



## COACH EVENTS - How to Hold a Beachbody® Shake & Share™ Event

A Beachbody® Shake & Share Event™ is an in-home presentation about Beachbody products and the Coaching opportunity—often held by a new Coach as their grand opening for their business.

### LEARNING

- Learn how to get ready for your Beachbody Shake & Share Event.
- Understand what to present and how to present it.
- See how to follow up naturally and effectively to achieve results.

### PURPOSE

As a new Coach, the purpose of your Beachbody Shake & Share Event is to serve as your grand opening for your business.

It's not just your passion for healthy living that you have to offer—you have the wealth of Team Beachbody's proven fitness, nutrition, and wellness products. And you'll be able to pass it all along to others through your Beachbody Shake & Share Event, Coach Opportunity Meetings, and Fit Club Workouts.

Your Beachbody Shake & Share Event is the launch of your business. It's important to hold this event as you're just starting out. It lets people know what you're doing so they can support you, cheer you on, and refer additional customers your way.

There's no pressure, no big recruiting push. Just a simple gathering to say, "Hey, here's what I'm doing. Taste some Shakeology® and let me know if you or anyone you know is interested."

You may even want to hold more than one Beachbody Shake & Share Event during your first month as a Coach. These events are a great opportunity to connect with others, get the word out, and set the pace for your business.

### Getting Ready

When you became a Team Beachbody® Coach, one of the first things on your checklist was to schedule your Beachbody Shake & Share within the next 2 weeks. Now that it's almost time for your event, let's look at what it takes to hold a successful kickoff!

### Inviting Guests

In the past couple of weeks, we hope you've been building your Contact List and inviting people to your Beachbody Shake & Share Event. Your guest list should include everyone who cares about you—friends, family, work associates, and acquaintances.



When you invite people to a Team Beachbody event, it's best to:

- Always start with a phone call to everyone on your guest list—the personal touch goes a long way in sharing your energy and excitement.
- Be sure to follow up via Facebook, Evite, or email—or a combination.
- Remember to make a quick reminder call to everyone 1 to 2 days before your event.

Keep it simple when you're making invitation calls. This isn't the time to pitch Team Beachbody or sell products. You're just genuinely asking people to join you as you celebrate something you're excited about—the kickoff of your Team Beachbody business. You can also encourage them to bring anyone along who might be interested—the more the merrier!

### Invite—Phone

**GUEST:** Hello.

**COACH:** Hi [name], it's [your name]. How are you?

**GUEST:** Good, you?

**COACH:** Doing great, thanks. Hey, I'm calling because I have exciting news... I've just become a Team Beachbody Coach. (Team Beachbody is the company behind workouts you see on TV, like P90X®, INSANITY® and TurboFire®.) Well, it's made such a big difference in my life, I want to make a difference in other people's lives, so I've become a Coach.

I'm getting in touch with family and friends to invite you to my Beachbody Shake & Share Event. It's a little get-together to celebrate my new Team Beachbody venture and share what I'm doing with the people I care about.

**GUEST:** Really? That's cool.

**COACH:** Thanks, I'd love you to come—it's [month/day], [time], [my place]. Do you think you can make it?

**GUEST:** I'm not sure; I'll have to check my schedule.

**COACH:** I'd love to have you there. I'll send you an email with all the details; then you can let me know if you can be there. [NOTE: Get their email address if you don't already have it.]



**GUEST:** Okay, sounds good.

**COACH:** Thanks, hope you can make it! I'll be in touch.

**GUEST:** Okay, thanks. 'Bye.

**COACH:** Thanks. 'Bye.

### **Invite—Facebook**

Love having Team Beachbody in my life--so much I just became a Team Beachbody Coach! Friends...family...everyone I care about...you're invited to my Beachbody Shake & Share Event: [month, day], [time am/pm], [my place]. I want to share what it means to me to be a Coach—and get everyone thinking about people they know who might be interested in great workouts and good nutrition. RSVP here on Facebook or at [email]. Can't wait to see you! Check out my new Web site [insert your Team Beachbody Web site URL here] before you come!

### **Invite—Evite**

[front of Evite]

### **You're invited to my Team Beachbody "Beachbody Shake & Share" Event**

[inside the Evite]

Host: [your name]

Location: [address, city, state, zip]

When: [month, day, time]

Phone: [your phone]

[message]



I'm so excited—I just became a Team Beachbody Coach and I want you there to celebrate with me and kick things off.

I'll share why I'm so excited about being a part of the company that's done the P90X®, INSANITY®, and TurboFire® workouts, and I'd love to get everyone thinking of people they know who might be interested in great workouts and good nutrition. Can't wait to see you!

P.S. Check out [Insert your Team Beachbody Web site URL here] before you come!

### **Invite—Email**

Big news—I just became a Team Beachbody Coach! The workouts and nutrition have already made such a huge difference in my life, I wanted to make a difference in others' lives.

You're invited to join me, family, and friends at my Beachbody Shake & Share Event:

DAY: [month, day]

TIME: [time am/pm]

WHERE: [address]

I'll share what it means to me to be a Coach, and I'd love to get everyone thinking about people they know who might be interested in Team Beachbody's great workouts (like P90X, INSANITY, and TurboFire), and amazing nutrition (like Shakeology®).

Let me know either way—RSVP by [day]. Can't wait to see you!

P.S. Check out [Insert your Team Beachbody Web site URL here] before you come!

### **Equipment/Supplies**

We've shared below a suggested list of equipment, supplies, and sharing tools that can help ensure a successful event. Make sure your display table is nicely arranged. Double-check all the details so you're not caught scrambling at the last minute. And as always, start on time!



## Equipment/Supplies

Item	Purpose
TV and DVD player OR laptop with projector and screen/wall	To show Beachbody Sharing Tool DVDs: "Beachbody Total Solution" and "Shakeology Breakthrough".
Computer/laptop and internet connection	To show guests the wealth of information at <a href="http://TeamBeachbody.com">TeamBeachbody.com</a> , sign them up for free memberships, sign on new Coaches, etc.
Stereo/MP3 player and CD/playlist with light music	To set a warm, inviting tone, have light music playing as guests arrive.
Blender	For sampling Shakeology.
Small paper or plastic cups	For sampling Shakeology.
Bag of Shakeology	For sampling Shakeology.
Ice (lots!)	For sampling Shakeology.
Any other ingredients for Shakeology recipe you're using (e.g., milk, fruit, etc.)	For sampling Shakeology. (Optional: you can ask friends and family to bring extra ingredients—it can help people feel personally invested to help)
P90X® Peak Performance Protein Bars	Cut up in small sample sizes, place on napkins.
Napkins	For sampling.
Table and tablecloth	For your Beachbody Sharing Tools display. (see below)
Optional: folding chairs	To ensure that you have enough seating for everyone.



### Beachbody Sharing Tools

Item	Purpose
DVD: "Beachbody Solution" (Your copy + 10)	Your copy—to show during the event 10 copies on your display table—to give away to interested prospects.
DVD: "Shakeology Breakthrough" (Your copy + 10)	Your copy—to show during the event 10 copies on your display table—to give away to interested prospects.
CD: "Advice from 100 Doctors" (10)	10 copies on your display table—to give away to interested prospects.
Product Catalogs (2 – 3)	On your display table—for guests to browse.
Product Order Forms (10)	For any guests interested in purchasing Shakeology, fitness programs, and other products.
Coach Applications (10)	For any guests interested in signing on as a Team Beachbody Coach.
Your business cards	To hand out to EVERYONE!
Your 100 Contacts List	To add referrals to.
Shakeology Recipe Cards (10+)	On your display table—to give away to interested prospects.
Optional: Shakeology Single-Serves (10+)	On your display table—available for purchase. (individually or in multiples as a one-week supply)
Optional: Peak Performance P90X® Protein Bars (10+)	On your display table—available for purchase.
Optional: Trifolds available at <a href="http://TeamBeachbodyMall.com">TeamBeachbodyMall.com</a> , including INSANITY, TurboFire, RevAbs®, Shakeology, and (coming soon) P90X	On your display table—to give away to interested prospects.



### Beachbody Sharing Tools (continued)

Item	Purpose
Optional: Fit Club Flyers	Check the Coach Online Office for flyers promoting Fit Club Workouts in your area—put them on your display table and hand out to interested guests.
Optional: Program Comparison Chart and Binder with Product Training Guides	Check the Coach Online Office for the Program Comparison Chart and Product Training Guides, print them out, and keep them in a three-ring binder for your guests to view as they have any questions.

### What to Present

Be sure to talk about your approach for this event with your Sponsoring Coach. If your Sponsoring Coach is nearby, he or she may want to partner with you and help lead your Beachbody Shake & Share Event. If your Sponsoring Coach is elsewhere, you'll want to include her or him via speakerphone or even a computer and Skype.

Either way, you'll want to incorporate your own style, your own story, and your own energy into your Beachbody Shake & Share presentation—but use the following suggested script to make sure you hit all the key points.

### Here Is a Sample Agenda for Your Beachbody Shake & Share Event

Time	Activity
6:00 pm	Set up
6:30 pm	Greet guests as they arrive
7:00 pm	Welcome, share your "Why"/story
7:05 pm	Introduce your upline (if attending live or via phone/Skype)
7:15 pm	Play Beachbody Solution overview video
7:30 pm	Sample Shakeology
7:45 pm	Watch Shakeology video
8:00 pm	Wrap up, take orders, schedule follow-up

# GAME PLAN

## TOOLS



### SCRIPT: Welcome and Introduction

- Hi, everyone, thank you so much for coming tonight.
- As you saw on the invitations, this is called a Beachbody Shake & Share Event because I'm bringing together all the people I care about most to share something I'm so excited about—the kickoff of my own Team Beachbody business.
- It means a lot to me to have you here, so thanks for coming.
- While we're here, I'd like to share with you why I decided to become a Team Beachbody Coach.
- I'll give you a little background on the company that's helping me and literally millions of other people change our lives.
- I'll be blending up some Shakeology so you can all have a taste of one of my favorite things about Beachbody. (You're not going to believe how something that healthy can be that delicious!)
- Because my goal as a Team Beachbody Coach is to help people enjoy living healthy, fulfilling lives, I can't wait to share it with people who are interested.
- You're my people, so what I'm hoping for most tonight is any referrals you have of people you think may be interested in the workouts, the Shakeology, Beachbody Nutritionals, and maybe even becoming a Coach like me.
- Of course if you're interested, I probably won't turn you away, either!
- IF YOUR SPONSORING COACH IS ATTENDING IN PERSON OR VIA PHONE/SKYPE: I'd like to introduce someone who's inspired me [introduce your Coach and talk about how you met/how they inspired you]. I'd like to turn a couple minutes over to [name] to talk about what they love about Team Beachbody. [Sponsoring Coach shares insight and how she or he is proud of you, their new team member. Keep it brief—just about 2 or 3 minutes]

### SCRIPT: Presenting Team Beachbody

- I decided to become a Team Beachbody Coach because it's already begun to make a difference in my life, and I want to make a difference in others' lives.
- I'm sure we've all heard the statistics on obesity in America—about one-third of adults in America are obese.
- Sure, extra weight affects how we feel about ourselves, but the tough thing is obesity affects more than how we look—it can affect our health. Obesity is linked to everything from heart disease to diabetes to cancer.
- So the bottom line is most of us know we could and should do better when it comes to fitness and nutrition.
- But it's hard! I know from personal experience, making changes in the way we exercise and eat isn't easy. For me in the past it's seemed like one step forward, two steps back!
- But Team Beachbody has figured out how to help make it possible for people from all different backgrounds and all different fitness levels to make lasting change.



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- The company was founded in 1998 and it has since created America's most popular in-home fitness and weight loss solutions.
- You've probably seen some of the programs on TV or in magazines—amazing workouts by celebrity trainers like Tony Horton's P90X, Shaun T's INSANITY, Chalene Johnson's TurboFire.
- Beachbody has also worked with nutritional experts to develop Shakeology and Results and Recovery Formula®, as well as a complete line of Beachbody Nutritionals.
- They've also figured out what helps people succeed—being part of a community, logging your workouts, using Meal Plans, connecting with celebrity trainers through Webinars and live chats, and more. All of that is available online for Team Beachbody Club Members at [TeamBeachbody.com](http://TeamBeachbody.com).
- So basically I've become part of a proven company that's focused on helping people transform their lives.
- But since I've only been doing this a little while, I'm not quite an expert yet! Let me show you a short DVD that gives a little more background on the company.
- [Watch the Beachbody Solution overview DVD ]

### Presenting Shakeology

- All right, are you ready for the most delicious part of the night?
- You're about to sample Shakeology!
- Shakeology has been developed by nutritional experts and takes the guesswork out of nutrition.
- It's essentially a premium meal replacement shake that combines many of nature's most health-boosting ingredients, including real-food sources of vitamins, minerals, fiber, and antioxidants, plus protein and phytonutrients to help rebuild muscle, maximize cellular health, eliminate toxins, and keep blood sugar from spiking.
- It's time to shake things up! Get on over here and we'll mix some up.
- There are great Shakeology recipes—in fact, you'll notice some Shakeology Recipe Cards on the display table.
- This is the time to watch the Shakeology Breakthrough DVD and share your testimonial.
- Tonight we're doing [the recipe you've chosen].
- [As they enjoy their Shakeology...] While you're sampling, think about making Shakeology a part of your daily life; it's the Healthiest Meal of the Day®.
- You can order a bag tonight, and the great thing is, if you don't like it you have a full money-back guarantee.
- You can also pick up single serve packets and see how you like it over the next week.
- If—no, WHEN—you fall in love with it, you can get Shakeology via Home Direct, which means you get FREE shipping and the convenience of receiving your Shakeology on time each month.

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- Of course I wouldn't be your favorite Team Beachbody Coach if I didn't mention that being a Team Beachbody Club Member means even bigger discounts on Shakeology, fitness programs and nutrition products. You also get to join in Webinars and live chats with celebrity trainers like Tony Horton and Chalene Johnson.
- Before you go, I'd love to get your information so I can sign you up for a FREE membership at [TeamBeachbody](http://TeamBeachbody). You can check out some of the videos, log your workouts into the WOWY SuperGym® and read up on some of the stuff we've talked about tonight.
- And of course, let me know tonight if there are any people you can think of who would be interested in Team Beachbody workouts, Shakeology, Beachbody Nutritionals—and even becoming a Team Beachbody Coach. I'll also follow up with everyone within the next week to touch base on referrals, see how you're liking Shakeology, etc.

### Wrapping Things Up

- Thanks again for coming. It's so great to have the people I care about surrounding me as I launch something this important to me, so I can share what I'm doing, and so you can see it's credible. If it makes sense for you to get started on a fitness program or purchase Shakeology, we can take care of that tonight. Also, if you or anyone you know might be interested in being a Coach, let me know and we'll talk about the options that are available. And I'd really appreciate that if you know anyone who would benefit from Beachbody's products, you would be sure and refer them to me.
- Along with being your source for Beachbody fitness programs and Shakeology, I'll be getting together with others in the area for Fit Club Workouts, where people get together to work out to Team Beachbody's fitness programs. Each week we do a different workout—P90X, TurboFire, RevAbs, INSANITY, and more. I've got flyers I can give you—I'd love to have any of you come to a Fit Club Workout to see how much fun they are.
- I'd like to keep in touch via Facebook, Twitter, etc., so you'll hear from me soon! If I don't have your Facebook info, let me get that before you go.
- IF YOUR SPONSORING COACH IS ATTENDING (in person or via phone/Skype)—Thanks to my Coach for coming tonight. [If you'd like, have your Coach lend his/her expertise in asking for orders and referrals. It can help newer Coaches to see how a seasoned Coach "closes," which will help you down the road.]
- Thanks again, have a great rest of your evening!

### Follow Up

You'll find that "follow-up" will always be one of the most critical keys to success as a Team Beachbody coach. Your first foray into following up starts here, after your Beachbody Shake & Share Event. Use a variety of methods, and you'll be more effective:



### Follow Up—Facebook

Example #1: On your FB Wall, post “Thanks to everyone who came to my Beachbody Shake & Share Event last night! Loving being a Team Beachbody Coach. Appreciate the support. How are you liking your Shakeology? Let me know!”

Example #2: On their FB pages, post “Thanks, (name), for coming to my Beachbody Shake & Share Event. Love the support as I get started as a Team Beachbody Coach.”

### Follow Up—Email

Example #1: Thanks, (name), for coming to my Beachbody Shake & Share Event. Love the support as I get started as a Team Beachbody Coach. Have you had your Shakeology today? You should also check out the Meal Planner at [TeamBeachbody.com](http://TeamBeachbody.com). Want to come over Sunday to try out one of the new recipes? I’m cooking!

Example #2: So good to see you at my Beachbody Shake & Share Event. I’m gathering a few people to join me at a Fit Club Workout next Tuesday. You in? If you can think of anyone who might benefit, feel free to bring them along. I’m so excited about coaching!

### Follow Up—Phone

**COACH:** Thanks so much for coming to my Beachbody Shake & Share Event. Good to see you! What do you think about my new venture as a Coach?

**FAMILY:** It’s cool; happy for you!

**COACH:** I’m excited to see what you think of Shakeology now that you’ve had it for about a week.

**FAMILY:** It’s good. I can’t believe it tastes good.

**COACH:** I totally agree. When that bag’s gone, you know I’m going to want to make sure you get a good deal—are you interested in Shakeology Home Direct—FREE shipping, on-time deliveries? And if you become a Club Member, you’ll get it at a discount.

**FAMILY:** I might be; let’s talk again in a couple of weeks.



**COACH:** Great, in the meantime, have you checked out WOWY online with your FREE membership? Let me help you log your workouts the next week or so, and see how it helps you keep track of things; it's really easy. If you do become a Club Member, you'll get more access to everything Team Beachbody offers online—live chats with the trainers, more videos, more support tools. Even if it's not something you want, be thinking of people who might be interested. I'm so excited about Team Beachbody—I love the difference it's making in my life!

**FAMILY:** Yes—love ya! I'll get online and look around more. Thanks.

**COACH:** No, thank YOU! I'll be in touch.

**COACH TOOLS (Go to the Coach online office for the following:)**

- Promote local Fit Club Workouts with Fit Club flyers.
- Brush up on Beachbody's most popular fitness programs—check out the complete Product Training Guides and the Fitness Program Comparison Chart.
- Order Beachbody Sharing Tools for your table display.

**WRAP-UP**

Your Beachbody Shake & Share Event is an ideal way to hold your own grand opening for your business. With the comfort of those you know around you, you'll begin to talk about Team Beachbody, find support, establish a few early customers (or even Coaches!), and start the ball rolling to gather referrals and grow your business.

Enjoy it. Have fun with it. Make it your own and consider scheduling more than one event during these first few weeks. The more you talk about Team Beachbody, the more comfortable you will become, the more you'll be able to grow your customer base, and the more lives you'll be able to touch.