

## Product Training Guide



# BODY<sup>®</sup> GOSPEL

## What is it?

**Body Gospel<sup>®</sup>** is a comprehensive fitness program that connects the power of faith with the desire to lose weight and get fit. It includes cross-training workouts set to uplifting gospel music, muscle-firming resistance bands, and a complete nutrition plan created by inspirational fitness expert Donna Richardson Joyner. She shows you how to combine this effective program with your faith in God to transform your body and your life.

**Donna Richardson Joyner** has starred in award-winning workouts, including the *Buns of Steel* and *Sweating in the Spirit* series. *The Oprah Winfrey Show* named her as one of the “Top 5 Fitness Video Instructors.” Donna is in the Fitness Hall of Fame, and holds the Guinness World Record for leading the world’s largest line dance, with over 50,000 participants. She is married to nationally syndicated radio host Tom Joyner.

## Why is it so effective?

Body Gospel combines the feeling of empowerment and purpose you feel at church with what may have previously felt like an impossible struggle—dropping those extra pounds and getting healthy. Donna’s program, full of prayer and set to exhilarating gospel music, will have you working out and worshipping at the same time. She helps you understand that exercise is a form of praise, and that taking care of our bodies is indeed a form of worship. In fact, getting in shape and eating healthily will give you more energy to take care of your obligations and serve God.

## Is there really gospel music in Body Gospel?

All of the Body Gospel workouts are set to chart-topping gospel hits. In Body Gospel Live! Donna works out with you in front of a live gospel choir—it’s a “party with a purpose!”

Some of the songs that will get you moving include:

- Hallelujah (The Highest Praise)
- Again I Say Rejoice
- Friend of God
- Going to Another Level
- Testify
- We Win
- The Presence of the Lord

...and many more



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### What makes Body Gospel unique?

Body Gospel is a fitness program specifically designed for people who live in faith each day. Drawing on the strength of that faith to support both physical and spiritual transformation, the program motivates you to lose weight and get fit while you grow closer to God.

All the components of Body Gospel are linked by the belief that with God's help, anything is possible. Donna's cardio and strength training workouts, the easy-to-follow nutrition plan, and the *Stepping in the Spirit* audio CD emphasize that by relying on Him, you can positively transform yourself in mind, body, and spirit.

### — RETAILING TIPS —

Who to target:	Why Body Gospel?
Men and women strongly motivated by religious faith	Donna begins each workout with a prayer, and focuses on spiritual as well as physical fitness.
People new to exercise	The Body Gospel workouts are gentle and low impact, designed to get you moving and losing weight safely.
Your customers who love gospel music	All the workouts are set to favorite gospel hits, and <i>Body Gospel Live!</i> includes a live gospel choir.
People who enjoy a classic workout	Experienced fitness expert Donna Richardson Joyner combines interval and strength training to help you lose weight and get toned all over.
<b>Who Body Gospel is not designed for:</b>	People who aren't comfortable with the pervasive religious content.

### Equipment needs

The base kit includes a set of Body Gospel resistance bands.

### Cross-selling suggestions

As your customers grow stronger with Body Gospel, you can make their workouts more challenging with these other Beachbody® products.

#### Accessories:

- Weighted Gloves
- Additional Sculpting Bands



#### Nutritionals:

- Shakeology® – Replacing one meal a day with Shakeology is an easy way to control your calories while providing natural energy to fuel your workouts. Shakeology will also help you feel full longer, and reduce your cravings for junk foods.
- Slimming Formula
- 2-Day Fast Formula®



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WHAT YOU GET:	WHAT'S THE BENEFIT:
6 workouts on 3 DVDs	<ul style="list-style-type: none"> <li>Helps you lose weight with cardio conditioning, tones your core with ab exercises, builds lean muscle with strength training, and increases your flexibility with stretching</li> </ul>
<i>Stepping in the Spirit</i> audio CD	<ul style="list-style-type: none"> <li>Donna motivates you toward weight loss success with this inspirational walking workout set to uplifting gospel hits</li> </ul>
<i>Body Gospel LIVE!</i> (Included on the Strength & Spirit DVD)	<ul style="list-style-type: none"> <li>Sweat in the Spirit with this energetic workout to a live gospel choir</li> </ul>
<i>Total Transformation Guide</i> , including inspirational prayer journal	<ul style="list-style-type: none"> <li>Includes your Commitment Contract, the Basics of Body Gospel Fitness, and a 30-day journal and workout calendar full of motivation from Donna and quotes from Scripture</li> </ul>
<i>Feed Your Body, Feed Your Soul</i> Nutrition Guide with recipes	<ul style="list-style-type: none"> <li>An easy-to-follow healthy eating plan with delicious recipes that help you slim down without sacrificing flavor</li> </ul>
3-Day Jump-Start Plan	<ul style="list-style-type: none"> <li>Helps cleanse and transition your body, so you're prepared to work out and lose weight</li> </ul>
Body Gospel "Basic 10" Fitness Cards	<ul style="list-style-type: none"> <li>Explains form for 10 essential moves, so you can do them anytime, anywhere, plus quotations from Scripture to keep you inspired</li> </ul>
Body Gospel Bands	<ul style="list-style-type: none"> <li>Gives your muscles extra resistance so they get toned more quickly, without bulking up</li> </ul>

## Product Info

Retail price: \$79.90  
 Club price: \$71.91  
 Coach price: \$59.93  
 Volume Points: 60  
 SKU#

## Coach tools

Beachbody provides all the tools you need to get your customers excited about Body Gospel®:

- Product announcement eCard
- Product training Webinar
- Promotional video
- Postcard
- Trifold brochure



## Celebrity trainer Donna Richardson Joyner

Donna Richardson Joyner is recognized as one of the premier fitness authorities in the world. Her life's purpose and passion is to educate, empower, and energize men, women, children, and families to live a healthy lifestyle.

With Body Gospel, Donna is a messenger of hope for those looking to transform their bodies and their lives. She seeks to help churches and communities adopt healthier lifestyles by incorporating good nutrition and daily physical activity. Donna believes that by combining fitness, nutrition, and faith, everyone can succeed on the journey to a healthy mind, body, and spirit.

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