



HOW TO BUILD YOUR BUSINESS WITH FIT CLUBS

PURPOSE

- To build relationships with Coaches and Guests as they participate in attending a weekly Fit Club workout session.
- To expose people to Beachbody fitness and nutrition products where guests can sample before making a purchase
- To provide a venue for Coaches and Guests to attend a weekly “Beachbody” event with the option to offer Guests an invitation to a Beachbody Business Briefing.

HOW TO GET STARTED

- When starting a Fit Club search for free or affordable locations that can accommodate 15–20 people with ample room for working out (community centers, libraries, schools, club house for smaller groups.) As your attendance expands (40–50), be prepared to have a larger location available so your attendees will not feel limited in inviting others to join your Fit Club. Coaches generally pay a small fee to cover the costs of the room rental and product sampling.
- Commit to a consistent day and time for your Fit Club, as it is easy for Coaches and Guests to work into their weekly schedules.
- Based on your location choose the equipment required for your venue (DVD player, TV, computer, projector, screen, white sheet or curtain, speakers).

PREPARATION

- Be prepared with things like sign-in sheets; business cards; liability waiver, product catalogs, product order forms, price lists, sales receipts, Coach Application forms and/or a laptop with Wi-Fi where prospects can easily place their orders or sign up as a Coach. Display the Diamond Pack if you have one.
- Promote your Fit Club through Facebook; Meetup.com and Evite; Craig’s list; posting in the Coach Online Office and handing out flyers as you talk to people to get the word out before each event. Get your Fit Club event posted in the Coach Online office by sending your information to events@teambeachbody.com.
- Coordinate in advance with your team of Coaches the different tasks for holding a successful Fit Club (greeting guests, registration, making shakes, setting up the A/V equipment and preparing a fitness program that doesn’t require lots of equipment; P90X, Insanity, Turbo Fire).

- Keep water on hand and have 3rd Party Tools on hand including; the Decide DVD, The Beachbody Solution DVD and Shakeology Breakthrough DVD and product catalogs. You may also want to have samples of Shakeology, Results and Recovery formula, P90X Performance bars for after the workout.
- Wear Beachbody branded athletic clothing available in through www.teambeachbodymall.com

EVENT DAY

- Greet your Guests as they arrive and direct them to the registration table to fill out the sign in sheet (if you are holding a raffle hand out the raffle ticket as they are registering.)
- Begin your Fit Club by welcoming your Coaches and Guests and introducing them to Beachbody products. Inform your attendees that in order for them to achieve results, they will need to work out more than one day a week; therefore they should get with the person who invited them for recommendations on a program that will fit their needs. Share your personal story and what you like most about being a Coach letting them know if they are interested in learning more you would be happy to meet with them after the workout.
- Optional: Have a variety of fitness programs on hand and invite your group to help choose which one will be used.

POST-WORKOUT

- After the workout, invite your Guests to sample Shakeology, Recovery Formula, P90X Bars, this encourages Guests and Coaches to stay after the workout and ask questions and spend time together.
- Take pictures and post attendees on your Facebook Fit Club group meeting to share the fun and excitement with others.
- Congratulate and thank everyone for attending, have handouts that provide information about the next Fit Club and Beachbody Briefing.

FOLLOW UP

- Use the information collected on the Fit Club sign-in sheet to create a list of leads for Coaches supporting the event.
- Follow up with a call and ask questions to learn more about your Guest and what they want to achieve. Their answers will help you to know how you can best serve them and will allow you to begin building a relationship. It's also a great time set people up with a free membership to TeamBeachbody.com and begin experiencing the benefits of our community.
- Continue to invite them each week and encourage them to bring their friends and family.
- Be consistent. Continue your weekly Fit Club events and the word will get out. *You have to be consistent to see results.* It takes time for a relationship and trust to develop. However, once it's established, you'll have hooked "Fit Clubbers" for life.