

Product Training Guide



What is the Team Beachbody® Club?

The Team Beachbody Club is an all-access pass to some of the most powerful success tools in fitness. Including Beachbody® On Demand, which gives you unlimited streaming access to hundreds of world-class Beachbody workouts, so you can take your fitness anywhere—from your home to the gym, and even on vacation. You can choose workouts by fitness level, type of exercise, or celebrity trainer, then stream them right on your desktop, laptop, tablet, or mobile device—wherever you have an Internet connection.

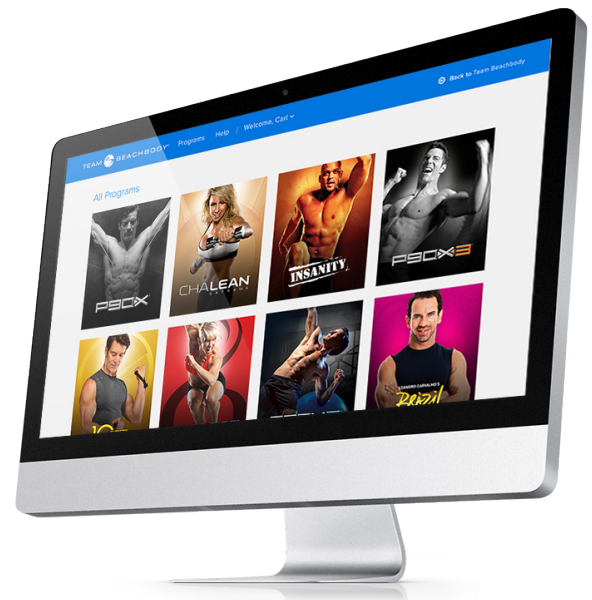
Club members are also entitled to personalized meal plans, an exclusive 10% discount on Team Beachbody purchases, live monthly chats with your favorite celebrity trainers, fun interactive Message Boards, and unique content geared toward helping you reach your goals. See the “Features and Benefits” section for a complete list of Club benefits.

Why does Team Beachbody Club help people get better results?

With access to the Beachbody digital library, there’s something for everyone. Whether you want to get ripped with P90X®, get insanely fit with INSANITY®, or lose weight with Brazil Butt Lift®, you can do your workout at any time—anywhere! Now there are no excuses for missing workouts, and with so many choices you’ll never get bored. And with the added bonus of personalized meal plans and access to Beachbody’s top support tools and experts, incredible results are within everyone’s reach.

What makes Team Beachbody Club unique?

The Team Beachbody Club is so much more than workouts—it’s a total health and fitness solution. Not only do you get 24/7 streaming access to a huge collection of fitness programs, you’ll also have access to the step-by-step program guides, workout calendars, and nutrition plans that make Beachbody programs the #1 choice for millions of people. New content and workouts are added each month, so you can try out a new trainer or get insider access to the latest hot releases. Simply put, Team Beachbody Club is all the fitness, nutrition, support, and accountability you need to get life-changing results.



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How does Beachbody On Demand work?

As a Team Beachbody Club member, you can instantly stream any workout in the Beachbody digital library to your laptop, tablet, or mobile device—wherever you have an Internet connection. Plus you get digital versions of the program guides and workout calendars, so you can start seeing results today.

The digital library is updated monthly with fresh workouts and different programs, so you never run out of on-the-go options. All you need is an Internet connection. Simply log in, choose your workout, and Press Play.

FEATURES AND BENEFITS	
Team Beachbody Club Features	What's the Benefit?
Beachbody On Demand	Stream hundreds of workouts in the Beachbody digital library. You also get complete program materials, like fitness guides, nutrition guides, meal plans, and workout calendars.
10% discount on Team Beachbody purchases	Get an exclusive 10% discount on Team Beachbody purchases, from workouts to apparel to gear and supplements, even Shakeology®!
Personalized meal plans	Get a customized meal plan specifically tailored to your goals, nutritional preferences, and lifestyle.
VIP access to your favorite trainers	Join live chats with celebrity trainers and fitness experts, like Shaun T, Tony Horton, Autumn Calabrese, and Chalene Johnson.
Your own FREE Team Beachbody Coach	Get a FREE Team Beachbody Coach to guide and support you through your health and fitness journey.
Access to the online SuperGym®	Schedule your workouts so you always know what to do each day, log your workouts as you complete them, and easily track your progress.
Message Boards	Get expert advice, find new accountability partners, and get support from the entire Team Beachbody community.

Beachbody On Demand streaming workouts available to all paid Club members (as of March 2015):*

- P90X & P90X Deluxe
- P90X2® & P90X2 Deluxe
- P90X3® & P90X3 Deluxe
- P90X ONE on ONE® Volume 1
- INSANITY & INSANITY Deluxe
- INSANITY: THE ASYLUM® Volume 1
- TurboFire®
- Brazil Butt Lift & Brazil Butt Lift Deluxe
- ChaLEAN Extreme®
- 10-Minute Trainer®
- Hip Hop Abs®

**New content and workouts will be added monthly, so there's always something new to try, and you'll never get bored!*

Club membership also gives you “insider access” to 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”

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—RETAILING TIPS—	
Who to target:	Why Team Beachbody Club?
People who want to take their workouts on-the-go, or don't want to be limited to DVDs	You love working out at home, but sometimes you want to take your workouts with you. With Beachbody On Demand, you can take your workouts anywhere you have an Internet connection.
People who travel a lot, or want to work out on vacation	Now there are no excuses for skipping a workout. Don't pack your DVDs, just use your laptop, tablet, or mobile device to stream your workout.
People looking to maintain their fitness results and try different workouts	Looking for something new to shake up your routine? Choose from hundreds of workouts in the Beachbody digital library. You'll keep your body guessing... and the results coming.
People who want to try various workouts before purchasing a DVD program	Sample all kinds of workouts before you commit to a specific program. From beginner to advanced, there's something for everyone. And when you purchase a new DVD program, your Club membership gives you streaming access to all those workouts too!
People looking for extra support, accountability, and friendship	The Team Beachbody Club is an interactive community where you can make new friends, find workout partners, talk to people with similar goals, and get expert advice and support from Beachbody's top fitness and nutrition experts.

Team Beachbody Club Membership Price

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

PV/CV: 15

Free membership

People can also sign up for a free membership with limited access on Team Beachbody. Free members cannot stream workouts, personalize meal plans, or get the 10% discount, but they can get a free Coach, visit the Message Boards, and track their workouts in the online SuperGym.

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Club and Shakeology Challenge Pack

Your customers can purchase the Club and Shakeology Challenge Pack, which includes Shakeology and a Team Beachbody Club membership. They get 90 days of Club membership, which allows them access to all the benefits of Club including Beachbody On Demand. After 90 days they will be charged the quarterly Club membership price.† They'll also get a 30-day supply of Shakeology, which will convert to Shakeology Home Direct after 30 days.*



Retailing tips for the Club and Shakeology Challenge Pack

The Club and Shakeology Challenge Pack is a great deal for your customers! It allows them streaming access to hundreds of workouts—including P90X, INSANITY, and TurboFire—so they can try as many as they want and find which program is right for them. Then, when they're ready to purchase a DVD program they'll get 10% off. It also gets them started on the path to great nutrition with Shakeology. Best of all, they'll save \$28 with the Club and Shakeology Challenge Pack as opposed to buying these items separately.

Club and Shakeology Challenge Pack Price

Shakeology plus a 90-day Team Beachbody Club membership trial: \$140

TV: 35

PV: 105

Bonus Points: 40

Success Club Points: 2

All prices in USD. International pricing will vary.

Additional Tools:

The popularity of Team Beachbody Club membership and streaming workouts gives you incredible opportunities everywhere you go. Check out the Coach Online Office for Talking Points, FAQ, a sample email template, eCards, sample social media posts, and Coach banners to help grow your business.

*With Shakeology Home Direct, you'll receive this item every 30 days, shipped directly to your door and billed to the credit card you use today in the amount of \$129.95 a month, plus a Super Discount s&h fee of only \$2.00 per unit. You may cancel at any time to avoid future charges by calling Customer Service.

†After your first 90 days, you'll be automatically billed to continue your Team Beachbody Club membership at a cost of \$2.99 a week, billed \$38.87 per quarter in advance to the credit card you provide today. You can cancel anytime to avoid future charges by calling Customer Service. Offer not valid for current paying Team Beachbody Club members.

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