

TO: {{PROSPECT_NAME}} / Clinic Director, {{CLINIC_NAME}}

FROM: George Tippetts, Founder · Atlas Metabolic LLC

DATE: {{DATE}}

RE: Sovereign Metabolic Buildout Opportunity — {{CITY}} Territory

CONFIDENTIAL EXECUTIVE BRIEFING: OWNING YOUR LOCAL METABOLIC MARKET IN 2026.

How independent operators deploy a turn-key \$300K+ metabolic wellness business without paying 6% gross royalties forever.

Dear {{PROSPECT_NAME}},

I am writing to you directly because our research team identified {{CLINIC_NAME}} as a premier wellness practice in {{CITY}}. You have established patient trust, a strong local reputation, and an existing operational footprint.

As you are likely aware, public demand for metabolic health, body composition, and weight management has reached a **\$33.8 Billion national market**. Yet national franchise chains hold less than 1% of total market share. The market has no king, and your local territory is wide open today.

THE 3 FATAL TRAPS OF THIS INDUSTRY:

- 1. The Franchise Tollbooth:** Pay 6%–8% gross revenue royalties forever + 2% ad funds, with zero ownership of your client database.
- 2. The DIY Money Pit:** Spend 18 months managing developers, writing SOPs, and burning \$80,000+ trying to build it yourself.
- 3. The Referral Pittance:** Refer your patients to third-party telehealth apps for a \$25 kickback while they steal your database.

Atlas is the Sovereign Alternative. We build you a complete, institution-grade operating machine — custom conversion site, automated High-Level CRM, complete SOP library, and direct wholesale supply chains where you keep 100% of your retail product margin.

You pay **\$0 in ongoing royalties**. You own 100% of your domain, customer database, Stripe account, and exit equity. Every deliverable is governed by a written **Build Specification** with line-by-line acceptance

criteria signed before a single dollar moves.

Because our engineering team hand-builds and stress-tests every integration, we strictly limit buildout capacity to 3 active operations per cycle. If you are serious about owning your metabolic market in 2026, let us schedule a confidential 30-minute Fit Call to evaluate your territory availability.

Cordially,

George Tippetts

FOUNDER · ATLAS METABOLIC LLC · DIRECT (702) 714-6622

Inspect the Spec Online: <https://atlasmetabolic.com/apply.html>