

## **Club and Shakeology Challenge Pack Launch Overview**

Beginning March 2<sup>nd</sup> 2015

**TBB Store Link – Club and Shakeology Challenge Pack** (for customers only)

[http://teambeachbody.com/en\\_US/checkout/-/bbcheckout/challengepack/90-day-club-tria?referringRepID=yourid](http://teambeachbody.com/en_US/checkout/-/bbcheckout/challengepack/90-day-club-tria?referringRepID=yourid)

### **CHALLENGE PACK HIGHLIGHTS**

For the first time ever, Team Beachbody® is offering Customers and new Coaches a Team Beachbody Club and Shakeology Challenge Pack featuring Beachbody on Demand! Beginning in March 2015, the Club and Shakeology Challenge Pack will be available for \$140. That's more than a \$25 savings if your customer were to buy these products separately!

<b>Product Offer</b>	<b>Price</b>	<b>Savings Off Individual Items</b>	<b>Promotion TV/PV</b>	<b>Promotion Commission</b>
Club and Shakeology Challenge Pack	\$140	over \$25	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 Club and Shakeology Challenge pack, customers will receive one of six delicious Shakeology flavors, as well as a 90-day Premium membership to the Team Beachbody Club, including unlimited 90-day access to the all-new Beachbody On Demand.

The Club and Shakeology Challenge Pack delivers the essential nutrition you need, plus online support and 24/7 streaming access to hundreds of workouts for a full 90 days. This includes the chance to tap into Beachbody's most popular programs, like P90X®, INSANITY®, TurboFire® and 10-Minute Trainer®, from anywhere you have an Internet connection. View the [Team Beachbody Club Toolkit](#) for more information.

Shakeology® is the most delicious, nutrient-dense superfood-packed protein shake on the planet. It contains more than 70 natural 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** who want anytime access to their workouts, or who find it too hard to choose a specific program or trainer, are a great audience to target with the Club and Shakeology Challenge Pack. Given the breadth and variety of programs available in Beachbody On Demand, the Club and Shakeology Challenge Pack is ideal for customers at every fitness level, from beginner to advanced.

**Existing Customers & Customer Program Leads** who have purchased a Beachbody fitness program and

now want the ability to stream workouts are great prospects for this offer and can be directly targeted through your Advanced Customer Search Tool. To use this report, go to the Coach Online Office > My Business > My Customers > Advanced Customer Search.

## SALES/PITCH POINTS

- Start streaming now! Instantly commit to your Challenge by choosing the program that's right for you from our massive collection of world-class programs, like the entire P90X franchise, INSANITY, 10-Minute Trainer, TurboFire, and Brazil Butt Lift.
- Work out anytime, anywhere—whether you're traveling for work, on vacation, or would rather do your workout at a gym, now you can access Beachbody's proven programs from any desktop, laptop, tablet, or mobile device.
- More than just streaming...the Team Beachbody Club with Beachbody on Demand is the total package. Get online program guides, workout calendars, and nutrition plans—plus receive 10% off all future Team Beachbody purchases!
- Never run out of options with new workouts added every month!
- Shakeology can help you simplify your nutrition plan, lose weight, reduce junk food cravings, increase your energy and improve digestion and regularity\*!

## MARKETING ASSETS

Social Media Postcards & Facebook Cover Photo

- Check the [Team Beachbody Coach 411 Facebook photo page](#) to share the latest social postcard and the [cover photo album](#) to get your own cover photo

Sizzle Video

- Share this video featuring the Club and Shakeology Challenge Pack from [YouTube](#) or the [COO Video Library](#) so your customers can see how the Challenge Pack can help them get the lean body they've always wanted.

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 Club and Shakeology Challenge Pack banner to be displayed on your Team Beachbody Coach website

Check the [Team Beachbody Club Toolkit](#) in the Sales & Marketing section of your Coach Online Office for access to all marketing assets.

## FAQs FOR THE CLUB AND SHAKEOLOGY CHALLENGE PACK

**Is this Challenge Pack 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.

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

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

**Refund policy for the Club and Shakeology Challenge Pack?**

The Club and Shakeology Challenge Pack comes with a 30-day money-back guarantee. If you're not completely satisfied, simply call Customer Service to return it within 30 days for a refund of the purchase price (less any s&h).

**How much is the Team Beachbody Club to purchase on its own?**

Coach and Customer: \$2.99 a week, billed \$38.87 quarterly in advance to the credit card used at sign-up.

**What Sneak Peak workouts are included?**

A Team Beachbody Club membership gives you "New and Noteworthy" hot releases, so you can sample a workout before you buy the DVD program:

21 Day Fix® "Total Body Cardio Fix"

21 Day Fix EXTREME® "Plyo Fix Extreme"

PiYo® "Sweat"

FOCUS T25® "ALPHA Cardio"

INSANITY MAX:30™ "Sweat Intervals"

Body Beast® "Build: Chest & Tris"

P90® "Sculpt A"

**What kind of device is needed to stream the workouts?**

You can stream the workouts from any desktop, laptop, tablet, or mobile device – wherever you have an internet connection. Just go to [Teambeachbody.com](http://Teambeachbody.com), log in, and click on "Beachbody On Demand."

\*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.