

Product Training Guide

**What is It?**

Shaun T's Fit Kids® Club is an in-home dance-based fitness program geared toward young people ages 7 and up.

Trainer **Shaun T** teaches fun, easy-to-follow hip hop moves that will get kids off the couch and out dancing on the floor. He grooves along with you every step of the way, making the moves simple to learn. The goal is to get kids moving at an early age, to ward off health problems and help maintain a healthy weight for life.

Why is it effective?

The workouts in Fit Kids Club are designed to be engaging for kids, to match their interests and energy levels, and to show other real kids working out and having a good time. The group atmosphere makes exercising fun, and working out at home is less intimidating for many kids than working out in a gym or in classes.

After each workout, Shaun and the kids in the videos talk about why it's important to exercise and be strong, why they enjoy dancing hip hop, and how much better they feel after exercising.

- The **30-Day Fitness Calendar** helps keep track of workouts
- The **Smart Snacking Guide** teaches sensible eating and helps choose the best healthy, kid-friendly snack ideas.
- The **Guide to Reading Nutrition Labels** shows you how to read food labels so you can evaluate what's in the foods you eat.

**Make Fit Kids Club part of a healthy lifestyle**

Studies show that creating family habits that develop smart eating and physical activity can make it easier for everyone to maintain a healthy weight. By helping your kids learn the value of exercise and good nutrition early on, you can help them build healthy practices for life. Introducing them to Fit Kids Club is a great way to start. For more ideas, check out the NIH We Can! program and handbook at <http://wecan.nhlbi.nih.gov>



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What makes Fit Kids® Club unique?

Fit Kids Club features young people who are exercising to feel good and have fun. It isn't gimmicky or silly. Shaun leads simple routines that anyone can do—no need to be a trained dancer. After teaching the moves, he shows ways to combine them and gives time to freestyle, allowing you to express yourself. The music is upbeat and motivating, and it's appropriate for everyone.

Portions of Shaun T's Fit Kids Club sales are sent to the GO Campaign, benefiting locally-led grassroots programs serving children in need. <http://www.gocampaign.org/>



Cross-selling suggestions

Your customers doing Shaun T's Fit Kids Club may be interested in these other Beachbody products:

- Beachbody® shirt
- Beachbody backpack
- P90X® Peak Performance Protein Bars

If you enjoy working out with Shaun T, you may also like:

- Get Real with Shaun T™



— RETAILING TIPS —

Who to target:	Why Shaun T's Fit Kids Club?
Fitness beginners	<ul style="list-style-type: none"> • The moves are easy to learn, and can be done by anyone at any level of fitness
Kids who want to maintain their weight	<ul style="list-style-type: none"> • The workouts are designed to keep your heart rate up, so you increase your fitness level every time you exercise
Kids who don't like sports	<ul style="list-style-type: none"> • The workouts are dance-based, to keep you moving without having to be good at any sport
Kids who are embarrassed to go to exercise classes or the gym	<ul style="list-style-type: none"> • The whole cast is friendly and motivating, and you get to work out in the privacy of your own home
Adults who want a shorter workout	<ul style="list-style-type: none"> • Although the exercisers are younger people, adults will also appreciate the engaging, entertaining workouts
Parents of children 7 and up, to encourage exercise and good nutrition	<ul style="list-style-type: none"> • The workouts are a good way to help the entire family develop healthy habits together

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Why do kids enjoy Fit Kids Club?

Shaun T's Fit Kids Club connects naturally with kids' love of movement and music. It doesn't matter what your size or shape is—or even if you can't dance. Shaun T's engaging energy gets you moving, as he teaches cool steps with rad music that will have you getting down and getting fit at the same time. Yet these workouts are so much fun, they don't even feel like exercise.

Product info

Retail price: \$19.95
 Club price: \$17.95
 Coach price: \$14.96
 Volume points: 15
 SKU#: MDFKDVD2101

Fit Kids Club for Fundraising

Try Fit Kids Club as a healthy fundraiser for your school, church, or community organization. Instead of a candy drive or magazine sales, raise awareness about the importance of exercise and good nutrition as you raise resources for your cause.

DVD	WHAT'S THE BENEFIT:
2 WORKOUTS ON 1 DVD	
Cool Moves	<ul style="list-style-type: none"> Helps motivate kids, showing that exercise is cool. Shaun gets you moving with steps like The Hey!, Snake It, Pound & Hop, Dust & Wave, and Smooth Groove. Includes warm-up and cooldown. (approx. 25 minutes)
Groove It Out	<ul style="list-style-type: none"> Elevates your heart rate and your energy with moves like the Hustle, Body Jam, Wind & Toss, Bounce & Swipe, and Basketball. Includes warm-up and cooldown. (approx. 25 minutes)
30-Day Fitness Calendar	<ul style="list-style-type: none"> Wall calendar helps you keep track of your workouts and eating habits.
Smart Snacking Guide	<ul style="list-style-type: none"> Teaches smart eating and healthy snack ideas.
Guide to Reading Nutrition Labels	<ul style="list-style-type: none"> Tips on reading food labels.



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