

Product Training Guide

**Why is FOCUS T25 effective?**

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. These fast-paced FOCUS T25 workouts are jam-packed with dynamic, high-intensity moves designed for maximum efficiency and effectiveness. Every minute counts!

What makes FOCUS T25 unique?

Each FOCUS T25 workout is only 25 minutes, so you'll always have time to GET IT DONE. Whether you're looking to get started and want a workout that fits your busy schedule, or you're simply tired of workouts taking up 1.5 to 2 hours of your day, FOCUS T25 is the answer for you. But it won't be easy. And that's why you'll get the best results of your life.

GET IT DONE IN JUST 25 MINUTES A DAY!**What is FOCUS T25™?**

The only thing standing between you and the results you want is TIME. That's why Shaun T experimented for the last year to design a program that delivers the same kind of results you'd expect from an hour-long workout, in under 30 minutes.

FOCUS T25 is a 10-week program split into 2 cycles—ALPHA and BETA—which each last 5 weeks. Shaun's pulled out all the rest, so you get everything you need, nothing you don't. The result is FOCUS T25—and the name implies the intent: If you focus your intensity for 25 minutes, and you do it 5 days a week, you WILL get results.



Product Training Guide



Shaun T is your personal trainer

Former collegiate track-and-field star Shaun T collaborated with Beachbody® to create the #1 fitness program in America, INSANITY®. Now he's helped create FOCUS T25—a revolutionary workout designed to get you an hour's worth of results in just 25 minutes a day. And as your personal trainer, Shaun'll be right with you every step of the way. Pushing you, guiding you, challenging you. All he asks is that you give it everything you have for only 25 minutes, to get you in the best shape of your life.

Network Exclusive DVD: Core Speed

Grab a towel and try to keep up! Shaun T's sweat-dripping, core-focused 25-minute speed workout doesn't waste a second. It'll have you pushing hard, burning fat, and getting shredded in record time.

— RETAILING TIPS —

Who to target:	Why FOCUS T25?
People who generally want great results in less time	Why do hour-long workouts when you can get the same results in less than half the time with FOCUS T25?
Busy people who can never find time to work out	Each workout is only 25 minutes, so you'll always have time to get in and GET IT DONE.
Graduates of other Beachbody programs	If you've loved other Beachbody programs, check out this latest one from celebrity trainer, Shaun T.
People who are tired of traditional workouts and are no longer seeing results	With FOCUS T25, if you focus your intensity for 25 minutes, and do it 5 days a week, you WILL get results.
Cardio lovers who live active lifestyles	These fast-paced workouts are jam-packed with dynamic, high-intensity moves designed for maximum efficiency and effectiveness.
People who want to achieve a rapid, dramatic improvement in their fitness	It's 25 minutes of pure intensity and 100% focus. No REST! And that's why you'll get the best results of your life.
Who FOCUS T25 is NOT for	People who don't want to work out—even for 25 minutes. Pregnant women. Anyone who has lots of free time to spend all day in the gym.

Equipment included

The FOCUS T25 Base Kit comes with our lightweight pro-grade resistance band.*



Cross-selling suggestions

Help your customers Get It Done better and faster with FOCUS T25 by recommending these additional products.

Accessories

- Beachbody miniMAT*
- B-LINES® Resistance Bands*
- Chin-Up Bar
- Chin-Up Max



Nutritional Supplements:

- Shakeology® helps provide customers with the nutrition they need to achieve their fitness goals with FOCUS T25
- Results and Recovery Formula® Postworkout Drink
- E&E Energy and Endurance® Formula
- ActiVit® Multivitamins



Product Training Guide



Product information

Base Kit retail price: \$119.85

Club price: \$107.87

Coach price: \$89.89

Volume Points: 90

Deluxe Kit retail price: \$239.70

Club price: \$215.73

Coach price: \$179.78

Volume Points: 180

Coach tools

Beachbody provides all the tools you need to get your customers committed to **FOCUS T25**:

- Product eCards
- Product poster
- Product training webinar
- Promotional video
- Sample social media posts
- Sample email
- FAQ
- Talking points
- Web banners

What's next?

After you finish the ALPHA and BETA Cycles, you won't want to miss out on the GAMMA Cycle in our Deluxe package. It's the next 4 weeks of FOCUS T25 workouts designed to help you burn more fat and carve lean, strong muscles, fast. Then, what's after that? You guessed it. DELTA Cycle is right around the corner!

*Beachbody miniMat and Bands contain natural rubber latex, which may cause severe allergic reactions.

© 2013 Beachbody, LLC. All rights reserved. Distributed by Beachbody, LLC, Santa Monica, CA 90404. Beachbody, LLC, is the owner of the FOCUS T25, INSANITY, Shakeology, Results and Recovery Formula, E&E Energy and Endurance, ActiVit, B-LINES, Beachbody, and Team Beachbody trademarks, and all related designs, trademarks, copyrights, and other intellectual property.

BASE KIT:	WHAT'S THE BENEFIT?
Workouts	
10 featured workouts plus 1 bonus workout on 9 DVDs	These workouts are designed to give you an hour's worth of results in just 25 minutes a day.
Resources	
Quick-Start Guide	Hit the ground running with this step-by-step guide for how to achieve your best results.
Get It Done Nutrition Guide	We make eating simple too! 5 meals a day, 5 ingredients, 5 minutes to prep. It's that simple.
ALPHA-BETA Workout Calendars	Shaun gives you each day's workout so there's no guesswork. All you have to do is nail it!
Stretch Workout	After 5 days of hard work, stretch it out—and enjoy this one! You deserve it.
5-Day Fast Track	Get a jump start on your weight loss with this 5-day meal plan. It's not easy but it works!
B-LINES® Resistance Band* (15 lb.)	Burn fat and carve lean muscle faster with our lightweight pro-grade resistance band.
DELUXE KIT: Includes the Beachbody miniMAT and 2 Resistance Bands* (20 lb. and 25 lb.)	