



## Challenge Pack FAQs

### **Q. What's the difference between the Beachbody Challenge philosophy and The Beachbody Challenge® contest?**

A. The Beachbody Challenge is an overall concept that introduces someone to the Beachbody core purpose: helping people achieve their goals and enjoy healthy, fulfilling lives. When your prospect states their goals and decides to take part in your Challenge Group, they'll be on their way to a new level of health, fitness, and happiness.

The Beachbody Challenge contest is a reward-based incentive to help them reach their goals and achieve success as part of YOUR challenge or accountability group. It's a health and fitness transformation competition where each participant gets a FREE t-shirt just for entering their results, and the best transformations will be eligible for over \$100,000 cash!

### **Q. Where can someone find official rules for The Beachbody Challenge (the contest)?**

A. Official rules and regulations can be found online at [BeachbodyChallengeContest.com](http://BeachbodyChallengeContest.com).

### **Q. Who can enter The Beachbody Challenge contest?**

To enter you must be a member of [www.TeamBeachbody.com](http://www.TeamBeachbody.com) (Free, Beachbody On Demand or Coach member), a legal resident of the U.S. (including residents of Puerto Rico, Guam, American Samoa, and the Virgin Islands) or Canada (excluding Quebec), at least 18 years of age, and meet the other qualifications in the Official Rules for each contest.

If you are not eligible to enter the contest, you can still submit your results to earn a free t-shirt by [emailing us](#) with your before and after photos, and completed [T-shirt application](#).

### **Q. What is a Challenge Group?**

A. In short, a Challenge Group provides support and accountability. It is a group of people, led by a Coach, who have committed to getting healthy by participating in a Beachbody workout program and engaging with the group on the My Challenge Tracker App or Facebook®. By combining fitness, nutrition, and peer support and accountability, a Beachbody Challenge Group plays a key role in helping your Coaches and customers achieve their goals.

### **Q. What are the benefits of holding Challenge Groups?**

A. Building your business with Challenge Groups is a fun, engaging way to bring new customers and Coaches into a higher level of accountability to help them achieve their goals.

Leading Challenge Groups will help you gain confidence in your own business and increase your customers' trust in you. Moreover, it is a great way to start a conversation with your friends, family and potential customers with an actionable next step of starting a program and engaging with a small group.

**Q. How will my customers benefit from being in a Challenge Group?**

A. Your customers will benefit from the support and accountability that comes from being part of an exclusive group of people, all working together to help each other achieve their health and fitness goals. They'll receive motivation and friendship in their group, creating long-lasting relationships, trust, and comfort in sharing both struggles and successes. What's more, they can also use their results to submit to The Beachbody Challenge contest—where they'll be eligible to win cash and prizes along their journey.

**Q. What are some of the best practices for starting a Challenge Group?**

A. There are a number of ways to drive attendance and participation into your Challenge Groups. Many Coaches have already found success by using Facebook® and Twitter® to get the word out—saying something like "I'm starting a 90-day fitness and nutrition challenge and looking for people who want to get in the best shape of their lives! Only 3 spots left! DM Me!" Another best practice is to target a group of people with similar goals. For example, a beginners group for fitness-newbies or new Moms who want to lose their baby-weight. Just keep in mind if you're targeting groups this way, you'll want to make sure you can relate to the group yourself, and have enough people in your network that would fit in.

One of the best ways to facilitate the group is to create a group using the My Challenge Tracker Coach Portal, and invite your participants to download the My Challenge Tracker App, where members can privately share motivation, success, tips, accountability, and results. Alternatively, you can set up a private Facebook group. We provide you with [Challenge Group Guides](#), which give you a post a day to keep the group motivated and engaged.

**Q. How will starting a Challenge Group benefit my business?**

A. You'll benefit from simplified recruiting and more long-term customers. You'll also benefit from higher-quality enrollments, and develop a Team of new Coaches who started as a product of the product through your Challenge Group. Most importantly, they're easy to duplicate and you might even hold several challenges simultaneously. No matter how you slice it, challenges can help increase your Success Club point earnings. You'll also earn commissions and bonuses of \$50 to \$105 per Challenge Pack you sell.

**Q. What does a Challenge Pack include?**

A. Challenge Packs are the complete package, offering total support for achieving health and fitness goals. The formula? Fitness + nutrition + support + rewards=success!

- Each customer pack includes a choice of one of Beachbody's top-selling programs, as well as your choice of Shakeology and a 30-day trial\* to Beachbody on Demand.
  - \*The Club, Club Kickstart, and Digital CORE DE FORCE Challenge Packs include a 90-day membership to Beachbody On Demand. The Annual All-Access Beachbody on Demand Challenge Packs includes a 1-year membership to Beachbody On Demand.
- Each Coach pack includes the same as a customer pack, PLUS their Business Starter Kit, which includes the Coach Welcome Book—all for the same price!

**Q. How does a Challenge Pack purchaser access their Beachbody on Demand free trial?**

A. Enrolling Coaches and customers who purchase a Challenge Pack will automatically start their free 30-day Beachbody on Demand trial with immediate access to Beachbody On Demand, except for any customer Challenge Pack purchase made through the Coach Mobile App.

Customers purchasing the any Challenge Pack via the Coach Mobile App are not auto-enrolled into their 30-day Beachbody On Demand trial. They must activate membership by clicking on the email sent to them immediately following the Challenge Pack purchase. If the email was not received, customers should first check their spam folder, then [contact](#) Customer Service to be resent the link if still not found. See [FAQ 2291](#) for more information.

**Q. What if a Challenge Pack purchaser does not want their Beachbody on Demand free trial?**

A. Purchasers have the option to remove the free trial during checkout. This will NOT change the price of the Challenge Pack.

**Q: What does the Showcase Challenge Pack include?**

A: The Showcase Challenge Pack is offered only to enrolling Coaches and includes everything they need to hit the ground running with their new business.

- Each pack includes not one but THREE of Beachbody's top-selling fitness programs, including the 21 Day Fix, INSANITY MAX:30 and PiYo.
- Like all Coach Challenge Packs, they'll also get their choice of Shakeology, a 30-day trial to Beachbody On Demand and their Business Starter Kit, which includes the Coach Welcome Book.
- Additionally, they'll get these popular Coach sharing tools: Shakeology 7-Day Sampler, Shakeology Tote Bags (5-pack), Shakeology Welcome Guides (10-pack) and the U.S. Team Beachbody Product Catalogs (5-pack)

**Q. How should my customers and Coaches order Challenge Packs?**

A. You have a banner on your BeachbodyCoach.com site that will direct your customers to The Beachbody Challenge pack sell page. From there, customers will be able to order a Challenge Pack of their choice.

**Q. How will Challenge Packs affect Success Club?**

A. Because every Challenge Pack contains Shakeology HD, you will earn 2 Success Club points for every new personally sponsored Coach who purchases the Challenge Pack during the Coach enrollment process. You will also earn 2 Success Club points for every customer who purchases a Challenge Pack. (Limit of 2 Success Club points per person.)

**Q. Can I earn a Fast Start Bonus when I sell a Challenge Pack?**

A. Yes, to an extent. When you enroll a new Coach with a Challenge Pack, you'll earn what we're now calling a Challenge Pack Bonus. This bonus is equal to the commission you'll make when you a sell a Challenge Pack to a customer. For example, you'll get \$50 in commission when you enroll a CUSTOMER with a \$160 Challenge Pack, and a \$50 Challenge Pack Bonus when you enroll a COACH with a \$160 Challenge Pack. There will be NO additional bonus associated with Challenge Packs (as with the Shakeology Fast Start Bonus).

Separately, the Shakeology Fast Start Bonus will still work the same as always. When you enroll a new Coach who chooses the Shakeology Fast Start Pack during sign-up, you'll earn a \$20 bonus. If you sign up 5 Coaches with the Shakeology Fast Start Pack in any consecutive 5-week Period, you'll earn the \$100 bonus.

**Q. What if my customer is already a Beachbody On Demand member and wants to buy a Challenge Pack?**

A. If a customer is already a Beachbody On Demand member, the system will recognize their account and not create a new membership when they purchase a Challenge Pack. The billing for their existing Beachbody On Demand membership will continue on the original billing schedule and they will NOT get an additional free 30-day trial.

**Q. What if the customer is already on Shakeology HD and buys a Challenge Pack?**

A. If the customer is already on Shakeology HD, buying a Challenge Pack will trigger a second Shakeology HD account.

**Q. Can current customers buy a Challenge Pack?**

A. Yes. If they're already a Beachbody On Demand member, the system will recognize them and automatically drop that item. However, they will NOT get a free 30-day trial if they're already a paid member.

If the customer is already on Shakeology HD, buying a Challenge Pack will trigger a second Shakeology HD account. You can either encourage them to buy Beachbody On Demand and a fitness program ala cart, OR have them cancel their current Shakeology HD profile.

**Q. Can existing Coaches buy a Challenge Pack?**

A. No, they cannot. Challenge packs are available for those who are signing up to be new Coaches. Existing Coaches can benefit by purchasing the stand-alone items with their discount.

**Q. My Challenge Group is longer than 30 days. Will my participants who bought a Challenge Pack continue to receive Shakeology after 30 days?**

A. Yes! Every Challenge Pack triggers Shakeology monthly autoship, so until your customer cancels, they'll receive Shakeology every month!