

THE SNAP SUCCESS PLAYBOOK

From activation to integration, retention, and growth

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A practical operating system for turning SNAP into a core part of your business and client journey.

How to Use This Playbook

This playbook is the primary source of truth for launching and operating SNAP by Fit3D. It contains the complete owner, administrator, coach, staff, and client experience guidance, plus printable tools that can be shared separately.

OWNER / ADMIN

Read the complete playbook, choose the integration model, assign staff ownership, and monitor scan volume.

COACH / STAFF

Use the invitation scripts, objection responses, results review framework, and rescan standards.

CLIENT-FACING

Share only the preparation, what-to-expect, results, and privacy pages intended for members or patients.

PRINTABLE TOOLS

Pages in the final section are designed to stand alone and can be exported as individual PDFs.

The operating principle

SNAP succeeds when the scan is embedded into intake, assessment, progress review, retention, and referral workflows. The scanner itself is only the starting point.

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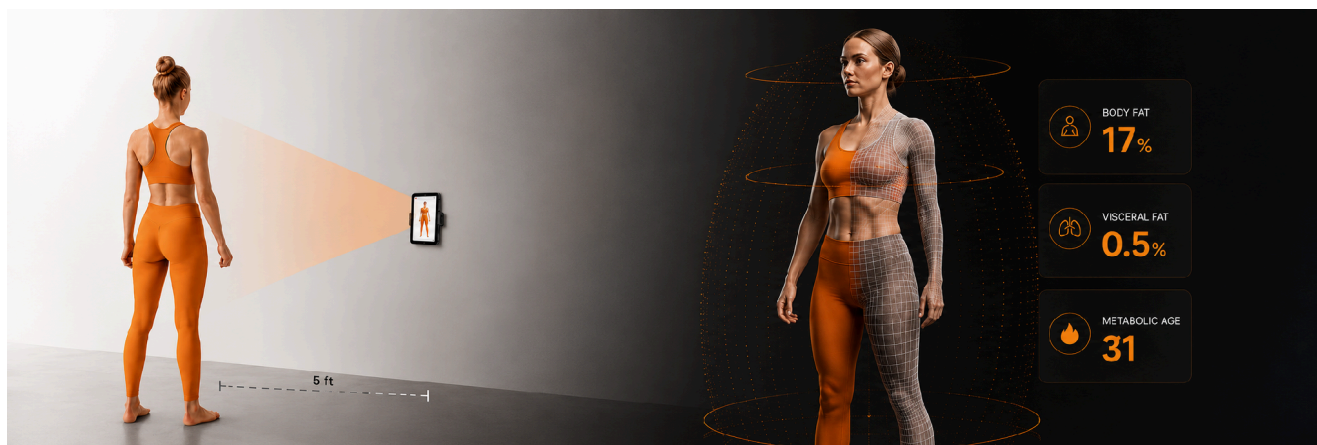
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Part 0: How SNAP by Fit3D Works

Understand the history of Fit3D, what SNAP captures, how Fit3D processes the scan, and where participants and staff review the results.



0.1 From ProScanner to SNAP by Fit3D

ProScanner by Fit3D

2012 Fit3D founded	5,000 scanners deployed	80+ countries served	5M+ people scanned
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Fit3D was founded in 2012. Greg (CEO) started Fit3D to solve a problem his mom was facing. She had struggled with weight her entire life. She had tried every fad diet or fitness program out there, but there was a critical point where she would quit every time. When the scale stopped showing progress. Greg knew that her body composition was changing, but relying on a single number from the scale or a BIA device didn't motivate her.

Greg transitioned his career where he was developing pitch, hit ball, and player tracking technology for Major League Baseball (MLB) and focused on developing a 3D body scanner that would be able to show his mom the progress she made as a part of a healthy nutrition and fitness program. The team at Fit3D launched their first ProScanner in 2013 and since then have deployed more than 5,000 ProScanners to businesses in 80 countries.

These ProScanners have been used to show the body transformation progress of more than 5 million people across the globe.

In 2025, the team at Fit3D invested tremendously to deliver a software-only version of their ProScanner called SNAP to make body scanning more available to all commercial wellness businesses focused on body shape / body composition changes. This is the founding story of SNAP by Fit3D.

In just one year since initial deployment, over 1,000 commercial wellness businesses have subscribed to SNAP and more than 100,000 users have tracked their body shape / composition changes with SNAP.

SNAP by Fit3D

2025 Fit3D launched	1,000 scanners deployed	54+ countries served	100K+ people scanned
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The evolution

SNAP is not a separate technology from Fit3D's history. It is the next generation of the same body-scanning platform, delivered through modern tablet cameras and Fit3D Cloud Processing.

0.2 The SNAP Processing Flow



Here's what happens when a user captures a SNAP Scan:

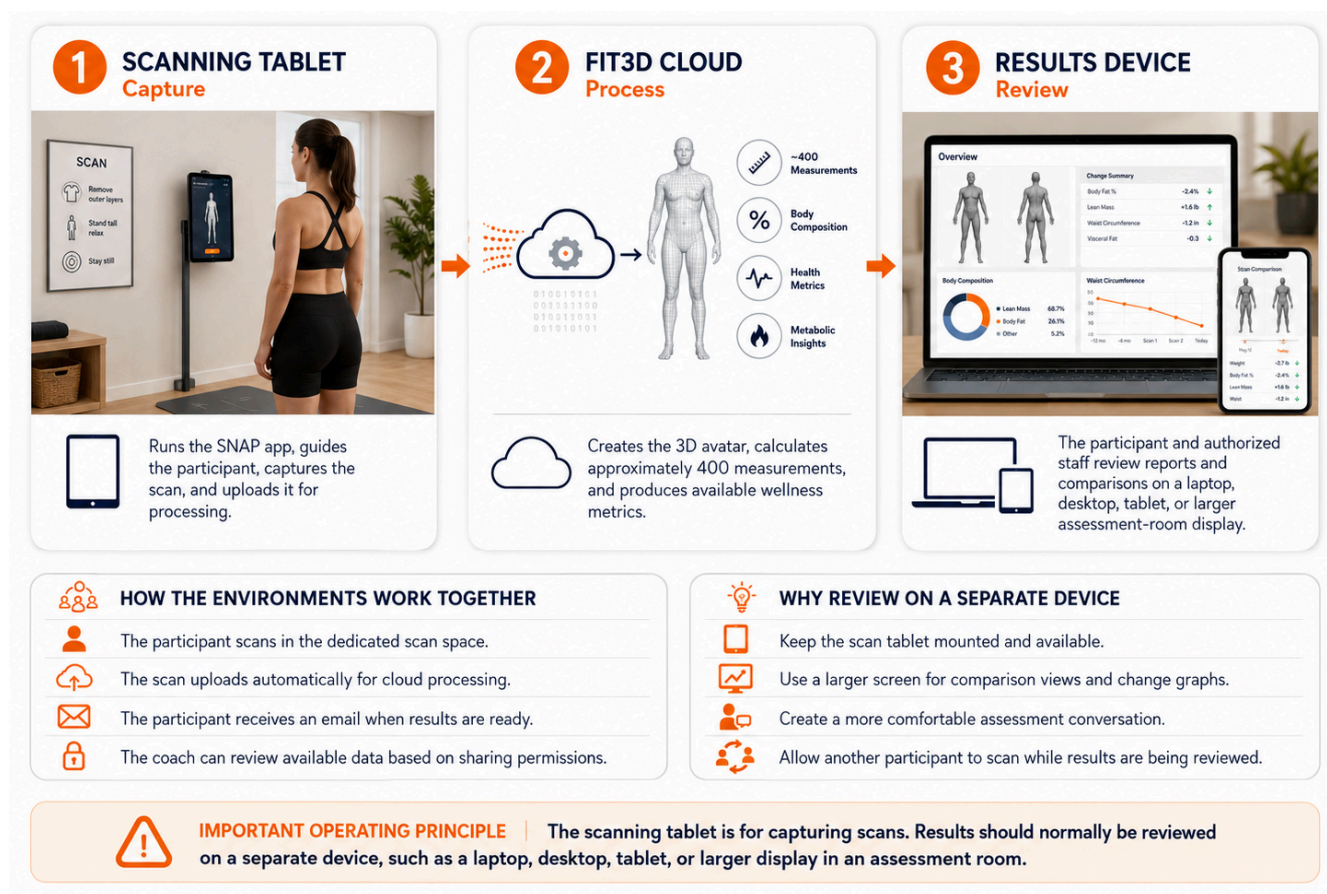
1. The SNAP App records a guided 360-degree rotation in about 10 seconds
2. The SNAP App securely uploads the recorded data to the Fit3D Cloud
3. The Fit3D Cloud processes the recorded data and turns it into a digital 3D Avatar of the user
4. The Fit3D Cloud processes about 400 circumference, length, sagittal distance, area, volume, and contour measurements from the 3D Avatar.
5. The Fit3D Cloud then uses the 3D Avatar and Measurements to generate body composition, visceral body fat percentage, posture, metabolic age, basal metabolic rate, and other wellness metrics.
6. The user then receives an email saying their data is ready for review and the user and coach / admin can review the data on any web enabled device by going to dashboard.fit3d.com and logging in using their email and password.

Taking Future Scans

Following this, the user is encouraged to continue scanning to see their body shape and wellness metric progress as they move through their nutrition, fitness, and overall wellness journey.

0.3 Three Connected Environments

SNAP separates capture from processing and results review. This keeps the scan station available and allows the results conversation to happen on the screen that best fits the client experience.



1. The SNAP by Fit3D App & Scanning Tablet

The SNAP App running on your scanning tablet is only meant to capture the user's scan. It does not do any scan or data processing and is not normally the device you would view the user's results on.

2. The Fit3D Processing Cloud

Fit3D | Progress Made Visible

The Fit3D Processing Cloud is a powerful cloud service that turns the raw captured results into usable visuals and data.

3. The Results Device

You can view the user's SNAP scan results on any web browser. Normally, this is NOT the SNAP App Tablet and often customers pull up scans on a larger monitor to show the users their data.

Why Separate Processes and Devices

By using separate devices for scanning, processing, and reviewing, you can keep the SNAP Scanner available for new users at all times. For example, you can run a scan challenge where users scan back to back without needing to pause for processing and review.

It also allows you to use a larger desktop, tablet, or mounted monitor to discuss scan results with your clients instead of a small tablet screen.

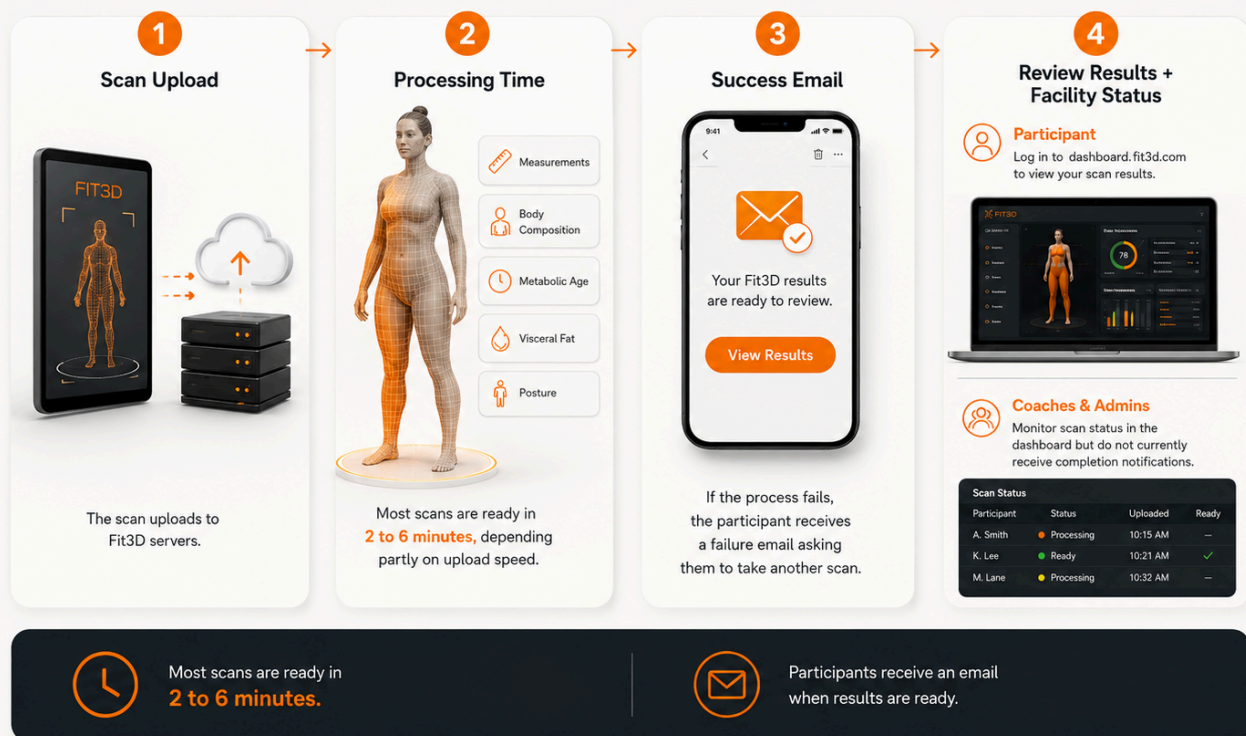
This modularity is meant to help your business scale with scanning.

0.4 What Happens After the Scan

After capture, the scan uploads to Fit3D, is processed into a 3D model, and becomes available for review by the participant and authorized facility staff.

What Happens **After the Scan**

After capture, the scan uploads to Fit3D, is processed into a 3D model, and the participant is notified when results are ready.



Processing and notification

Most scans are ready in approximately 2 to 6 minutes, depending partly on upload speed. The participant receives an email when results are ready or a failure email if another scan is needed.

0.5 Future Scans and Account Continuity

Every user's scan history is connected to their personal Fit3D account, which requires the user's email and password to access. To maintain a scan history, the user must use the same email for future scans.

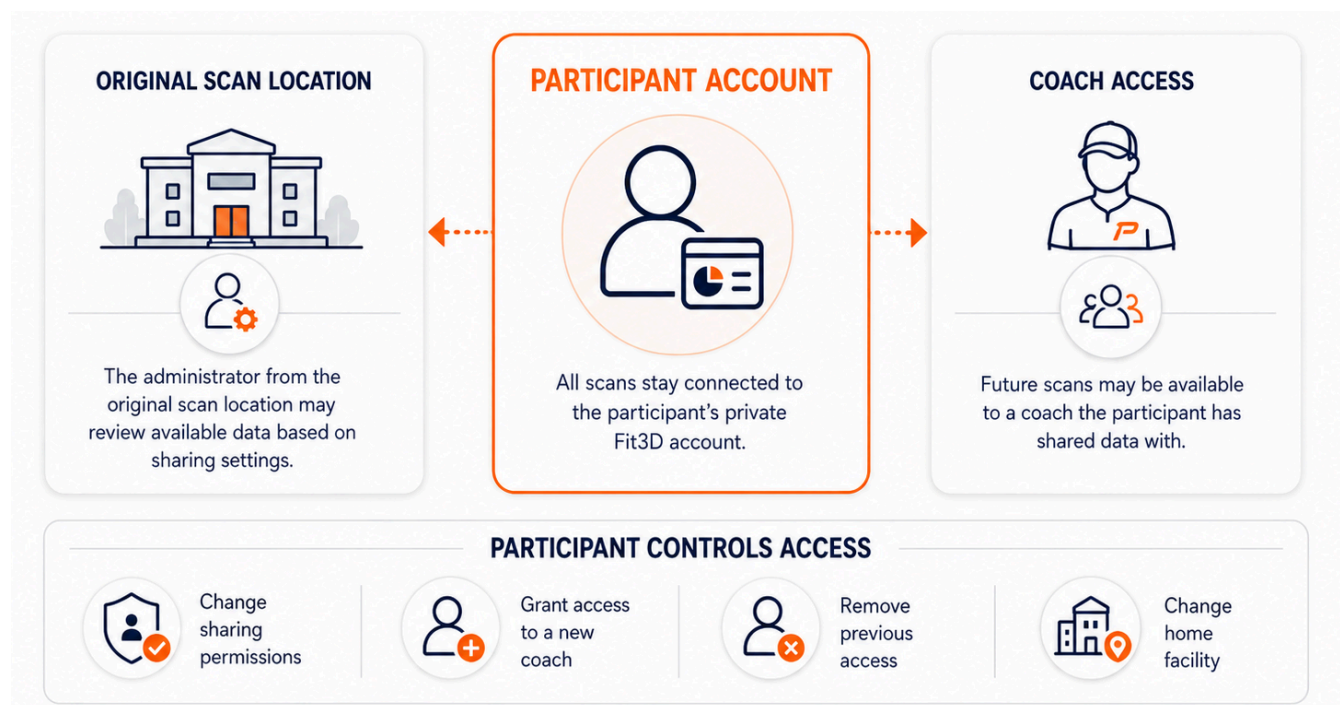
Users are connected to a facility based on where they take their first scan or if they ask to transfer their data.

ANY SNAP DEVICE	ONE PRIVATE DASHBOARD	ONGOING COMPARISONS
The user can log into any active SNAP device and complete a new scan.	All successfully processed scans go to the same private account at dashboard.fit3d.com.	Using the same account preserves the baseline, reports, measurements, and comparison history.

Returning participant reminder: Ask whether the participant has scanned before. If yes, they should use their email and password to keep data on their accounts. If they have trouble remembering their password, they can use our password recovery feature or Scan Pin feature where we'll email a scan pin to use for that scan session.

0.6 Coach, Administrator, and Home-Facility Access

Future scans may be available to a coach the participant has shared data with and to the administrator from the participant's original scan location. The participant can change sharing permissions, grant access to a new coach, remove previous access, or change the home facility associated with their account.



0.7 What SNAP and what SNAP isn't

Use SNAP to make progress visible and support better sales, retention, assessment, and progress conversations.

SNAP informs the conversation. Qualified professionals make the decisions.

SNAP IS DESIGNED TO	SNAP DOES NOT
✓ Create an objective baseline	✗ Diagnose medical conditions
✓ Show visual progress beyond the scale	✗ Prescribe medication or treatment
✓ Support coaching, accountability, retention, and renewals	✗ Replace qualified coaching, nutrition, or medical judgment
✓ Help the participant set the next measurable goal	✗ Automatically grant permission to publish client data

WHY ACCOUNT CONTINUITY MATTERS

Using the same Fit3D account preserves the participant's original baseline, future scan reports, visual comparisons, measurement changes, and long-term progress history.

STAFF REMINDER Returning participants should recover their password rather than create a new Fit3D account.

Part I: Activate SNAP

Get the technology, facility, staff, and scan experience ready for clients.



The SNAP Success Path

From subscription and activation to first scans, certification, and growth.

1 30 in 30

Your first goal: 30 unique client scans in 30 days.

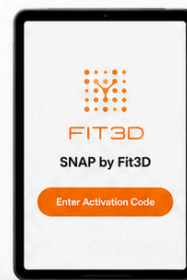


Launch Lab Graduate
30 unique scanned users
+ functioning integration
workflow.

SNAP Certified Facility
50 unique scanned users
+ complete certification
requirements.

2 Subscription and Activation

- 1 Subscribe at fit3d.com/snap-service.
- 2 Complete Stripe checkout.
- 3 Fit3D sends the facility activation code, generally within one business day.
- 4 Download the Fit3D app from the App Store or Google Play.
- 5 Launch the app and enter the activation code.
- 6 Request administrator privileges and create coach accounts.
- 7 Confirm the referral link and join the Launch Labs Facebook group.



Download on the
App Store

GET IT ON
Google Play

3 Supported Devices



	Any iPad model released in 2025 or later. Download from the iOS App Store.
	Galaxy Tab A9, A10, and A11.
	Other Samsung tablets released in 2025 or later. Use a current device with a stable front-facing camera and operating system.



Dedicated device recommended
Creates a cleaner, more professional experience.

4 User, Admin, and Coach Accounts



Participant

- Every participant creates an individual Fit3D account.
- Registration requires first name, last name, email, password, age, gender, preferred units, and agreement to the Privacy Policy and Terms of Use.
- Can be created before the appointment at dashboard.fit3d.com/signup/#/ or directly at the scanner.
- Same credentials are used in the SNAP app and at dashboard.fit3d.com.
- Before every scan, the participant enters, confirms, or updates height and weight.



Admin

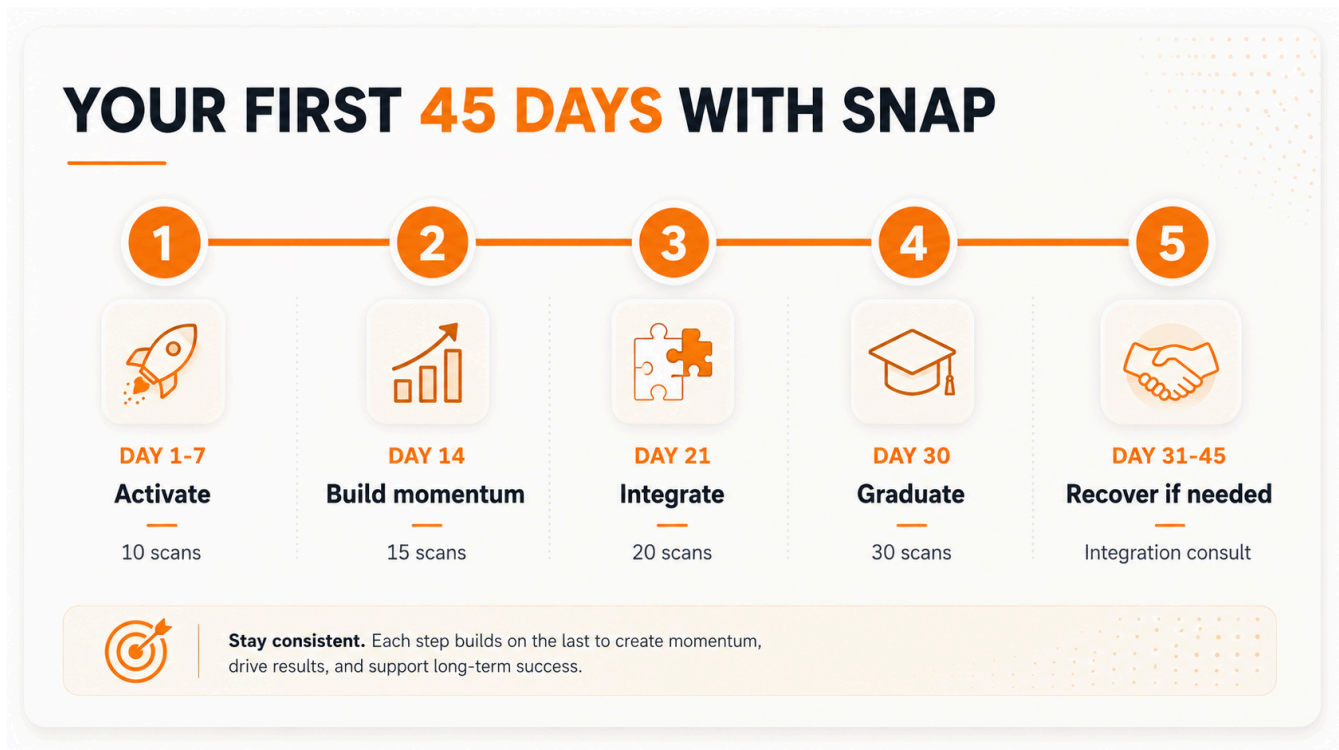
- Admins oversee facility users and coach access.



Coach

- Coach accounts support scanning, results reviews, and progress management.
- Clients control the level of access granted to coaches and administrators.
- Colorized textured avatars remain available only to the individual end user.

1.1 The SNAP Success Path



The first objective is 30 unique client scans in 30 days. This threshold is the clearest early indicator that SNAP has been integrated into the customer experience rather than treated as a standalone gadget.

Two different milestones

Launch Lab graduation occurs at 30 unique scanned users and a functioning integration workflow. SNAP Certified Facility status is earned later at 50 unique scanned users plus the certification requirements in Part 6.

1.2 Subscription and Activation

1. Subscribe at www.fit3d.com/snap-service and complete the Stripe checkout.
2. Fit3D creates the facility activation code and sends it by email or text, generally within one business day.
3. Purchase a supported iPad or Samsung tablet.

4. Download the Fit3D app from the Apple App Store or Google Play Store.
5. Launch the app and enter the activation code when prompted.
6. Request administrator privileges and create coach accounts for staff who will support scanning and results reviews.
7. Confirm that the facility referral link has been created and that the business has joined the Launch Labs Facebook group.

[Start a SNAP subscription](#) | [Create a Fit3D user account](#) | [Request admin setup](#)

1.3 Supported Devices

Platform	Supported devices	Guidance
Apple	Any iPad model released in 2025 or later	Download SNAP from the iOS App Store.
Samsung	Galaxy Tab A9, A10, and A11 devices	Supported models for current deployments.
Samsung	Other Samsung tablets released in 2025 or later	Use a current device with a stable front-facing camera and operating system.

Dedicated device recommended

A dedicated tablet creates a cleaner, more professional experience and reduces interruptions from unrelated apps, notifications, and staff use.

1.4 User, Admin, and Coach Accounts

Every person taking a scan must create an individual Fit3D account. Registration requires first name, last name, email, password, age, gender, preferred units, and agreement to the Fit3D Privacy Policy and Terms of Use.

- **Create before the appointment:** Use dashboard.fit3d.com/signup#.
- **Create at the scanner:** The participant may register directly on the SNAP device.
- **Future scans:** The participant uses the same email and password in the SNAP app.
- **View results:** The same credentials are used at dashboard.fit3d.com.

- **Before every scan:** The participant enters, confirms, or updates height and weight.

Administrator and coach access

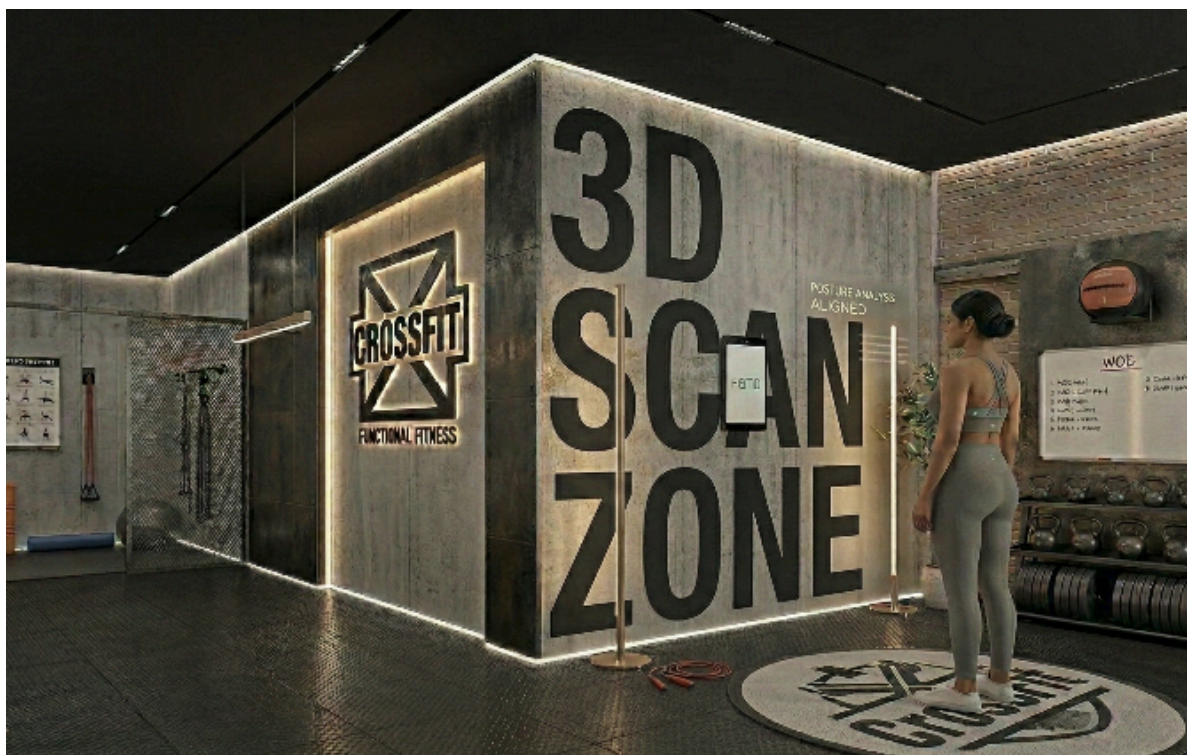
- The facility administrator oversees facility users, coach access, and dashboard workflows.
- Coach accounts should be created for staff who assist with scans, review results, or manage client progress.
- Clients control the level of access granted to coaches and administrators.
- Colorized textured avatars remain available only to the individual end user.

1.5 Build the Scan Room



- Mount the tablet vertically with its center 39 to 41 inches from the floor.
- Provide 4 to 7 feet of clear space in front of the tablet, depending on participant height.
- Create enough open space for a comfortable 360-degree rotation.

- Use consistently bright overhead lighting. Normal office lighting is acceptable.
- Remove mirrors, reflective objects, clutter, or background elements that may interfere with the body outline.
- Provide a private space where participants can change into form-fitting clothing.



Example of an intentionally designed SNAP assessment room.

1.6 Prepare the User for a SNAP Scan

PREPARE FOR YOUR SNAP SCAN

Follow these simple steps for the most accurate scan.

1 WEAR MINIMAL, FORM-FITTING CLOTHING
Fit clothing shows your natural shape for the most accurate results.

2 REMOVE SHOES AND SOCKS
Go barefoot for an accurate full-body scan.

3 REMOVE HATS, JEWELRY, WATCHES, AND ACCESSORIES
Clear of all accessories for best results.

4 TIE HAIR ABOVE THE NECKLINE; SECURE LONG BEARDS
Keep hair off your neck and secure long beards.

5 FOLLOW THE APP POSE: ARMS ABOUT 30° FROM THE BODY
Helps capture your shape from all sides.

6 KEEP HEAD STRAIGHT AND ROTATE 360° IN ABOUT 10 SECONDS
Slow, steady turn for a complete, accurate scan.



- ✓ Minimal, form-fitting clothing
- ✓ No shoes or socks
- ✓ No hats, jewelry, watches, or accessories
- ✓ Hair tied up, off the neckline
- ✓ Arms about 30° from body
- ✓ Head straight, rotate 360° in ~10 seconds



- ✗ Baggy, loose clothing
- ✗ Shoes and socks on
- ✗ Jewelry, watches or accessories
- ✗ Hair down, covering the neckline
- ✗ Arms too close or crossed
- ✗ Head tilted; not rotating properly



- ✓ Minimal, form-fitting clothing
- ✓ No shoes or socks
- ✓ No hats, jewelry, watches, or accessories
- ✓ Hair neat; beard secured
- ✓ Arms about 30° from body
- ✓ Head straight, rotate 360° in ~10 seconds



- ✗ Baggy, loose clothing
- ✗ Shoes and socks on
- ✗ Hats, jewelry, watches or accessories
- ✗ Hair under hat; beard not secured
- ✗ Arms too close to body
- ✗ Head tilted; not rotating properly

i Follow these steps and the app pose for the most accurate SNAP scan.

1. Wear minimal, form-fitting clothing
 - a. Females: Sports Bra and Leggings or Legging Shorts
 - b. Males: No Shirt and Tight Fitting Boxer Briefs or Briefs (NOT BOXERS)
2. Remove shoes and socks
3. Remove hats, jewelry, watches, and accessories
4. Tie hair in a bun above the neckline
 - a. If men have a long beard, it will need to be tied up above the neck line to get accurate neck measurements.

Why clothing matters

SNAP captures the visible surface of the body. Loose or baggy clothing becomes part of the captured body shape and can affect measurements.

Participants do not need special rules around time of day, eating, hydration, or exercise unless those behaviors materially change the visible surface dimensions of the body. The most important consistency factors are clothing, hair placement, posture, positioning, and scan technique.

1.7 Complete the Scan

1. Log into the SNAP app using the participant's Fit3D email and password.
 - a. If user does not have an account, they can create a Fit3D account using one of the following methods:
 - i. They can create an account in the SNAP App (or)
 - ii. Online at: <https://dashboard.fit3d.com/signup#/>
2. Enter, confirm, or update height and weight.
3. Confirm clothing, hair, accessory, and scan-room preparation.
4. Follow the visual and audio prompts to move to the correct distance.
5. Hold both arms at approximately a 30-degree angle from the body.
6. Keep the head facing straight and aligned with the shoulders.
7. Rotate smoothly through 360 degrees in approximately 10 seconds.
8. Allow the scan to upload and process.

First-scan best practice

A staff member should assist with the participant's first scan. Once the participant understands the process, the participant can accomplish the scan in private by themselves by following the prompts on the SNAP App.

1.8 What Happens After the Scan

The scan uploads to Fit3D servers. Fit3D then creates the 3D model and processes body measurements, body composition, metabolic age, visceral body composition, posture, and other available metrics.

PROCESSING TIME

Most scans are ready in 4 to 6 minutes, depending partly on upload speed. When Fit3D receives the raw data, it will process a 3D image, measurements, body composition, posture, etc.

REVIEW RESULTS

After receiving a success email, the participant can then login to dashboard.fit3d.com using their email and password to see their scan results.

SUCCESS EMAIL

The participant receives an email when results are ready to review. If the process fails, the participant will receive a failure email asking them to take another scan.

FACILITY STATUS

Coaches and admins can monitor scan status in their dashboard but do not currently receive completion notifications.

What Happens After the Scan

After capture, the scan uploads to Fit3D, is processed into a 3D model, and the participant is notified when results are ready.

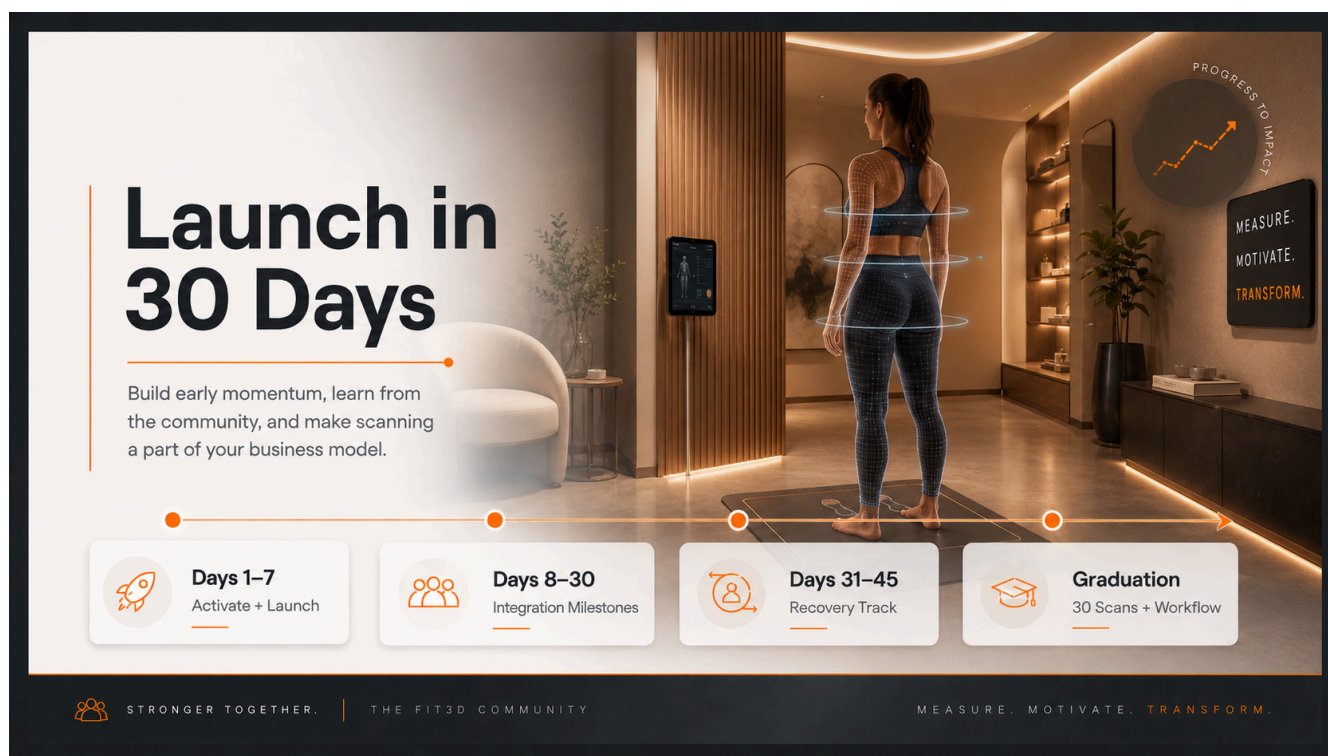


1.9 Support and Escalation

Need	Best path
Technical, account, or billing problem	Email help@fit3d.com .
Business integration or client objection	Ask in the Launch Labs Facebook group, email help@fit3d.com , or attend published Office Hours.
Below 30 scans at Day 31	Email help@fit3d.com and schedule an Integration Consultant review.
Medical interpretation or local legal requirement	Use an appropriately qualified professional or the facility's own local compliance resource... or email help@fit3d.com and we'll help where we can.

Part 2: Launch in 30 Days

Build early momentum, learn from the community, and make scanning a part of your business model.



Launch in 30 Days

Build early momentum, learn from the community, and make scanning a part of your business model.

Days 1–7
Activate + Launch

Days 8–30
Integration Milestones

Days 31–45
Recovery Track

Graduation
30 Scans + Workflow

STRONGER TOGETHER. | THE FIT3D COMMUNITY

MEASURE. MOTIVATE. TRANSFORM.

2.1 The First Seven Days

- Activate the tablet and confirm the SNAP app is working.
- Create a private, professional scanning space.
- Read the SNAP Success Playbook.
- Share relevant client-facing preparation and expectation pages with members or patients.
- Create the facility administrator account.
- Create coach accounts for staff who will assist with scans or results reviews.
- Join the Launch Labs SNAP by Fit3D Facebook group and introduce the business.
- Confirm enrollment in the Fit3D referral program.
- Announce that SNAP is available on your social channels and tag Fit3D.
- Use the Business Integration Worksheet to design the facility's intake and assessment workflow.
- Capture at least 10 unique client scans and record the feedback, questions, and objections heard.
- Contact help@fit3d.com if a technical or account issue blocks progress.

Week 1 outcome

By Day 7, the facility should have a functioning scan station, trained staff ownership, a public launch announcement, 10 unique scanned users, and a defined plan for reaching 30.

2.2 Days 8-30: Integration Milestones

Deadline	Target	Required actions
Day 14	15 unique scanned users	Attend Office Hours, engage with the Facebook group, and resolve early client objections.
Day 21	20 unique scanned users	Confirm the intake workflow is being used consistently and schedule initial rescans.
Day 30	30 unique scanned users	Graduate from Launch Lab and prepare for the Growth Network.

Fit3D plans to offer Office Hours three to five days per week. These sessions are designed to help facilities translate the playbook into their specific business model rather than provide generic software training.

Ask for help early

Use the Facebook group when the facility is struggling with integration, participation, or client objections. Use help@fit3d.com for technical, account, or product problems.

2.3 Days 31 - 45: Recovery Track

Facilities that have not reached 30 unique scans by Day 30 enter a structured Recovery Track.

1. Email help@fit3d.com and schedule an Integration Consultant session.
2. Identify the primary blocker: unclear business model, weak staff adoption, client objections, poor marketing, lack of privacy, low owner involvement, technical issues, or insufficient client volume.
3. Create a written recovery plan with weekly actions and scan targets.
4. Continue participating in Office Hours and the Launch Labs Facebook group.
5. Reach 30 unique scanned users by Day 45 whenever possible.

Optional extension to Day 60

A one-time extension may be offered to engaged facilities that completed the consultation, are implementing the recovery plan, and have a credible path to graduation. Extensions are not automatic.

2.4 Launch Lab Graduation

- 30 unique users have completed scans.
- The facility has a functioning intake or assessment workflow.
- At least one coach account is active.
- Staff members understand how to invite participants and handle objections.
- The facility has a rescan and results-review process.
- The primary integration owner has been identified.

Milestone	What it means
Launch Lab Graduate	30 unique scanned users plus a functioning intake, review, and rescan workflow.
SNAP Certified Facility	50 unique scanned users plus knowledge, activity, map, coach, and advocacy requirements.

2.5 Growth Network Invitation

If you have successfully graduated from the Launch Lab, you will be invited into our Growth Network. This will include the following perks:

- Invitation to our Growth Network Facebook Group where you can learn from seasoned Fit3D customers who have successfully integrated Fit3D into their daily business practices.
- Become a SNAP Certified Facility on our Locations Page: <https://www.fit3d.com/location>, which gets 12,000 views per month of end-users trying to schedule scans from SNAP locations.
- Ongoing help and consulting support from Fit3D to ensure you get the most out of your SNAP by Fit3D Service.

PART 3: Invite and Prepare Clients

Make scanning feel normal, valuable, private, and connected to the participant's goals.

PART 3

Invite and Prepare Clients

Make scanning feel normal, valuable, private, and connected to the participant's goals.

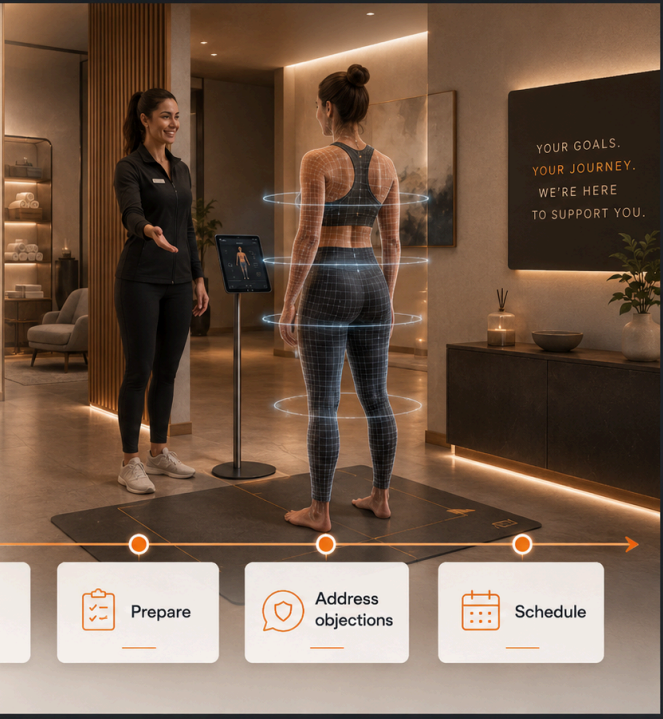
INVITATION FORMULA

Why it matters

What happens

How it helps

Next step



Invite

Prepare

Address objections

Schedule

3.1 The Invitation Formula

WHY IT MATTERS

"We use Fit3D to help you see progress that may not appear on the scale."

HOW IT HELPS

"We compare future scans to understand what is working and what may need to change."

WHAT HAPPENS

"The scan takes about 10 seconds and creates a private 3D baseline."

DIRECT NEXT STEP

"Would you like to complete your baseline today or schedule it for later this week?"

Do not end passively

Avoid "Let us know if you are interested." **Offer a specific next step:** before or after the appointment, today or later this week, Tuesday or Thursday.

3.2 Client and Member Invitation Scripts

Fitness Prospect During a Tour

“Before we finish, I want to show you one of the tools we use to help members track progress. SNAP creates a 3D baseline, measurements, and body-composition information so you can see changes that may not appear on the scale. We can provide a complimentary baseline scan today and include four progress scans with whichever membership you choose. Does that sound helpful?”

Premium Fitness Program Upgrade

“Your membership includes four Fit3D scans. Because clients in our personal training program tend to change faster, we include four additional scans with that program so we can review progress and adjust the plan more frequently. Would you like to see your baseline before we discuss the program options?”

Existing Fitness Member

“We added SNAP by Fit3D to help members track progress beyond body weight. We would like to include a baseline scan as part of your experience. The scan takes about 10 seconds. Would you like to schedule yours this week?”

Personal Training Client

“Your Fit3D scan gives us a visual and measurable baseline. When we scan again in 60 to 90 days, we can compare the results and see how your body is changing. Let's complete your baseline before your next training session.”

Transformation Challenge

“Every challenge participant receives a Fit3D baseline scan so we can document the starting point and compare progress at the end. Would you like me to reserve a scan time?”

GLP-1 or Medical Weight Loss

“Weight is only one part of the story. SNAP gives us a 3D view of your starting point and helps us track body shape, measurements, body composition, metabolic age, and visceral body composition. We recommend scanning about every 30 days.”

Body Contouring or Med Spa

“One of the most common questions is how you will know whether the treatment is working. We use a 3D baseline and future comparison scans so you can see and measure progress. Would you like to complete your baseline before we finalize the treatment plan?”

Front Desk Check-In

“Have you completed your Fit3D baseline scan yet? It is included as part of your experience and takes about 10 seconds. I can help you get started now or schedule a better time.”

Progress Scan Reminder

“It is time to update your Fit3D scan. The first scan established your baseline. This scan will help us see what is working and where the plan may need to change. Let’s schedule your progress review.”

Social Accountability

“Many clients use Fit3D silhouettes to share progress without posting a detailed body image. You can share your journey, tag us and Fit3D, and keep the detailed results private. Would you like us to show you the silhouette view?”

3.3 Objection Handling Framework

1. Acknowledge the concern.
2. Clarify the real issue.
3. Explain how SNAP works.
4. Reinforce privacy and choice.
5. Connect the scan to the participant’s goal.
6. Offer a clear next step.

3.4 Common Objections and Responses

“I don’t want to see my body.”

“The first scan is a baseline, not a judgment. You control what we review. We can focus on measurements, body composition, or silhouettes rather than the full 3D image.”

Staff guidance: Give the client control. Never dismiss the concern.

“I’m embarrassed to change clothes.”

“You will scan in a private space and only need form-fitting clothing that provides the coverage you are comfortable with. No one needs to remain in the room.”

Staff guidance: Explain the privacy process before the client enters the room.

“Who can see my scan?”

“Your detailed colorized scan is available only through your personal account. Coaches and admins have access based on the permissions you choose.”

Staff guidance: Do not imply dashboard access equals marketing permission.

“I don’t want my body posted online.”

“Your scan is private and is not automatically posted. Sharing is optional, and silhouettes provide a more private way to share progress.”

Staff guidance: Never require social sharing.

“I already know I need to lose weight.”

“The scale cannot show changes in body shape, measurements, lean mass, fat mass, posture, and other metrics. The baseline gives us a more complete picture.”

Staff guidance: Connect to the person’s goal, not a generic weight-loss message.

“I already use an InBody or scale.”

“That information can still be useful. Fit3D adds a 3D visual and measurement layer so we are not relying on one number.”

Staff guidance: Position SNAP as complementary rather than attacking another tool.

“How accurate is this?”

“SNAP is designed for consistent 3D measurements and progress tracking when the scan instructions are followed. Proper clothing, pose, and rotation are important.”

Staff guidance: Do not promise perfect accuracy or medical diagnosis.

“I don’t have time.”

“The scan takes about 10 seconds and usually processes within 2 to 6 minutes. You receive an email when results are ready.”

Staff guidance: Offer a specific time before or after the appointment.

“I want to wait until I am in better shape.”

“That is why the baseline is valuable now. If you wait, you lose the objective starting point that shows how far you have come.”

Staff guidance: Encourage without shame.

“What if the results discourage me?”

“We treat the first scan as a starting point. Future scans help us focus on progress, even when the scale does not change quickly.”

Staff guidance: Review only a few relevant metrics.

“I don’t think I made progress.”

“The comparison can show changes in measurements, body shape, or body composition. If progress is limited, it helps us understand what may need to change.”

Staff guidance: Do not guarantee positive results.

“I do not want anyone judging me.”

“This process is focused on your goals, not judgment. Your results are personal, and the conversation should remain supportive.”

Staff guidance: Tone matters as much as wording.

“Do I have to share results with my coach?”

“You control the access you provide. We can explain the options and why broader access may help the coaching experience.”

Staff guidance: Never pressure the client to expand permissions.

“Why do I need another scan?”

“The first scan establishes the baseline. The comparison scan tells us whether the program is moving you toward your goal.”

Staff guidance: Schedule rescans as part of the program, not as an afterthought.

“Can I just take photos?”

“Photos can help, but lighting, posture, and camera position are hard to repeat. Fit3D provides a structured 3D comparison plus measurements.”

Staff guidance: Photos and SNAP may be used together.

“Will this tell me exactly what workout or diet I need?”

“Fit3D provides measurements and progress information. Your qualified coach, nutrition professional, or medical provider uses those results as one part of the broader plan.”

Staff guidance: Stay within professional scope.

When the client still declines

Respect the decision: “No problem. The scan is available when you are ready, and we can revisit it before your next progress review.”

PART 4: Review Results and Retain Clients

Turn the scan into motivation, accountability, service value, and the next measurable goal.



PART 4

Review Results and Retain Clients

Turn the scan into motivation, accountability, service value, and the next measurable goal.

RESULTS REVIEW FRAMEWORK

- Reconnect goal
- Visual compare
- Key metrics
- Discuss factors
- Set next goal
- Schedule rescan

RETENTION CONVERSATION PATHS

- Strong progress
- Limited progress
- Goal reached

4.1 The Results Review Framework

1. Reconnect with the participant's original goal.
2. Start with the 3D image or visual comparison.
3. Focus on the two to four metrics most relevant to the goal.
4. Discuss what the results suggest alongside attendance, adherence, and lifestyle factors.
5. Agree on the next goal and one or two specific actions.
6. Schedule the next scan before the participant leaves.

First scan versus later scans

The first scan establishes a baseline. On the second and later scans, move quickly to the comparison page, visual differences, and change graphs.

4.2 First Scan: Establish the Baseline

Suggested opening: “Today’s scan gives us your starting point. We are not looking for a pass or fail. We are establishing a baseline so we can measure how your body changes as you move through the program.”

- Begin with the 3D image and explain that it creates a visual record of today.
- Review body composition as more than total body weight.
- Highlight measurements connected to the client’s goals.
- Introduce metabolic age, posture, and other relevant wellness metrics.
- Set realistic expectations and schedule the next scan.

4.3 Results Review Scenarios

The scan should guide a productive conversation, not create a pass-or-fail judgment. Staff should use the scenario that best matches the participant’s results, goals, and emotional response.

Strong Progress

When progress is strong, make the change visible, connect it to the participant’s actions, and establish the next goal before motivation fades.

Suggested opening

“You have made clear, measurable progress. Let’s look at where the changes are showing up and what appears to be working.”

Conversation steps

1. Start with the visual comparison and change graphs.
2. Highlight the two to four changes most closely connected to the original goal.
3. Compare the current results with the baseline.
4. Ask which behaviors the participant believes made the greatest difference.
5. Reinforce the habits and program elements that appear to be working.
6. Identify the next realistic milestone.
7. Schedule the next scan.

Questions to ask

- “What have you been most consistent with since your last scan?”
- “Which change are you most proud of?”
- “What do you want to accomplish during the next phase?”
- “What could interfere with maintaining this momentum?”

Suggested close

“Your current approach is producing measurable change. Let’s keep the parts that are working, establish the next target, and schedule the scan that will help us measure it.”

Staff guidance

Celebrate specifically. Avoid vague praise such as “great job.” Point to the visual or measurable changes that support the recognition.

Do not imply that progress will continue automatically. Strong progress should lead to a new goal and continued accountability.

Some Progress, but Less Than Expected

Partial progress should be recognized without ignoring the gap between the expected and actual results.

Suggested opening

“There are some positive changes here, although the overall progress is not yet where we expected it to be. Let’s look at what is working and what may be limiting the result.”

Conversation steps

1. Identify the positive changes first.
2. Revisit the original goal and expected timeline.
3. Confirm that the scans were completed under appropriate conditions.
4. Ask what the previous several weeks actually looked like.
5. Review attendance, program participation, and relevant lifestyle factors.
6. Identify one or two high-impact adjustments.

7. Establish a shorter accountability checkpoint when appropriate.
8. Schedule the next scan.

Questions to ask

- “What parts of the program have been easiest to follow?”
- “Where have you had the most difficulty staying consistent?”
- “Have anything in your schedule, nutrition, sleep, stress, or recovery changed?”
- “Which one or two adjustments feel realistic before the next review?”

Suggested close

“The scan shows that some parts of the plan are working. We now have a clearer picture of what to keep and what to adjust during the next phase.”

Staff guidance

Do not dismiss the progress simply because the client has not reached the full target.

Avoid changing the entire program at once. Select the most meaningful actions the participant can realistically sustain.

Little or No Progress

Limited progress should trigger curiosity, quality checks, and constructive problem solving rather than blame.

Suggested opening

“The scan is not showing the level of change we hoped to see. That does not mean the conversation ends here. It gives us an opportunity to understand what may be affecting the result.”

Conversation steps

1. Confirm that the correct scans were selected for comparison.
2. Review scan quality, clothing, pose, rotation, height, weight, and environmental conditions.

3. Confirm that enough time has passed for meaningful change.
4. Review attendance and program participation.
5. Discuss relevant behaviors outside the facility.
6. Identify the primary barrier.
7. Create a written recovery plan with one or two specific actions.
8. Set a shorter follow-up checkpoint.
9. Schedule the next scan.

Questions to ask

- “How consistently have you been able to follow the program?”
- “What has your routine looked like outside the time you spend with us?”
- “Has anything changed with nutrition, alcohol, sleep, stress, activity, or recovery?”
- “What is the biggest obstacle we need to solve first?”

Suggested close

“The value of this scan is that it helps us identify the gap now. Let’s agree on the changes we will make and the point at which we will review progress again.”

Staff guidance

Do not say, “You must not be following the program.”

Do not automatically defend the facility’s service or blame the participant. Confirm the technical conditions first, then explore behavior and program fit objectively.

Goal Reached

Reaching the original goal should become a transition into maintenance or a new objective, not the end of the client relationship.

Suggested opening

“You have reached the goal we originally set. Let’s review the full journey and decide what you want the next phase to look like.”

Conversation steps

1. Compare the baseline with the current scan.
2. Highlight the most meaningful visual and measurable changes.
3. Recognize the behaviors that created the result.
4. Ask what the participant wants to protect, maintain, or improve next.
5. Establish a new 60- to 90-day goal.
6. Transition into maintenance or the next program phase.
7. Schedule the next scan.

Questions to ask

- “What part of this result feels most meaningful to you?”
- “Which habits do you believe were essential?”
- “Would you like to maintain this result or continue working toward another change?”
- “What would make the next 60 to 90 days meaningful?”

Suggested close

“Reaching the goal is a major achievement. The next phase is about protecting the progress and deciding what you want to build from here.”

Staff guidance

Celebrate specifically rather than offering generic praise.

Do not immediately turn the achievement into a sales pitch. First recognize the result, then connect the next recommendation to the participant’s stated goals.

Close to the Goal

Participants who are close to their goal may become impatient, reduce effort, or assume the final result should happen quickly.

Suggested opening

“You are getting close to the goal. This is often the point where consistency matters most because the final stage may take longer than the early changes.”

Conversation steps

1. Show how far the participant has progressed from the baseline.
2. Identify the remaining gap.
3. Reinforce the behaviors producing the result.
4. Set realistic expectations for the final phase.
5. Establish an intermediate milestone.
6. Schedule the next scan.

Questions to ask

- “What has helped you get this far?”
- “Where do you feel most tempted to reduce your effort?”
- “What smaller milestone should we measure before the final goal?”
- “What support would help you remain consistent?”

Suggested close

“You are close enough that we should protect the momentum. Let’s define the next milestone and continue measuring the behaviors that are working.”

Staff guidance

Do not guarantee that the final goal will be reached by a specific date.

Focus on continued consistency and the next measurable milestone rather than creating unnecessary urgency.

Scale Unchanged, Body Changed

This is especially relevant when the participant is losing fat, building lean mass, or changing measurements while remaining near the same body weight.

Suggested opening

“Your body weight has not changed significantly, but your scan shows that your body is changing.”

Conversation steps

1. Compare the 3D images.
2. Review circumference and body-shape changes.
3. Review fat mass, lean mass, and body-fat percentage when relevant.
4. Discuss posture or clothing-fit changes.
5. Explain why body weight alone may not reflect the full result.
6. Connect the changes to the participant’s real goal.
7. Schedule the next scan.

Suggested explanation

“The scale combines fat, lean mass, water, bone, and everything else into one number. It cannot show whether you lost fat, built lean mass, or changed measurements while remaining at a similar weight.”

Questions to ask

- “Have you noticed changes in how your clothing fits?”
- “Do you feel stronger or see changes in your shape?”
- “Was body weight the true goal, or was the goal to change body composition and appearance?”

Suggested close

“This is why we use more than the scale. Your weight is similar, but the scan shows measurable changes in your body.”

Staff guidance

Do not promise that every unchanged scale result represents positive body recomposition. Point only to changes that are actually supported by the scan and other relevant information.

Weight Lost, but Composition Not Ideal

Weight loss may be meaningful while still raising questions about whether the change aligns with the participant's broader objective.

Suggested opening

"You have lost weight, which is meaningful progress. We should also look at where that change appears to have come from and whether it aligns with your goal."

Conversation steps

1. Recognize the total weight change.
2. Review fat mass, lean mass, body-fat percentage, and measurements.
3. Compare the results with the participant's actual objective.
4. Discuss program participation and relevant lifestyle factors.
5. Refer nutrition, medication, or medical concerns to the appropriate qualified professional.
6. Establish the next goal.
7. Schedule the next scan.

Questions to ask

- "Was the goal simply to lose weight, or was preserving lean mass also important?"
- "How have your strength, energy, and program participation changed?"
- "Have there been changes in nutrition, training, treatment, or recovery?"
- "Which qualified member of the care team should review this with you?"

Suggested close

"The weight change is real, but we want the next phase to remain aligned with the outcome you actually want. Let's involve the appropriate professional and define what we will measure next."

Staff guidance

Do not diagnose the cause of lean-mass loss or recommend medication or treatment changes outside the facility's professional scope.

Treat body-composition metrics as one part of the broader client picture.

Unexpected or Inconsistent Results

If a result appears unrealistic, do not force an interpretation or use questionable data to make program decisions.

Suggested opening

“These results are different from what we expected. Before we draw conclusions, let’s confirm that the scan was completed under the correct conditions.”

Conversation steps

1. Confirm the correct participant and comparison scans were selected.
2. Verify the height and weight entered for each scan.
3. Review form-fitting clothing.
4. Confirm hair and long beards were secured above the neckline.
5. Confirm shoes, socks, jewelry, watches, and accessories were removed.
6. Review arm position, head position, and rotation.
7. Check lighting, background, mirrors, and reflective objects.
8. Complete another scan when appropriate.
9. Contact help@fit3d.com if the issue continues.

Suggested language before rescanning

“I recommend that we complete another scan before using this result to make decisions. A second properly completed scan will help us determine whether the difference is real.”

Suggested close

“We will wait for the corrected scan before interpreting the change. It is better to verify the data than to create a conclusion from a questionable result.”

Staff guidance

Do not attempt to explain obviously unrealistic results as genuine progress or decline.

Do not delete or disregard a result without first checking the scan conditions and seeking support when needed.

Client Becomes Emotional

Body-related information can create embarrassment, anxiety, disappointment, or other strong emotional reactions.

Suggested opening

“I understand that reviewing this information can feel very personal. We can slow down, focus only on what you are comfortable discussing, or stop the review for today.”

Conversation steps

1. Pause the review.
2. Acknowledge the participant’s response without judgment.
3. Ask whether the participant wants to continue.
4. Offer to use silhouettes rather than the full 3D image.
5. Reduce the review to one or two metrics.
6. Offer to include a trusted coach, provider, or support person when appropriate.
7. End the review if the participant requests it.
8. Agree on whether and when to revisit the results.

Questions to ask

- “Would you like to pause for a moment?”
- “Would you prefer to review measurements rather than the image?”
- “Is there a specific part of the report you do not want to discuss?”
- “Would you like to continue later with someone else present?”

Suggested close

“You control the pace of this conversation. We can revisit the results when you feel ready and focus only on the information that supports your goals.”

Staff guidance

Do not:

- Minimize the reaction
- Use shame as motivation
- Continue reviewing results without permission
- Tell the participant how they should feel
- Pressure the participant to view the full avatar
- Turn an emotional moment into a sales conversation

The participant's comfort and control take priority over completing the review.

Accuracy Concern Compared with BIA or DXA

A participant may notice that SNAP reports a different body-fat percentage, fat mass, or lean mass than a BIA device or DXA scan.

Different technologies use different inputs, assumptions, and prediction models, so the results should not be expected to match exactly. BIA estimates body composition from electrical impedance and predictive equations and can be affected by hydration, food intake, activity, device design, and testing protocol. DXA uses X-ray attenuation and is commonly treated as a clinical reference method, but results can still vary based on the machine, software, positioning, and testing protocol.

Suggested opening

“That is a fair question. SNAP, BIA, and DXA measure or estimate body composition in different ways, so the numbers may not match exactly. Let’s first make sure today’s SNAP scan was completed correctly, and then we can decide which method you want to use consistently for tracking progress.”

Step 1: Clarify the comparison

Ask:

- Which metric is different: body-fat percentage, fat mass, lean mass, visceral fat, or something else?
- Were the tests completed on the same day?
- Was the same BIA or DXA device used previously?
- Were the participant's height and weight entered correctly?
- Were there meaningful differences in hydration, meals, exercise, clothing, or testing conditions?

Do not assume one result is wrong simply because the numbers differ.

Step 2: Confirm SNAP scan quality

Review:

- Form-fitting clothing
- Hair and beard placement
- Shoes and accessories removed
- Correct arm and head position
- Smooth rotation
- Clear background and lighting
- Correct height and weight
- Appropriate scan selected for comparison

If the scan conditions were questionable, complete another scan before interpreting the results. Fit3D's measurements and wellness estimates depend on proper feature visibility and scan technique.

Step 3: Explain the difference simply

Suggested language:

"BIA estimates body composition by measuring how an electrical signal moves through the body. DXA estimates it using low-dose X-ray imaging. SNAP estimates it from the participant's 3D body shape and measurements. Because the methods use different inputs and algorithms, they can establish different starting numbers."

Research on 3D optical scanning has found strong agreement and high repeatability compared with DXA, while also showing that individual offsets between methods can occur.

Step 4: Do not mix baselines

Suggested language:

“The most useful approach is to choose one method as the primary progress-tracking baseline and use that same method consistently. We should compare SNAP with future SNAP scans rather than expecting it to reproduce the exact number from another device.”

If the facility uses both SNAP and BIA, clearly define their roles. For example:

- Use SNAP for 3D visual comparisons, measurements, posture, and progress conversations.
- Use BIA for the metrics the facility has already standardized around.
- Avoid switching between the two numbers when judging progress.

Fit3D’s own operational guidance similarly recommends choosing a consistent tool and communicating clearly which values will be compared over time.

Step 5: Defer appropriately to clinical testing

If the participant’s physician or medical provider is using DXA for diagnosis, treatment, or another clinical decision:

“For medical decisions, follow the result and guidance provided by your qualified healthcare professional. We can use SNAP as a complementary tool for visualizing body-shape changes, measurements, and progress between assessments.”

Staff should never dispute a medical provider’s interpretation or present SNAP as a replacement for clinically indicated testing.

Step 6: Escalate unusual discrepancies

Contact help@fit3d.com when:

- The result appears physically unrealistic
- Two properly completed SNAP scans show an unexplained major change
- Key wellness metrics are missing
- A rescan does not resolve the issue
- Staff need help evaluating whether the scan was captured correctly

Staff guidance

Do not say:

- “SNAP is more accurate than DXA.”
- “The BIA machine is wrong.”
- “Accuracy does not matter.”
- “All body-composition devices are basically the same.”
- “This number is guaranteed to be exact.”

Instead, acknowledge that each method has strengths and limitations, verify scan quality, establish a consistent baseline, and return the conversation to measurable progress over time.

4.4 Recommended Rescan Timing

Schedule rescans based on program type and the kind of progress being reviewed.

PROGRAM	RECOMMENDED SCAN CADENCE	PRIMARY REVIEW EMPHASIS
 Fitness only	 60-90 days	3D comparison, lean mass, fat mass, measurements, posture.
 Fitness plus nutrition	 30-90 days	Program intensity, adherence, composition, and measurements.
 GLP-1	 30 days	Fat mass, lean mass, measurements, visceral body composition, progress.
 HRT or testosterone therapy	 30 days	Body composition, lean mass, measurements, and overall change.
 Non-medical body contouring	 60-90 days	Treatment-area measurements and visual body-shape change.
 Standalone nutrition	 60-90 days	Body composition, measurements, and accountability.



4.5 The Retention Conversation

PROGRESS IS STRONG

Make the progress visible, identify what is working, and set the next goal before the client feels finished.

GOAL IS REACHED

Celebrate, transition into maintenance or a new objective, and schedule the next 60- to 90-day scan.

PROGRESS IS LIMITED

Investigate attendance, nutrition, alcohol, sleep, stress, recovery, and adherence. Agree on specific changes.

CANCELLATION REQUEST

Offer a respectful comparison review to reconnect the client with value and understand the real reason for leaving.

PART 5: Integrate SNAP Into Your Business

Choose a repeatable workflow for acquisition, service delivery, progress review, retention, and referrals.

PART 5

INTEGRATE SNAP INTO YOUR BUSINESS

Choose a repeatable workflow for acquisition, service delivery, progress review, retention, and referrals.



5.1 The Integration Framework

Question	Facility decision
Who receives a baseline scan?	Every eligible prospect, new member, training client, treatment client, or program participant.
When does it happen?	During consultation, after the tour, before the first service, or in the first week.
Who introduces it?	Sales, membership advisor, coach, provider, front desk, or treatment coordinator.
Who reviews results?	A trained staff member who understands the client goal and facility services.
When is the next scan scheduled?	Before the participant leaves the results review whenever possible.
How does it support the relationship?	Baseline, proof of progress, accountability, next goal, program renewal, and referral.

5.2 Fitness Integration Playbooks

New-Member Sales Experience

- Show the scan room during the facility tour.
- Position SNAP as a premium benefit normally associated with higher-level programming.
- Offer a complimentary baseline scan during the sales process.
- Include four scans with any membership.
- Review the baseline and connect it to the prospect's goals.
- Offer four additional scans with the higher-tier personal training program.
- Schedule the next scan before the prospect leaves.

Personal Training Enrollment

- Ask what the client wants to change over the next 60 to 90 days.
- Complete the baseline before or near the first training session.
- Review only the metrics connected to the goal.
- Explain how the next scan will evaluate the response to training.
- Build scans into the premium package and schedule the comparison.

Existing-Member Activation

- Run a Member Baseline Scan Week.
- Invite members through email, SMS, social, front desk, and trainers.
- Offer scan appointments before or after workouts.
- Use the baseline review to identify members who need coaching or structure.
- Schedule the rescan and document feedback.

Progress Review and Retention

- Review the original goal, attendance, and previous scan before the appointment.
- Use the strong progress, limited progress, or goal achieved path.
- Document the next goal in the facility's CRM or notes.
- Schedule the next comparison scan.

Transformation Challenge

- Complete baseline scans before the challenge.
- Document goals and schedule the final scan at the beginning.
- Provide accountability during the challenge.
- Complete comparison scans at the end and transition participants into ongoing programs.
- Encourage voluntary silhouette sharing and social tags.

Membership Cancellation Intervention

- Offer to review the member's scan history before completing cancellation.
- Show progress and ask why the member is considering leaving.
- Determine whether schedule, price, programming, or experience is the real concern.
- Offer an appropriate adjustment without pressuring the member.

5.3 Body Contouring and Weight-Loss Integration Playbooks

New-Client Consultation

- Explain that SNAP creates objective before-and-after documentation.
- Show permitted silhouettes, non-colorized comparisons, measurements, and client stories.
- Complete the baseline before the first treatment, medication dose, or program milestone.
- Review the visual baseline and treatment-related metrics.

- Recommend the package within the provider's professional scope.
- Schedule the comparison scan.

GLP-1 and Medical Weight Loss

- Complete the baseline before or near program start.
- Review the 3D model, weight, body-fat percentage, fat mass, lean mass, measurements, metabolic age, and visceral body composition.
- Complete monthly comparisons.
- Use limited progress as an opportunity to discuss adherence and lifestyle within professional scope.
- Transition goal achievers into maintenance and weight-regain prevention.

Non-Medical Treatment Package

- Capture a baseline before the first treatment.
- Identify the primary treatment areas and relevant measurements.
- Avoid scanning too frequently.
- Complete the comparison at 60 to 90 days.
- Discuss whether expectations were met and recommend the next phase or maintenance.

Nutrition Program

- Use the baseline to create accountability beyond body weight.
- Review body composition, measurements, the 3D image, metabolic age, and visceral body composition when appropriate.
- Use the scan alongside food habits, activity, sleep, stress, and adherence.
- Schedule the next scan in 60 to 90 days, or sooner for an aggressive combined program.

Treatment Renewal

- Revisit the original goal and show baseline versus current scan.
- Highlight visible and measurable change.
- Ask whether the client wants to maintain, continue, or set a new goal.
- Recommend the next treatment phase based on goals and professional judgment.
- Schedule the next scan.

5.4 Staff Ownership

Role	Primary responsibilities
Owner / Program Leader	Choose the business model, set expectations, monitor scan volume, and own certification.
Administrator	Manage facility setup, coach access, dashboard workflows, and map profile accuracy.
Coach / Provider	Invite clients, review results, set goals, schedule rescans, and document next actions.
Front Desk	Ask about baselines, schedule scan appointments, and route questions.
Marketing Owner	Announce SNAP, promote client stories, tag Fit3D, use the referral link, and manage releases.

5.5 Referral and Social Growth

- Fit3D creates the facility referral link shortly after activation.
- Each new Fit3D customer who subscribes through the link earns the referring facility a \$20 monthly bill credit.
- Five active referrals can offset the full \$100 monthly SNAP subscription.
- The best placement is inside social posts that share body transformation stories and explain how SNAP supports the business.
- Encourage participants to publish their own progress stories, tag the facility, and tag Fit3D.

Privacy and marketing permission

Facility responsibility

Facilities must use their own locally compliant release and marketing consent forms. Client access permissions determine what coaches may view for service delivery; they do not automatically grant permission to publish the client's information in marketing.

PART 6: Graduate, Certify, Grow

Turn successful onboarding into long-term visibility, community, and repeatable client value.

PART 6

GRADUATE, CERTIFY, GROW

Turn successful onboarding into long-term visibility, community, and repeatable client value.



SNAP CERTIFIED FACILITY
Verified by Fit3D



12,000+
Visitors per month to your location page

YOUR PROGRESS



SCANS THIS QUARTER

92

Unique Users

LAST 90 DAYS

-  **10+** Unique Scans
-  Active Subscription In Good Standing
-  All Certification Requirements Met

 You are part of the SNAP Growth Network
Share, learn, and grow with top-performing facilities.



INCREASE SCAN VOLUME
Seasonal campaigns, scan events, partnerships, referrals, and local lead generation.



IMPROVE INTEGRATION
Better intake, progress-review, renewal, and treatment workflows.



IMPROVE EXPERIENCE
Stronger result conversations, rescan scheduling, privacy, and client celebration.



CREATE OPPORTUNITY
Map visibility, customer stories, referral credits, feature access, and future partner roles.

6.1 SNAP Certified Facility Requirements

- At least 50 unique users have completed scans.
- At least one active coach account is assigned.
- The facility has passed the 10-question Playbook knowledge assessment with at least 80%.
- The Fit3D location profile is complete and accurate.
- The SNAP subscription is active and in good standing.
- At least 10 unique client scans were completed during the previous 90 days.

- The facility completed one qualifying advocacy action: an active referral, three SNAP social posts, a case study or testimonial, a community scan event, or a Fit3D customer spotlight.

Location map benefit

SNAP Certified Facilities receive certification visibility on the Fit3D location lookup. Fit3D currently drives approximately 12,000 visitors per month to the location page, creating a potential source of local consumer leads.

6.2 SNAP Playbook Knowledge Assessment

Passing score: 8 of 10. Facilities may retake the assessment.

1. Where should the center of the tablet be mounted?

A. 20-24 inches B. 39-41 inches C. 55-60 inches D. Any height

2. What preparation is required?

A. Shoes on B. Loose clothing C. Minimal form-fitting clothing and accessories removed D. Heavy hydration

3. What is the purpose of the first scan?

A. Diagnose conditions B. Establish a baseline C. Set medication dosage D. Replace coaching

4. What should staff do on second and later scans?

A. Ignore comparisons B. Go quickly to the comparison view C. Review only weight D. Print every measurement

5. Recommended fitness-only rescan cadence?

A. Daily B. Weekly C. 60-90 days D. Annually

6. Recommended GLP-1 rescan cadence?

A. About 30 days B. 90-120 days C. Annually D. Only at the end

7. Does coach dashboard access automatically authorize marketing use?

A. Yes B. No; facilities need their own locally compliant release process

8. What is the Launch Lab graduation target?

A. 10 scans B. 20 scans C. 30 unique scanned users D. 50 scans

9. What is the first response when a scan looks unrealistic?

A. Interpret it anyway B. Check scan conditions and rescan if needed C. Diagnose the client D. Delete the account

10. What should end every results review?

A. No follow-up B. A clear next goal and scheduled next scan C. A public post D. A medical diagnosis

Answer key

1-B, 2-C, 3-B, 4-B, 5-C, 6-A, 7-B, 8-C, 9-B, 10-B.

6.3 The SNAP Growth Network

After Launch Lab graduation, facilities move from initial activation to ongoing growth and program optimization. The Growth Network should focus on increasing scan volume, improving integration, strengthening the client experience, sharing benchmarks, and creating co-marketing opportunities.

INCREASE SCAN VOLUME

Seasonal campaigns, scan events, partnerships, referrals, and local lead generation.

IMPROVE INTEGRATION

Better intake, progress-review, renewal, and treatment workflows.

IMPROVE EXPERIENCE

Stronger result conversations, rescan scheduling, privacy, and client celebration.

CREATE OPPORTUNITY

Map visibility, customer stories, referral credits, feature access, and future partner roles.

PART 7: Printable Tools and Handouts

Each page is designed to stand alone for printing, sharing, or staff training.



THE PRINTABLE TOOLKIT

UNDERSTAND SNAP

Processing flow
Connected environments
Future scans and access
What SNAP is and is not

ACTIVATE

Quick-start roadmap
Technical activation and scan room
Participant preparation
What happens after the scan

INTEGRATE & RETAIN

Invitation and objection tools
Results-review scenarios
Rescan timing
Integration playbooks and scorecards

CERTIFY & SUPPORT

Recovery and graduation
Certification checklist and quiz
Privacy and marketing use
Support paths and links

PRINTABLE TOOL / STAFF REFERENCE

0.2 THE SNAP PROCESSING FLOW

From capture to insights. SNAP turns a guided 360° rotation into data you can use.



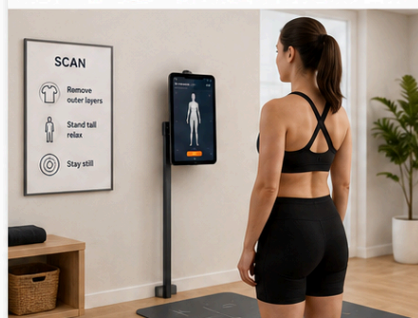
CORE SEQUENCE Capture → Upload → Create → Measure → Process → Review. Use this handout to explain how a guided 360° rotation becomes a 3D avatar, approximately 400 measurements, and available wellness metrics.

PRINTABLE TOOL / STAFF REFERENCE

0.3 Three Connected Environments

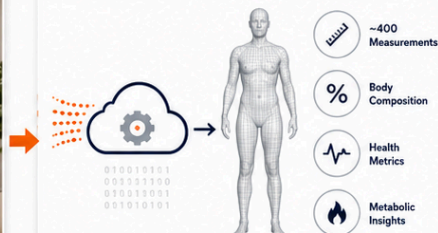
SNAP separates capture from processing and results review.

1 SCANNING TABLET Capture



Runs the SNAP app, guides the participant, captures the scan, and uploads it for processing.

2 FIT3D CLOUD Process



Creates the 3D avatar, calculates approximately 400 measurements, and produces available wellness metrics.

3 RESULTS DEVICE Review



The participant and authorized staff review reports and comparisons on a laptop, desktop, tablet, or larger assessment-room display.



HOW THE ENVIRONMENTS WORK TOGETHER



The participant scans in the dedicated scan space.



The scan uploads automatically for cloud processing.



The participant receives an email when results are ready.



The coach can review available data based on sharing permissions.



WHY REVIEW ON A SEPARATE DEVICE



Keep the scan tablet mounted and available.



Use a larger screen for comparison views and change graphs.



Create a more comfortable assessment conversation.



Allow another participant to scan while results are being reviewed.



IMPORTANT OPERATING PRINCIPLE | The scanning tablet is for capturing scans. Results should normally be reviewed on a separate device, such as a laptop, desktop, tablet, or larger display in an assessment room.

OPERATING PRINCIPLE The scanning tablet captures. The Fit3D Cloud processes. A separate results device supports a more comfortable, scalable review conversation.

PRINTABLE TOOL / STAFF REFERENCE

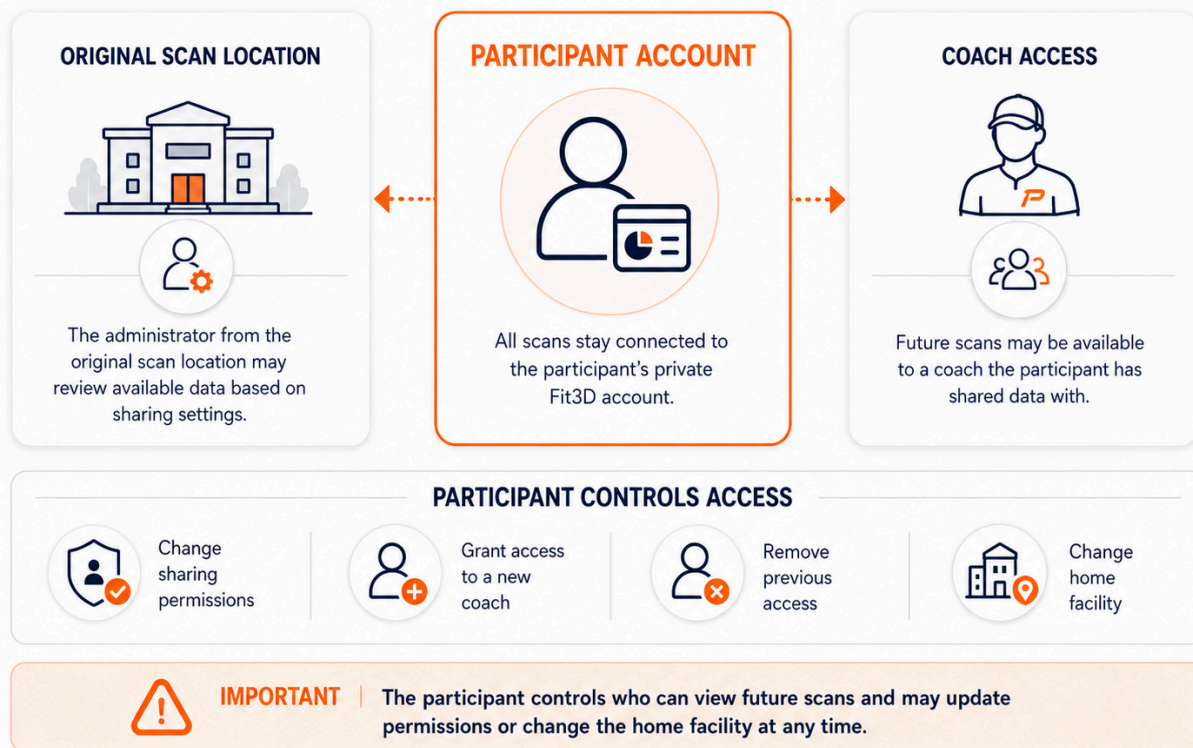
Future Scans, Account Continuity, and Access

One Fit3D account keeps every scan, report, and comparison connected over time.

1 ANY SNAP DEVICE The participant may scan on any active SNAP device.	2 SAME ACCOUNT Use the same email and password for every scan.	3 PRIVATE DASHBOARD All processed scans appear at dashboard.fit3d.com.	4 ONGOING COMPARISONS The baseline, reports, and progress history stay connected.
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0.6 Coach, Administrator, and Home-Facility Access

Future scans may be available to a coach the participant has shared data with and to the administrator from the participant's original scan location.



RETURNING-PARTICIPANT SCRIPT "Have you scanned with Fit3D before? Please use the same email and password so today's scan is added to your existing history. If needed, use password recovery or the Scan PIN option rather than creating a new account."

PRINTABLE TOOL / STAFF REFERENCE

What SNAP Is and What SNAP Is Not

Use SNAP to make progress visible and support better assessment, coaching, retention, and renewal conversations.

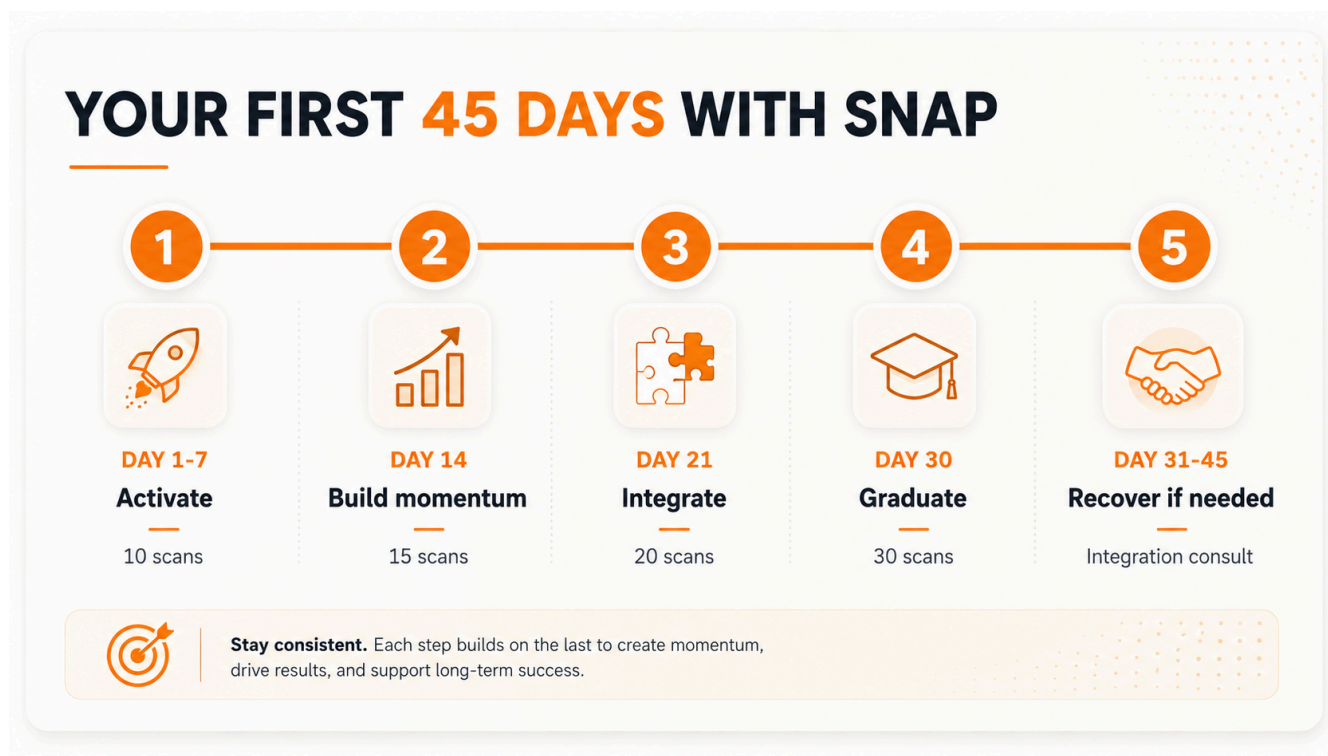
GUIDING PRINCIPLE SNAP informs the conversation. Qualified professionals make the decisions.

SNAP IS DESIGNED TO	SNAP DOES NOT
✓ Create an objective baseline	✗ Diagnose medical conditions
✓ Show visual progress beyond the scale	✗ Prescribe medication or treatment
✓ Support coaching, accountability, retention, and renewals	✗ Replace qualified coaching, nutrition, or medical judgment
✓ Help the participant set the next measurable goal	✗ Automatically grant permission to publish client data

WHY ACCOUNT CONTINUITY MATTERS Using the same Fit3D account preserves the original baseline, future scan reports, visual comparisons, measurement changes, and long-term progress history.

STAFF REMINDER Returning participants should recover their password or use Scan PIN rather than create a new Fit3D account.

SNAP Quick-Start Roadmap



☐ Activate the tablet and confirm the scan room is ready.	☐ Create administrator and coach accounts.
☐ Join Launch Labs and attend at least one Office Hours session.	☐ Capture 10 unique scans by Day 7.
☐ Reach 15 scans by Day 14 and 20 scans by Day 21.	☐ Graduate with 30 unique scanned users by Day 30.
☐ Use the Recovery Track if the facility is below target.	☐ Begin the path toward SNAP Certified Facility status.

Technical Activation and Scan Room

Complete this page before inviting the first client to scan.



ROOM STANDARDS

- ☐ Tablet center: 40 inches from the floor
- ☐ Clear distance: 4-7 feet
- ☐ Open 360-degree rotation zone
- ☐ Bright, consistent overhead lighting
- ☐ No mirrors, reflections, or visual clutter
- ☐ Private changing and scanning area

ACCOUNT & APP

- ☐ SNAP subscription completed
- ☐ Activation code received
- ☐ Fit3D app installed
- ☐ Activation code entered

DEVICE & ROOM

- ☐ Supported tablet dedicated to SNAP
- ☐ Mount and lighting confirmed
- ☐ Private scan area prepared
- ☐ Scan zone cleared

TEAM & TEST

- ☐ Admin access requested
- ☐ Coach accounts created
- ☐ Referral link confirmed
- ☐ Successful test scan completed

Prepare for Your SNAP Scan

Follow these steps for the most accurate and comfortable scan experience.

PREPARE FOR YOUR SNAP SCAN

Follow these simple steps for the most accurate scan.

1 WEAR MINIMAL, FORM-FITTING CLOTHING
Fit clothing shows your natural shape for the most accurate results.

2 REMOVE SHOES AND SOCKS
Go barefoot for an accurate full-body scan.

3 REMOVE HATS, JEWELRY, WATCHES, AND ACCESSORIES
Clear of all accessories for best results.

4 TIE HAIR ABOVE THE NECKLINE; SECURE LONG BEARDS
Keep hair off your neck and secure long beards.

5 FOLLOW THE APP POSE: ARMS ABOUT 30° FROM THE BODY
Helps capture your shape from all sides.

6 KEEP HEAD STRAIGHT AND ROTATE 360° IN ABOUT 10 SECONDS
Slow, steady turn for a complete, accurate scan.

READY TO SCAN



- Minimal, form-fitting clothing
- No shoes or socks
- No hats, jewelry, watches, or accessories
- Hair tied up, off the neckline
- Arms about 30° from body
- Head straight, rotate 360° in ~10 seconds

NOT READY



- Baggy, loose clothing
- Shoes and socks on
- Jewelry, watches or accessories
- Hair down, covering the neckline
- Arms too close or crossed
- Head tilted; not rotating properly

READY TO SCAN



- Minimal, form-fitting clothing
- No shoes or socks
- No hats, jewelry, watches, or accessories
- Hair neat; beard secured
- Arms about 30° from body
- Head straight, rotate 360° in ~10 seconds

NOT READY



- Baggy, loose clothing
- Shoes and socks on
- Hats, jewelry, watches or accessories
- Hair under hat; beard not secured
- Arms too close to body
- Head tilted; not rotating properly

i Follow these steps and the app pose for the most accurate SNAP scan.

RECOMMENDED SCAN CLOTHING

Women: sports bra and leggings or leggings shorts.

Men: no shirt and tight-fitting boxer briefs or briefs, not boxers.

PRIVATE SCAN AREA Participants should change and scan in a private area. No special rules are required around meals, hydration, exercise, or time of day unless they materially change the body's visible surface.

What to Expect During and After Your Scan

The capture takes about 10 seconds. Fit3D then processes the scan and emails you when results are ready.

1. LOG IN Use your Fit3D email and password.	2. CONFIRM Enter or update height and weight.	3. PREPARE Remove accessories and follow clothing guidance.	4. FOLLOW Use the in-app pose and distance prompts.
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What Happens After the Scan

After capture, the scan uploads to Fit3D, is processed into a 3D model, and the participant is notified when results are ready.



EMAIL You receive a success email when the scan is ready.	DASHBOARD Log into dashboard.fit3d.com with the same credentials.	COACH / ADMIN Facility staff can monitor scan status based on your permissions.
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Invite Clients and Handle Objections

Make the scan feel normal, valuable, private, and connected to the client's goal.

WHY IT MATTERS	WHAT HAPPENS	HOW IT HELPS	NEXT STEP
See progress beyond the scale.	A private 10-second 3D baseline.	Compare future change.	Offer a specific time.

INVITE	RESPOND
New prospect “We can provide a complimentary baseline scan today and include progress scans with your membership.” Existing client “We added SNAP to help you see progress beyond the scale. Would you like to schedule your baseline?” Progress scan “It is time to update your scan so we can see what is working and what may need to change.”	Privacy “Your colorized scan is available only through your personal account, and you control access.” Embarrassment “You will scan privately in form-fitting clothing that provides comfortable coverage.” Wait until later “Scanning now preserves the starting point so you can see how far you have come.” No time “The capture takes about 10 seconds, and you receive an email when results are ready.” Another device “Fit3D adds a visual and measurement layer rather than relying on one number.” Declines “No problem. The scan is available when you are ready.”

Do not end passively Offer a direct next step: today or later this week, before or after the appointment, Tuesday or Thursday.

Results Review in Seven Steps

Turn the scan into motivation, accountability, service value, and the next measurable goal.

- | | |
|---|---|
| <p>1 Confirm the client is comfortable with the review and access level.</p> <p>2 Reconnect with the client's original goal.</p> <p>3 Start with the 3D image or comparison view.</p> <p>4 Focus on two to four relevant metrics.</p> | <p>5 Identify what is working or limiting progress.</p> <p>6 Set the next goal and one or two actions.</p> <p>7 Schedule the next scan before the client leaves.</p> |
|---|---|

STRONG PROGRESS

Celebrate specifically, reinforce what is working, and set the next goal.

LIMITED PROGRESS

Investigate adherence and lifestyle factors constructively.

GOAL ACHIEVED

Transition into maintenance or a new 60- to 90-day objective.

UNEXPECTED RESULT

Check scan conditions and rescan before interpretation.

Close every review

Agree on the next measurable goal, document one or two actions, and schedule the next scan before the client leaves.

PRINTABLE TOOL / STAFF REFERENCE

Results Review Scenarios: Progress Pathways

Choose the path that matches the participant's results. Make the change visible, connect it to behaviors, and schedule the next scan.

STRONG PROGRESS Say: <i>"You have made clear, measurable progress. Let's look at what is working."</i> Next move: Show the visual and metric changes, reinforce the successful behaviors, set the next goal, and schedule the next scan.	SOME PROGRESS Say: <i>"There are positive changes here, although progress is not yet where we expected."</i> Next move: Recognize the wins first, identify the primary limiter, select one or two realistic adjustments, and set a shorter checkpoint.
LITTLE OR NO PROGRESS Say: <i>"The scan is not showing the change we hoped to see. Let's understand what may be affecting the result."</i> Next move: Verify scan quality, review participation and lifestyle factors without blame, create a recovery plan, and schedule follow-up.	CLOSE TO THE GOAL Say: <i>"You are getting close. This is often where consistency matters most."</i> Next move: Show the remaining gap, set an intermediate milestone, protect momentum, and avoid guaranteeing a completion date.
GOAL REACHED Say: <i>"You reached the goal we originally set. Let's decide what the next phase should look like."</i> Next move: Celebrate specifically, review the journey, move into maintenance or a new 60–90 day goal, and schedule the next scan.	EVERY REVIEW ENDS WITH Say: <i>A clear next goal and a scheduled next scan.</i> Next move: Document one or two specific actions and make the next comparison part of the program, not an afterthought.

STAFF STANDARD Celebrate specifically. Stay curious when results are limited. Never use shame, blame, or vague promises.

PRINTABLE TOOL / STAFF REFERENCE

Results Review Scenarios: Special Conversations

Use these quick-reference paths when the result, comparison, or participant response needs additional care.

SCALE UNCHANGED, BODY CHANGED Say: “Your weight is similar, but the scan shows that your body is changing.” Next move: Review the 3D comparison, circumferences, fat mass, lean mass, posture, and clothing fit. Point only to changes supported by the data.	WEIGHT LOST, COMPOSITION NOT IDEAL Say: “You have lost weight. Let’s also look at whether the change aligns with your real goal.” Next move: Review fat and lean mass, stay within professional scope, involve the appropriate nutrition or medical professional, and define the next objective.
UNEXPECTED OR INCONSISTENT RESULT Say: “Before we draw conclusions, let’s confirm the scan was completed under the correct conditions.” Next move: Check the participant, scans selected, height, weight, clothing, hair, pose, rotation, lighting, and background. Rescan before interpreting questionable data.	BIA OR DXA ACCURACY CONCERN Say: “SNAP, BIA, and DXA use different methods, so the numbers may not match exactly.” Next move: Verify scan quality, do not mix baselines, compare SNAP with future SNAP scans, and defer medical decisions to the qualified healthcare provider.
CLIENT BECOMES EMOTIONAL Say: “We can slow down, focus only on what you are comfortable discussing, or stop for today.” Next move: Pause, ask permission to continue, offer silhouettes or fewer metrics, involve a trusted provider if desired, and let the participant control the pace.	ESCALATE WHEN NEEDED Say: Contact help@fit3d.com when a result appears physically unrealistic, a properly completed rescan does not resolve the issue, key metrics are missing, or staff need capture-quality support. Next move: Do not claim SNAP is more accurate than DXA, say another device is wrong, or guarantee an exact result.

Recommended Rescan Timing

Schedule comparison scans based on program type and the pace of expected change.

PROGRAM	RECOMMENDED SCAN CADENCE	PRIMARY REVIEW EMPHASIS
 Fitness only	 60-90 days	3D comparison, lean mass, fat mass, measurements, posture.
 Fitness plus nutrition	 30-90 days	Program intensity, adherence, composition, and measurements.
 GLP-1	 30 days	Fat mass, lean mass, measurements, visceral body composition, progress.
 HRT or testosterone therapy	 30 days	Body composition, lean mass, measurements, and overall change.
 Non-medical body contouring	 60-90 days	Treatment-area measurements and visual body-shape change.
 Standalone nutrition	 60-90 days	Body composition, measurements, and accountability.

Best practice

Schedule the next scan before the participant leaves the results review. A scan that is not scheduled is easy to forget.

CLIENT / PARTICIPANT

NEXT SCAN DATE

PROGRAM / CADENCE

PRIMARY REVIEW FOCUS

Facility Integration Worksheet

Decide exactly how SNAP will operate inside the client journey before launch.

FACILITY	PROGRAM OWNER	DATE
_____	_____	_____
Primary industry and core SNAP use case	Who reviews results?	
_____	_____	
Who receives a baseline scan?	Which metrics are usually emphasized?	
_____	_____	
When does the baseline scan occur?	What is the standard rescan cadence?	
_____	_____	
Who introduces SNAP?	How is the next scan scheduled?	
_____	_____	
How does SNAP support acquisition?	How does SNAP support retention?	
_____	_____	
How does SNAP support service delivery?	Who owns scan volume and reporting?	
_____	_____	

PRINTABLE TOOL / STAFF REFERENCE

The SNAP Success Loop

SNAP creates the greatest business value when it supports the full client relationship, not only the initial assessment.



ACQUIRE Use the baseline scan to make the value of the program visible.	INTEGRATE Build scanning into intake, service delivery, and progress reviews.	RETAIN Show progress, solve barriers, set the next goal, and schedule the next scan.	REFER Encourage voluntary stories, facility tags, and the Fit3D referral link.
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OPERATING RULE The scanner is only the starting point. The repeatable workflow around the scan creates acquisition, service, retention, and referral value.

PRINTABLE TOOL / STAFF REFERENCE

Fitness Integration Quick Guide

Choose the workflows that match the facility's sales, training, challenge, and retention model.

NEW-MEMBER SALES EXPERIENCE ☐ Show the scan room during the tour. ☐ Offer a complimentary baseline during the sales process. ☐ Connect the baseline to the prospect's goals. ☐ Include progress scans and schedule the next one.	PERSONAL TRAINING ENROLLMENT ☐ Define the 60–90 day goal. ☐ Complete the baseline before or near the first session. ☐ Review only goal-relevant metrics. ☐ Build comparison scans into the package.
EXISTING-MEMBER ACTIVATION ☐ Run a Member Baseline Scan Week. ☐ Invite through email, SMS, social, front desk, and trainers. ☐ Offer appointments before or after workouts. ☐ Use results to identify coaching needs.	PROGRESS REVIEW & RETENTION ☐ Review the original goal and previous scan. ☐ Use the appropriate results-review scenario. ☐ Document the next goal and actions. ☐ Schedule the next comparison scan.
TRANSFORMATION CHALLENGE ☐ Scan before the challenge. ☐ Schedule the final scan at the beginning. ☐ Provide accountability during the challenge. ☐ Transition participants into ongoing programs.	CANCELLATION INTERVENTION ☐ Offer a respectful scan-history review. ☐ Show progress and ask the real reason for leaving. ☐ Identify schedule, price, programming, or experience barriers. ☐ Offer an appropriate adjustment without pressure.

PRINTABLE TOOL / STAFF REFERENCE

Body Contouring and Weight-Loss Integration Quick Guide

Use the baseline and comparison scans to make change visible while staying within the facility's professional scope.

NEW-CLIENT CONSULTATION ☐ Explain that SNAP creates objective before-and-after documentation. ☐ Complete the baseline before treatment or a program milestone. ☐ Review visual and treatment-related metrics. ☐ Schedule the comparison scan.	GLP-1 / MEDICAL WEIGHT LOSS ☐ Complete the baseline near program start. ☐ Review body shape, fat mass, lean mass, measurements, metabolic age, and visceral fat. ☐ Compare approximately every 30 days. ☐ Transition goal achievers into maintenance.
NON-MEDICAL TREATMENT PACKAGE ☐ Capture the baseline before the first treatment. ☐ Identify target areas and relevant measurements. ☐ Avoid scanning too frequently. ☐ Compare at 60–90 days and discuss the next phase.	NUTRITION PROGRAM ☐ Use the baseline for accountability beyond body weight. ☐ Review composition, measurements, 3D image, and relevant wellness metrics. ☐ Discuss habits, activity, sleep, stress, and adherence. ☐ Rescan in 60–90 days or sooner for an aggressive combined program.
TREATMENT RENEWAL ☐ Revisit the original goal and show baseline versus current scan. ☐ Highlight visible and measurable change. ☐ Ask whether the client wants to maintain, continue, or set a new goal. ☐ Schedule the next scan.	PROFESSIONAL SCOPE ☐ SNAP does not diagnose or prescribe. ☐ Refer medication, nutrition, or medical concerns to the qualified professional. ☐ Use facility-specific releases for public marketing. ☐ Client sharing permissions do not automatically grant marketing rights.

PRINTABLE TOOL / STAFF REFERENCE

Staff Ownership, Referrals, and Social Growth

Define who owns each part of the workflow and use transformation stories to create responsible growth.

ROLE	PRIMARY RESPONSIBILITIES
Owner / Program Leader	Choose the business model, set expectations, monitor scan volume, and own certification.
Administrator	Manage setup, coach access, dashboard workflows, and map profile accuracy.
Coach / Provider	Invite clients, review results, set goals, schedule rescans, and document next actions.
Front Desk	Ask about baselines, schedule scan appointments, and route questions.
Marketing Owner	Announce SNAP, promote permitted client stories, tag Fit3D, use the referral link, and manage releases.

REFERRAL ECONOMICS

Each active Fit3D customer referred through the facility link earns a \$20 monthly bill credit. Five active referrals can offset the \$100 monthly SNAP subscription.

BEST SOCIAL WORKFLOW

Encourage the participant to publish the story first.
Ask the participant to tag the facility and Fit3D.
Reshare only with the facility's locally compliant permission.

PRIVACY RULE Dashboard access supports service delivery. It does not automatically grant permission to publish client information.

30-in-30 Launch Scorecard

Track the behaviors and scan milestones that indicate successful activation.

DAYS 1-7 Activate 10 scans	DAY 14 Build momentum 15 scans	DAY 21 Integrate 20 scans	DAY 30 Graduate 30 scans
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Milestone	Target	Actual / Date	Done
Tablet and scan room ready	Day 2	_____	☐
Admin and coach accounts ready	Day 3	_____	☐
Public launch announcement	Day 5	_____	☐
Unique scanned users	10 by Day 7	_____	☐
Unique scanned users	15 by Day 14	_____	☐
Unique scanned users	20 by Day 21	_____	☐
Unique scanned users	30 by Day 30	_____	☐
Office Hours attended	At least 1	_____	☐
Playbook assessment	80%+	_____	☐
Integration workflow operating	Day 30	_____	☐

Below target on Day 31?

Email help@fit3d.com and schedule an Integration Consultant session. Engaged facilities may receive a structured extension to Day 45 or, when appropriate, Day 60.

Weekly SNAP Program Review

Use this 10-minute review to keep scanning, results conversations, and follow-up consistent.

WEEK OF _____		PROGRAM OWNER _____		ATTENDEES _____	
UNIQUE USERS _____		FIRST SCANS _____		COMPARISON SCANS _____	
				RESCANS SCHEDULED _____	

☐ Are staff consistently inviting eligible clients? 	☐ What objections are staff hearing most often?
☐ Which clients appear discouraged or at risk? 	☐ Which sales, renewals, or upgrades followed a scan?

One change for next week

PRINTABLE TOOL / STAFF REFERENCE

Recovery Track and Launch Lab Graduation

Use this page when the facility is approaching Day 30 or needs a structured path to reach 30 unique scanned users.

DAYS 31–45: RECOVERY TRACK

- ☐ Email help@fit3d.com and schedule an Integration Consultant session.
- ☐ Identify the primary blocker: business model, staff adoption, objections, marketing, privacy, owner involvement, technical issues, or client volume.
- ☐ Create a written weekly recovery plan with scan targets.
- ☐ Continue Office Hours and Launch Labs participation.
- ☐ Reach 30 unique scanned users by Day 45 whenever possible.

OPTIONAL DAY-60 EXTENSION

A one-time extension may be offered to engaged facilities that completed the consultation, are implementing the plan, and have a credible path to graduation.

LAUNCH LAB GRADUATION

- ☐ 30 unique users have completed scans.
- ☐ A functioning intake or assessment workflow is in use.
- ☐ At least one coach account is active.
- ☐ Staff can invite participants and handle common objections.
- ☐ A rescan and results-review process is defined.
- ☐ A primary integration owner is identified.

NEXT STEP

Graduate into the Growth Network and continue toward SNAP Certified Facility status at 50 unique scanned users plus the Part 6 requirements.

ASK FOR HELP EARLY Use the Facebook group and Office Hours for integration, participation, and objection challenges. Use help@fit3d.com for technical, account, product, and recovery support.

SNAP Certified Facility Checklist

Certification turns successful activation into long-term visibility, community, and repeatable client value.

50 Unique scanned users	10+ Scans in prior 90 days	80% Knowledge assessment
1+ Active coach account	 Location profile complete	1 Advocacy action

☐ 50 unique users have completed scans.	☐ At least one active coach account is assigned.
☐ Playbook assessment passed with 80% or higher.	☐ Fit3D location profile is complete and accurate.
☐ SNAP subscription is active and in good standing.	☐ At least 10 unique scans were completed in the previous 90 days.
☐ One qualifying advocacy action has been completed.	☐ The facility maintains a functioning intake, review, and rescan workflow.

CERTIFICATION OWNER	READY DATE	SUBMITTED DATE
_____	_____	_____

Certification benefit

SNAP Certified Facilities receive visibility on the Fit3D location lookup, which currently attracts approximately 12,000 visitors per month.

PRINTABLE ASSESSMENT / STAFF USE

SNAP Playbook Knowledge Assessment

Passing score: 8 of 10. Facilities may retake the assessment.

1. Where should the center of the tablet be mounted?

- ☐ A. 20–24 inches
 ☐ B. 39–41 inches
 ☐ C. 55–60 inches
 ☐ D. Any height

2. What preparation is required?

- ☐ A. Shoes on
 ☐ B. Loose clothing
 ☐ C. Minimal form-fitting clothing and accessories removed
 ☐ D. Heavy hydration

3. What is the purpose of the first scan?

- ☐ A. Diagnose conditions
 ☐ B. Establish a baseline
 ☐ C. Set medication dosage
 ☐ D. Replace coaching

4. What should staff do on second and later scans?

- ☐ A. Ignore comparisons
 ☐ B. Go quickly to the comparison view
 ☐ C. Review only weight
 ☐ D. Print every measurement

5. What is the recommended fitness-only rescan cadence?

- ☐ A. Daily
 ☐ B. Weekly
 ☐ C. 60–90 days
 ☐ D. Annually

FACILITY / STAFF MEMBER Facility: _____ Name: _____ Date: _____

PRINTABLE ASSESSMENT / STAFF USE

SNAP Playbook Knowledge Assessment

Questions 6–10 and scoring key.

6. What is the recommended GLP-1 rescan cadence?

- ☐ A. About 30 days ☐ B. 90–120 days ☐ C. Annually ☐ D. Only at the end

7. Does coach dashboard access automatically authorize marketing use?

- ☐ A. Yes ☐ B. No; facilities need their own locally compliant release process

8. What is the Launch Lab graduation target?

- ☐ A. 10 scans ☐ B. 20 scans ☐ C. 30 unique scanned users ☐ D. 50 scans

9. What is the first response when a scan looks unrealistic?

- ☐ A. Interpret it anyway ☐ B. Check scan conditions and rescan if needed ☐ C. Diagnose the client ☐ D. Delete the account

10. What should end every results review?

- ☐ A. No follow-up ☐ B. A clear next goal and scheduled next scan ☐ C. A public post ☐ D. A medical diagnosis

ANSWER KEY 1-B, 2-C, 3-B, 4-B, 5-C, 6-A, 7-B, 8-C, 9-B, 10-B. Passing score: 8 of 10.

CERTIFICATION REMINDER The assessment is one requirement for SNAP Certified Facility status. The facility must also meet the user, activity, coach, map, subscription, and advocacy requirements in Part 6.

Privacy and Marketing Use

Keep service-delivery permissions separate from public marketing permission.

SERVICE ACCESS Clients control the access they grant to coaches and administrators. Use this access only to deliver services, review results, and support progress.	MARKETING USE Publishing scans, silhouettes, results, testimonials, or stories requires the facility's own locally compliant release and consent process.
PRIVATE BY DEFAULT	A scan is not automatically published or shared publicly.
CLIENT CONTROL	Colorized textured avatars remain available only to the individual end user.
NO AUTOMATIC MARKETING RIGHTS	Coach or admin dashboard access does not authorize public marketing use.
PREFERRED SOCIAL WORKFLOW	Encourage clients to publish their own progress and tag the facility and Fit3D.
LOCAL COMPLIANCE	Use facility-specific release and consent forms appropriate for the local jurisdiction.
FIT3D ROLE	Fit3D does not provide a universal release form or legal advice for every jurisdiction.

BEFORE PUBLISHING

- ☐ Confirm a locally compliant release is on file.
- ☐ Confirm exactly which scan, silhouette, result, or story may be used.
- ☐ Review the content for sensitive information.
- ☐ Confirm the client's approval of the final marketing asset.

Where to Get Help

Route each question to the fastest, most appropriate source.

TECHNICAL / ACCOUNT Login, scan, device, account, or billing problem. help@fit3d.com	BUSINESS INTEGRATION How to build SNAP into intake, service delivery, or retention. SNAP Office Hours
CLIENT OBJECTIONS Scripts, peer ideas, and examples from other operators. Launch Labs Facebook group	BELOW 30 SCANS Day 31 recovery planning and integration review. Integration Consultant via help@fit3d.com
INTERPRETATION Medical, nutrition, or treatment questions. Qualified professional within the facility's scope	LOCAL COMPLIANCE Release, privacy, or advertising requirements. Facility legal or compliance resource
WHEN EMAILING SUPPORT ☐ Facility name ☐ Device model ☐ Account email ☐ Screenshot or exact error message	PRIMARY SUPPORT help@fit3d.com Use the Facebook group and Office Hours for integration and participation questions. Use email for technical, account, product, or recovery-track support.

RESOURCES

Links and References

Scan a QR code or use the clickable resource name in the digital playbook.



[SNAP Subscription](https://fit3d.com/snap-service)

fit3d.com/snap-service



[Fit3D Dashboard](https://dashboard.fit3d.com)

dashboard.fit3d.com



[Create User Account](https://dashboard.fit3d.com/signup#/)

dashboard.fit3d.com/signup#



[Fit3D Help Center](https://service.fit3d.com/knowledge)

service.fit3d.com/knowledge



[Media Kit](https://service.fit3d.com/knowledge/med...)

service.fit3d.com/knowledge/med...



[Location Lookup](https://fit3d.com/location)

fit3d.com/location



[Privacy Policy](https://fit3d.com/privacy-policy)

fit3d.com/privacy-policy



[Terms of Use](https://fit3d.com/terms)

fit3d.com/terms



[Waiver](https://fit3d.com/waiver)

fit3d.com/waiver

Program updates

SNAP capabilities, supported devices, Office Hours, certification requirements, and community resources may evolve. Use the Help Center and current Fit3D communications for the latest operational information.

Primary support

For technical, account, product, or recovery-track assistance, email help@fit3d.com.