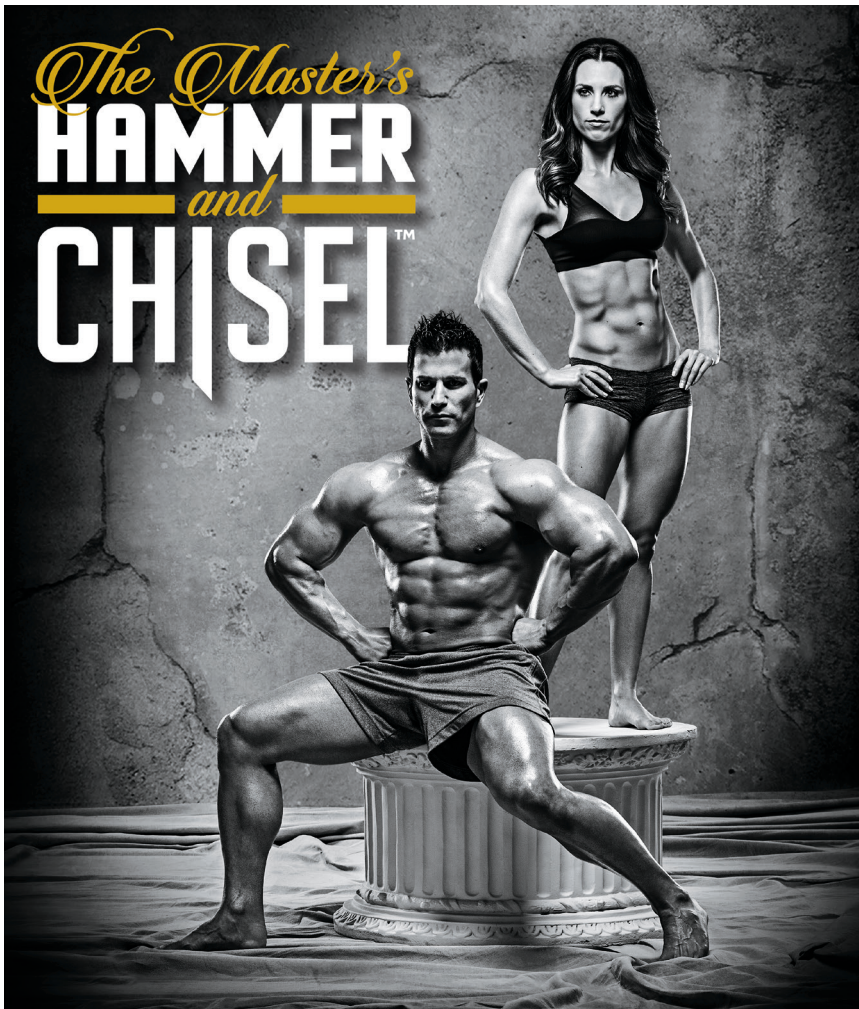


Product Training Guide



What is The Master's Hammer and Chisel™?

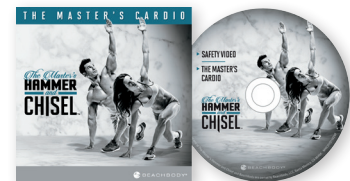
For the very first time, trainers Sagi Kalev and Autumn Calabrese have teamed up to create an expert program designed to help you craft a powerful, perfectly defined body. The Master's Hammer and Chisel is an innovative resistance-training system that incorporates three muscle-sculpting phases—Stabilization, Strength, and Power—or SSP Training. This is how Sagi and Autumn help you efficiently build, chisel, and refine a masterpiece physique in just 60 days.

About your Trainers

Co-creators Sagi Kalev and Autumn Calabrese are experts when it comes to incredible physical transformations. Sagi has been crowned Mr. Israel—twice—and is a Master Professional Personal Trainer, IFBB Pro, member of the IFBB Propta Hall of Fame, Certified Nutrition Specialist, and Functional Diagnostic Nutritionist. Autumn Calabrese is a celebrity trainer, best-selling author, and working mom who has held certifications from the National Academy of Sports Medicine (NASM) and the American Fitness Professionals & Associates (AFPA), and has competed at the national level in various bikini competitions.

What makes The Master's Hammer and Chisel incredibly effective and unique?

- The Master's Hammer and Chisel is built on the three phases of SSP Training—**Stabilization, Strength, and Power**. Other workouts only focus on one or two phases, which *might* give you decent results. But The Master's Hammer and Chisel program incorporates all three methods to help you relentlessly chip away fat and carve every muscle for a strong, visually stunning body in 60 days.
- 12 brand-new, 30- to 40-minute workouts that combine Sagi and Autumn's proven techniques for 60 days of hardcore resistance training.
- Sagi and Autumn make eating for your goals simple. That's why they included their easy-to-follow and completely customizable nutrition plan, along with 7 portion-control containers that show you how to portion out the right amount of food to help you reach your unique fitness goals.
- Flexible nutrition that allows you to lean out, sculpt and maintain, or build muscle.
- Includes options to adapt certain exercises if you have limited access to equipment.
- Includes a modifier who demonstrates some moves at a lower intensity.



Team Beachbody® Exclusive Workout: The Master's Cardio

Ever wonder what Sagi and Autumn's favorite cardio moves are? Find out as they tag-team this challenging workout that will get you shredded fast!

Product Training Guide

— RETAILING TIPS —	
Who to target	Why The Master's Hammer and Chisel?
People looking for a comprehensive resistance-training or muscle-sculpting program.	Create a body that's a true work of art with 30- to 40-minute resistance-training workouts that incorporate SSP Training's three phases of sculpting— Stabilization, Strength, and Power —to help you rapidly build, chisel, and refine your body to reveal incredible definition in just 60 days.
Those who liked Body Beast® or 21 Day Fix EXTREME® or Trainers Sagi Kalev and Autumn Calabrese	For the very first time, fitness competitors and personal trainers Sagi Kalev and Autumn Calabrese have teamed up to bring you a total-body transformation program, one that combines their motivating styles with their proven training methods and nutrition plan.
People who crave a simple, flexible nutrition plan to help them reach their unique goals.	Sagi and Autumn recognize that everyone has different fitness goals and their easy-to-follow nutrition system lets you customize your eating plan to reach them. So whether you want to carve a lean, toned body, sculpt and maintain what you've got, or build more muscle, you'll eat the right portions to sculpt your ultimate physique.



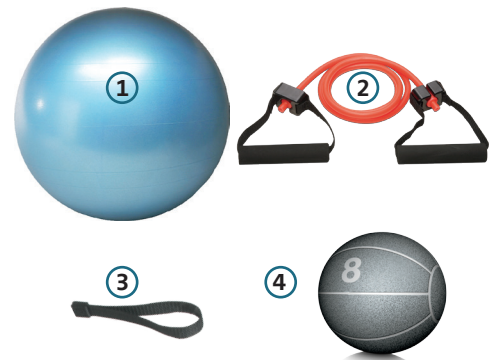
Equipment needed

A few dumbbells, a bench **or** stability ball, and a chin-up bar **or** resistance band with a door attachment kit.

Cross-selling suggestions

Help your customers get better results with The Master's Hammer and Chisel by recommending these additional products:

1. Stability Ball
2. Red Resistance Band
3. Door Attachment
4. 8-lb. Medicine Ball



Nutritional supplements

- Shakeology® is an important part of The Master's Hammer and Chisel nutrition plan
- Beachbody Performance™ for better endurance, stamina, focus, and recovery
- ActiVit® Multivitamins



Product Training Guide

What's in The Master's Hammer and Chisel Base Kit?



BASE KIT	WHAT'S THE BENEFIT?
Portion-control containers + workouts	
12 hardcore workouts on 6 DVDs	Efficient 30- to 40-minute resistance-training workouts that will help you build muscle, sculpt incredible definition, and lose weight for a strong, visually stunning physique.
7 color-coded, portion-control containers	Whether you want to lean out, sculpt and maintain what you have, or build more muscle, you don't need complicated meal plans to reach your goals. With 7 color-coded, portion-control containers, this is one nutrition plan that's easy to follow.
Resources	
The Master's Hammer and Chisel Program and Nutrition Guide	A comprehensive guide that shows you how to use your portion-control containers and nutrition plan. Also includes easy-to-make recipes and expert tips from Sagi and Autumn on how to get the most out of your workouts.
Quick-Start Guide	Your simple 3-step blueprint for building the body you've always wanted.
60-Day Workout Calendar	For efficient and effective training, the order of your workouts matters. With this calendar, Sagi and Autumn have you covered for the next 60 days. Also includes your Nutrition Plan "cheat sheet" and Food Lists on the back!
Deluxe Kit	
In addition to everything featured in the Base Kit, you get an 8-lb. medicine ball along with 4 advanced workouts designed around this piece of equipment. You'll also receive an extra set of 7 color-coded containers for more convenient meal planning and cleanup.	

Beachbody® On Demand

When you purchase The Master's Hammer and Chisel and become a Premium Team Beachbody Club member, you'll get unlimited access to Beachbody On Demand, where you can stream The Master's Hammer and Chisel and hundreds of proven Beachbody workouts via any desktop, tablet, TV, or mobile device—wherever you have an internet connection. Just look for "Purchased Programs" on Beachbody On Demand to stream The Master's Hammer and Chisel workouts.



Product information

Base Kit:

Retail price: \$89.85
 Club price: \$80.87
 Coach price: \$67.39
 Volume Points: 68

Deluxe Kit:

Retail price: \$179.70
 Club price: \$161.73
 Coach price: \$134.78
 Volume Points: 135

All prices in USD. *International pricing may vary.*

Additional tools

Beachbody provides all the tools you need to tell your customers about The Master's Hammer and Chisel.

- eCards
- Talking points
- Sample email template
- Facebook® badge
- Sample social media posts
- Coach banners

Downloadable tools are available in your **Coach Online Office.**