



TIPS FOR SUBMITTING A GREAT VIDEO AUDITION

Please **speak directly into the camera**...imagine that you're talking to one person and that person is...the camera.



Please shoot yourself from the **WAIST UP**. If we can see your whole body in the shot, you're too far away from the camera. If we can see only your head, you're too close.

Please read each line separately with a pause...in between...sentences...

Pick a quiet, well-lit area. Turn on all the lights - maybe bring in a couple of lamps from other rooms just for the occasion. **Point the lights at you, not at the camera** and avoid standing in front of lights or bright windows.

Please turn off any devices – air conditioners, radios, televisions, etc. We want to hear **YOU**.

It's easiest to shoot with your camera on a tripod. If you don't have one, pile up some books and strap down the camera with tape so it doesn't fall. (Think of it as guerilla filmmaking!) If you have a friend a spouse, a family member, have them operate the camera. This will help tremendously.

Each time you hit the record button, **wait at least 5 seconds before you say or do something**, otherwise it might get cut off. Don't rush and don't stress out about making mistakes, or stopping and starting...we'll only keep the good stuff. **Please don't edit your submission**, we'll do that for you!

We want to hear you, so **make sure you stand or sit close enough to the microphone.** Most consumer cameras work well at a range of 10 – 15 feet. Please don't have any music or the television or appliances or anything else that makes noise running in the background.

If you want to record this with another Coach, please feel free to do so. You can refer to each other occasionally, but **keep most of your focus to camera – that's the audience you want to connect with!**

Now that you have all the technical stuff ready, **please start with your name and spell it out for us and tell us how long you've been a Team Beachbody Coach.**

Example: *"Hi, I'm Carrie Dobro. C-A-R-R-I-E D-O-B-R-O. I've been a Team Beachbody Coach for three years!"*

IMPORTANT: Please sign the accompanying release form and send it in along with your video submission.

Submission deadline is February 16, 2011.

Hurry up and get ready for your close-up and you could be one of the Coaches helping us build Team Beachbody!

“BE A COACH” – PROMO SCRIPT 01_28_11

Submission Deadline – Feb 16th

Please read each line with a pause in between sentences.

Check out the attached “Tips for Submitting Great Video” before recording your script.

Words italicized are stage directions and are not meant to be spoken.

*The **attitude** for this promo should be **UPBEAT, FUN and ENERGETIC!***

My body is...

Amazing

Better

Thinner

Stronger

My body is my temple

My business

This (*point to your body*)...makes me money

Flash to Before and after photos of yourself

See (*laughing*)

I'm a Team Beachbody Coach

I'm a Team Beachbody Coach

We're Team Beachbody Coaches

I help people

I motivate people to get them moving

It's a second income with out a second job

It's a second chance

It's changed my life

People ask me what I'm doing?

I'm doing

(Please have the program you like running silently in the background when you do the following text,

...please do this with as many of the programs listed below that you have)

P90X

Insanity

Rev Abs

Slim in 6

Turbo Jam

Turbo Fire

Body Gospel

Hip Hop Abs

And Of course, I drink Shakeology
Shakeology!
It gives me so much energy!
It controls my appetite
It tastes great!
Shakeology makes me money!

Being a Coach is simple; I just share what I'm doing
Give out my biz cards
Hand out DVD and email links to my website
I follow up
I follow through
And whenever anyone buys from my website, I get a 25% commission
"Sweet"!! ***(have fun with this line)***

I'm not a fitness expert or a nutritionist
I'm not a professional trainer
I just love what I do and share it with people I meet
I'm an independent TEAM BEACHBODY Coach

Sure I get commission, but my job is to help people stay accountable
It's a great support system that helps people get the most out of their Beachbody programs
I'm building a team of people like me
We're holding fit clubs every week
My friends come over for meetings and we keep each other on track

I'm proud to be a part of Team Beachbody
I'm a Coach and it's about helping people
It's about ending the trend of obesity in this country
Our goal is ending the trend
Starting with me
Starting with us
It starts with you
And you
We can end the trend with your help

And *(laugh)* you even get paid to inspire people
It's really simple, I help people
I change lives
Like mine
Like yours
Just push play
Keep pushing play



ADDITIONAL VIDEO B-ROLL REQUESTED

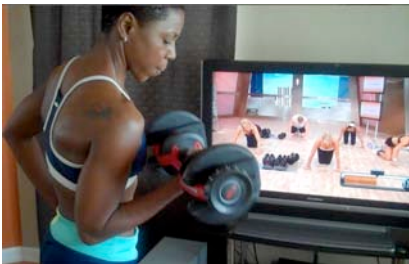
In addition to your 'PROMO' Audition, please send us some video footage of the following: (Don't worry about sound for these shots.)

1. Video of you working out to your Beachbody program. We want to see you **as well as the TV playing your Beachbody program.** Make sure you're working out to the program, so your moves are the same as what we see on your TV screen. Try to pick movements that are dynamic and keep you in the camera frame. Pick any program from the following:

P90X	Hip Hop Abs
Insanity	Body Gospel
Rev Abs	Turbo Fire
Slim in 6	Turbo Jam

...If you work out to more than one of these programs, please do about 1:00 minute from each.

Remember to swap out the video program on the TV to reflect the specific moves you're doing.



2. Video of you working your business

- Talking on the phone
- Working on the computer
- Interacting with other Coaches or prospects

3. Video of you handing out your biz cards to someone else.

4. Video of you handing out your 3rd party tool DVD's to someone else.

5. Video of you holding a Fit Club (if you have them). Make sure you shoot the people interacting! Action shots of conversation, high 5-ing, shaking hands, sampling Shakeology, toweling off after the workout, etc.



ADDITIONAL VIDEO B-ROLL REQUESTED (con't) page 2

6. Video of you holding a home party or a business opportunity meeting (if you have them). Make sure you shoot yourself as well as the audience. Shoot yourself, as well as the audience reaction. People taking notes, watching a PowerPoint or 3rd party tools, shaking hands, sampling Shakeology, holding Beachbody products, etc. Lots of interaction is great – people helping people!

8. Video of you talking to people, Coaches and prospects

9. Video of you making Shakeology (Try to get the Shakeology bag and logo in the shot!)

10. Video of you drinking Shakeology (Show us how much you love the deliciousness!)

11. STILLS - Any Before and After STILL PHOTOS that showcase your results & progress.

Please try to keep your video submission, the PROMO & B-Roll to **10-12 minutes total**

SUBMISSION DEADLINE – February 16, 2011



How to Submit your Video to Beachbody –

Submission DEADLINE Feb 16th

HOW TO UPLOAD:

Ftp address: ftp.productpartners.com <<ftp://ftp.productpartners.com>>

***Username:* beachbodycasting**

***Password:* bbcasting2011**

If you are on a PC running Windows, simply log on to <ftp://ftp.productpartners.com>, log in with the information above, and then drag and drop your files.

If you are on a Mac, first go to http://www.apple.com/downloads/macosx/internet_utilities/classicftpformac.html and download Classic FTP for Mac. You will use this program, not your web browser, to log in and load your files onto the server using the username and password above.

Please put all your footage in ONE folder and label it "YOUR NAME".

The folder should be your first name and last name.

Example: Folder name is "John Smith" or "Jane Clark"

You will only be uploading one folder to the FTP site. If you have many clips WITHIN your folder, please name each clip with your name as well and then number them.

Example: **John Smith_Clip1, John Smith_Clip2**, etc.

Or

MAIL: your flash card, DVD or mini-DV tape to:

**Beachbody Casting
"Be a Coach"
3301 Exposition Blvd
3rd floor
Santa Monica, CA 90404**

If you would like your material back, please include a SASE.

PLEASE DO NOT EDIT YOUR PROMO – We'll do that for you

PLEASE KEEP YOUR SUBMISSIONS TO **10 – 12 MINUTES OF VIDEO– including B-Roll**

If you have any questions – email us at beachbodycasting@beachbody.com

BEACHBODY, LLC

3301 Exposition Blvd., 3rd Floor Santa Monica, CA 90404
Office: (310) 883-9000 FAX: (310) 453-3848

COACH NAME AND LIKENESS RELEASE

For valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound, I hereby give Beachbody, LLC, its affiliates, subsidiaries, representatives and assigns, employees, or any person, persons, corporation or corporations acting under its permission or authority, or any person, persons, corporation or corporations for whom it might be acting ("Beachbody"), the right and permission to publish, scan, reproduce, distribute and/or otherwise use any still or moving photographic or sound recording of me, in whole or in part, including, but not limited to, in connection with any Team Beachbody promotion, advertisement, or infomercial and any statement or endorsement (including any letter or photograph) or any portions thereof (the "Testimonial") made or otherwise provided by me in connection with any Beachbody promotion or advertisement, including, but not limited to, (the "Advertisement"), in any media now known or hereinafter devised, in such manner, for such purposes and with such frequency as it shall determine in its sole discretion without further compensation or consideration to me and without further authorization by me. I further acknowledge that the Testimonial as used and incorporated for the Advertisement shall constitute the sole property of Beachbody and may be used and displayed without restriction.

I also affirm (1) that any statements or endorsement made by me in the Testimonial are factually accurate and represent my honest and personal opinions, findings, beliefs, or experiences; and (2) that I was not compensated in exchange for my endorsement (although I may have received a nominal reimbursement for my time and expenses).

I hereby waive all rights of inspection or approval with regard to any recording, taping, reproduction, proposed printed, audio or video publication and/or other use of the Advertisement. I also hereby release, discharge and agree to hold harmless Beachbody or any person, persons, corporation or corporations for whom it might be acting, including any person, persons, corporation or corporations distributing or disseminating the Advertisement, from and against any and all liability resulting from its use of the Testimonial or Advertisement derived therefrom.

I hereby warrant that I am over eighteen years of age, and competent to contract in my own name. I have read this release and affidavit before affixing my signature below, and warrant that I fully understand the contents thereof.

Signature _____

Name _____ Date _____

Address _____

City _____ State _____ Zip _____

Telephone (____) _____

(If applicable) Parent or Guardian _____ Date _____