equal. Here are three common paths:

OPTION	PROS	CONS
Start your own product/brand	Full control, unique vision	Expensive, high risk, slow start
Become a wellness coach/trainer	Make impact, low cost	Need credentials, time-consuming
<b>Direct Sales / Affiliate Model</b>	Plug into proven system, low risk, mentorship, flexible schedule	Lower upfront control, follow system

## **WHY DOES IT MATTER?**

You get to leverage trusted, science-backed products and a business model that's ready-made. No need to invent from scratch, build a warehouse or do it alone.

# STEP 3: PICK A PRODUCT

You'll only succeed long-term if you actually believe in and use the products yourself. Here's what to look for in a winning wellness product:

**Evidence-based:** Real science, real results, no hype.

**Consumable & reorderable:** People need to use it monthly (daily).

**Universal appeal:** Solves common problems—like nutrition gaps, gut health or energy.

**Unique selling point:** Something that stands out (e.g., personalized health tests, special ingredients).

**Strong support:** Training, marketing tools and community.

**Weight loss support:** Trending demand with proven results in boosting metabolism and appetite regulation.



## EXAMPLES:

High-quality Omega-3 oils for heart & brain health.

Advanced probiotics for gut balance.

Home health tests to measure real progress.

Choose a product you'd proudly recommend to family and friends, because you do!

# STEP 4: BUILD YOUR PLAN

Getting started is simple, but the right plan will make all the difference.



**START WITH  
WHY**

## KNOW YOUR “WHY”

Why do you want extra income or a wellness business? Write it down, it will keep you going when you hit challenges.

## USE SOCIAL MEDIA

You don't need a big following! Just share your story, daily habits and health wins. Show up as you—real, raw, relatable.

## QUICK SOCIAL MEDIA TIPS:

- Use Instagram or Facebook stories and reels to share quick product tips.
- Don't spam. Instead, offer value: healthy recipes, wellness facts, personal wins.
- Invite people to comment a keyword (like “INFO” or “OIL”) if they want to know more.
- Follow up with everyone who engages—have real conversations.



# STEP 4: BUILD YOUR PLAN

Getting started is simple, but the right plan will make all the difference.



## PLUG INTO MENTORSHIP

Find a supportive team or mentor who will show you the ropes and cheer you on. Don't try to do it all alone. Find someone who's already there where you want to go, and follow his instructions.

## KEEP IT SIMPLE

Start with few hours a day, learn, share, help others. Consistency beats intensity.



# STEP 5: TAKE THE FIRST STEP

Nothing happens until you start.

## Here's your simple action plan:

1. Get your hands on the product—try it yourself, track your own results.
2. Share your story on social or with friends—be real, not perfect.
3. Reach out for guidance. Whether you want to buy, join or just have questions, the best way to learn is to talk to someone who's done it.

***Remember: you don't need to be an expert. You just need to care and be willing to learn. That's how every wellness entrepreneur starts!***



# FAQ & OBJECTIONS

## FAQ & Common Concerns



### Q: “Do I need to be a salesperson?”

A: No. The most successful people just share their story and listen. If you can have a conversation, you can do this.

### Q: “How much do I need to invest?”

A: Most opportunities require a small starter kit or your first month’s products. No huge inventory or risky investment.

### Q: “I don’t have a big network!”

A: Perfect. Most of us start with just a few friends or followers. You’ll learn how to connect with new people step by step.

### Q: “Is this legit?”

A: Yes—when you pick reputable, science-backed companies and real products, you’re helping, not scamming. Do your homework, always. Zinzino is founded in 2005 and listed on Nasdaq since 2014.



*One of the most successful Scandinavian stock exchange companies in terms of stock price growth.*

# CHECKLIST

# ARE YOU READY?

Are You Ready to Be a Wellness Entrepreneur?

Check all that apply:

- I want to improve my own health
- I want to earn extra income or more freedom
- I like the idea of helping others
- I'm willing to try something new
- I want to be part of a positive, growing community
- I can commit at least 1 hour a day to learning and sharing

If you checked 3 or more, this path might be perfect for you!



# SEE WHAT OUR TEAM HAS TO SAY



From Logistics to Leadership in Record Time

Gabriella Gloshina transitioned from working in logistics to becoming one of the fastest Crown leaders in our company's history.

She achieved Diamond level in just 57 days and Crown in 11 months. Today, she's a recognized mentor and inspiration, showing that with hard work and determination, massive success is possible.

- Gabriella Gloshina



A Second Chance That Changed Her Life

Initially uninterested, Heli said yes to Freddy's invitation the second time – and it changed everything. In just 56 days, she reached 4-figure monthly income, gained a supportive team, and qualified for a company trip to Mexico. From energy therapist to thriving entrepreneur, Heli's story proves that timing and support can unlock incredible growth.

- Heli Tennosaar

# SEE WHAT OUR TEAM HAS TO SAY



Health Transformation That Changed Everything

After struggling for over 10 years with post-pregnancy weight gain, Aire found success by incorporating Zinzino's test-based products. She won the company's global weight-loss challenge, reclaimed her confidence, and even placed 3rd in the Estonian Bikini Fitness Championships. Aire's journey is a testament to perseverance, balance, and unlocking hidden potential.

- Aire Saarm



**in 2019 Aire also won the Zinzino weight loss competition and placed 3rd in the Estonian Bikini Championship. PS! This transformation is only in 2 and half months.**



# READY TO START YOUR JOURNEY?

I'm here to help, whether you just want to try the products or explore building a business.

Message me "**READY**" on Instagram (@freddylegacy) or click on the WhatsApp button below to start a chat.



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