

FOCUS T25 – Challenge Pack Promotion Overview

April 1 – April 30, 2014

TBB Store Link – FOCUS T25 Challenge Pack (for customers only)

<http://teambeachbody.com/shop/-/shopping/BCPT25205?referringRepId=yourID>

PROMOTION HIGHLIGHTS

Team Beachbody is offering New & Existing Customers and New Coaches a discount on the FOCUS T25 Challenge Pack. For the month of April, the FOCUS T25 Challenge Pack will be available for \$180. That's over a \$95 savings if your customer were to buy these products separately!

Product Offer	Regular Price	Promotion Price	Discount	Savings Off Individual Items	Promotion TV/PV	Promotion Commission
FOCUS T25 Challenge Pack	\$205	\$180	12%	\$96.54	55TV / 150PV	\$60

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 FOCUS T25 Challenge Pack, customers will receive the FOCUS T25 fitness 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!

FOCUS T25 is Shaun T's NEWEST fitness program. This total-body conditioning program is designed to transform your body in just 10 weeks. Major studies have shown that 30 minutes of exercise can be just as effective at burning fat and even more efficient than 60 minutes of exercise. FOCUS T25 is 25 minutes of pure intensity and 100% focus...No REST. These fast-paced workouts are jam packed with dynamic, high-intensity moves designed for maximum efficiency and effectiveness. View the [FOCUS T25 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 are a great audience to target with this promotion. Anyone can now purchase Shaun T's newest program for our best price ever. The FOCUS T25 Challenge Pack is ideal for your customers that are on-the-go and looking to lose weight, tone up, or improve performance.

Existing Customers who have purchased other Shaun T programs such as Hip Hop Abs, Rockin' Body, INSANITY, or INSANITY: THE ASYLUM 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.

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.

SALES/PITCH POINTS

- This is Beachbody's *special offer* for the FOCUS T25 Challenge Pack.
- Everyone's talking about FOCUS T25—Shaun T's newest hit fitness program.
- 10 weeks, 5 days a week, 25 minutes PER WORKOUT from start to finish
- Minimal equipment needed and modification is shown in every workout
- Shakeology helps you "Get It Done" during workouts, simplifies your nutrition plan, reduces junk food cravings, and accelerates your fitness results*!

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 FOCUS T25 can help them get the lean body they've always wanted.

[Promotion eCard](#)

- See 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 FOCUS T25 Challenge Pack banner to be displayed on your Team Beachbody replicated website

Check the [FOCUS T25 Toolkit](#) in the Sales & Marketing section of your Coach Online Office for access to marketing assets.

PROMOTION FAQ'S

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 \$180 price.

Are the Commissions and TV/PV the same during the promotional period?

The commission is now \$60 and TV/PV is now 55/150. They were changed to stay consistent with all \$180 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 FOCUS T25 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.