

## **21 Day Fix Extreme® and Shakeology Challenge Pack Promotion Overview**

February 2<sup>nd</sup> – March 4<sup>th</sup>, 2015

**Team Beachbody® Store Link – 21 Day Fix Extreme and Shakeology Challenge Pack** (for customers only)

English: <https://www.teambeachbody.com/checkout/-/bbcheckout/challengepack/21-day-fix-extreme?referringRepID=yourID>

### **PROMOTION HIGHLIGHTS**

Team Beachbody is offering New & Existing Customers and New Coaches a discount on the 21 Day Fix Extreme and Shakeology Challenge Pack in English and Spanish. For the month of February, the 21 Day Fix Extreme and Shakeology Challenge Pack will be available for \$140. That's a \$70 savings if your customer were to buy these products separately!

<b>Product Offer</b>	<b>Regular Price</b>	<b>Promotion Price</b>	<b>Discount</b>	<b>Savings Off Individual Items</b>	<b>Promotion TV/PV</b>	<b>Promotion Commission</b>
21 Day Fix Extreme and Shakeology Challenge Pack	\$160	\$140	12.5%	\$70	35TV / 105PV	\$40

### **PRODUCT OVERVIEW/BENEFITS**

Beachbody Challenge Packs are the complete package, offering total support for achieving health and fitness goals. The formula? Fitness + Nutrition + Support = Success. With the 21 Day Fix Extreme and Shakeology Challenge pack, customers will receive the 21 Day Fix Extreme program, one of six delicious Shakeology flavors, and a FREE 30-day trial membership to the Team Beachbody Club, where customers will find all the support they'll need to complete The Challenge!

For the next 21 days, you'll take on new, intense, fun workouts that will push you beyond what you imagined possible. Not only are these workouts extreme, they're also incredibly effective—and only 30 minutes long. Follow the workouts, with the provided 21Day Fix EXTREME Eating Plan, and watch your body begin to transform. View the [21 Day Fix Extreme Toolkit](#) for more information.

Shakeology® is the most delicious, nutrient-dense superfood-packed protein shake on the planet. It contains an abundance of potent ingredients derived from rich, nutrient-dense whole-food sources from around the world. The Healthiest Meal of the Day comes in 6 flavors: Chocolate, Chocolate Vegan, Strawberry, Tropical Strawberry (Vegan), Vanilla, or Greenberry. View the [Shakeology Toolkit](#) for more information.

### **TARGET AUDIENCE**

**New Customers/New Coaches** are a great audience to target with this promotion. The 21 Day Fix Extreme and Shakeology Challenge Pack is ideal for your customers who are looking to take both fitness and nutrition to the next level and get seriously shredded in just 21 days.

**Existing Customers & Customer Program Leads** who have purchased 21 Day Fix and graduates of other extreme programs like P90X, Insanity, and Focus T25 are great prospects for this offer and can be

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directly targeted through your Advanced Customer Search Tool. Promotions are a great way to target and follow up with your Customer Leads that are most likely to be interested! To use this report, go to the Coach Online Office > My Business > My Customers > Advanced Customer Search.

### PROMOTION TRAINING TIPS

Find out how to use these promotions in your business, including tips and sample messaging to expand your list, at [TBBCoach411.com/training](http://TBBCoach411.com/training).

### SALES/PITCH POINTS

- This is Beachbody's low introductory price for the 21 Day Fix Extreme and Shakeology Challenge Pack.
- Autumn Calabrese has created 21 Day Fix EXTREME, to get you seriously shredded in the shortest time possible. This breakthrough 21-day fitness and nutrition program combines simple portion control, clean eating, and extreme 30-minute workouts to help you finally get the lean, defined hardbody you've always wanted.
- Shakeology can help you simplify your nutrition plan, manage weight, reduce junk food cravings, increase your energy and improve digestion and regularity\*!

### PROMOTION MARKETING ASSETS

Social Media Postcards & Facebook Cover Photo

- Check the [Team Beachbody Coach 411 Facebook photo page](#) throughout the month to share the latest social postcard and the [cover photo album](#) to get your own cover photo of all the monthly promotions.

Sizzle Video

- Share this video featuring the discount from [YouTube](#) or the [COO Video Library](#) so your customers can see how 21 Day Fix Extreme can help them get the fast results they've always wanted.

[Promotion eCard](#)

- See [TBBCoach411.com/training](http://TBBCoach411.com/training) for information on how to target your eCards.

Replicated Site Banner

- In COO, go to "My Websites" -> "Edit Beachbody Coach" and choose the 21 Day Fix Extreme and Shakeology Challenge Pack banner to be displayed on your Team Beachbody replicated website

Check the [21 Day Fix Extreme Toolkit](#) in the Sales & Marketing section of your Coach Online Office for access to marketing assets.

### PROMOTION FAQs

**Is this promotion available through the Coach Signup Flow, Coach Mobile App, and Beachbody Challenge?**

Yes! New Coaches and Customers signing up through the Coach Signup Flow, the Mobile App, and the Beachbody Challenge will have access to the \$140 price.

**Are the Bonus Points and TV/PV the same during the promotional period?**

The Bonus Points are now 40 and TV/PV is now 35/105. They were changed to stay consistent with all

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\$140 Challenge Packs.

**Will the content of each Beachbody Challenge Pack be the same during the promotional period?**

Yes, the content of each pack will remain the same during the promotional period.

- Each customer pack includes the 21 Day Fix Extreme base kit, as well as a choice of Shakeology and a 30-day trial to the Team Beachbody® Club.
- Each New Coach pack includes the same as a customer pack, PLUS a Business Starter Kit—all for the same price!

**How many Success Club points will I earn by selling this to my new customers and coaches?**

You will still earn the same amount of Success Club points (2) for selling a Challenge Pack to customers and new Coaches during the promotion.

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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