

## Product Training Guide



### What is INSANITY MAX:30?

Welcome to the craziest 30 minutes of your day—and the best results of your life! If you're ready to push harder than ever before . . . and Dig Deeper® than you ever thought you could . . . then Shaun T's INSANITY MAX:30 can help you see results you never thought possible. Because it's not about finishing the workout—it's about seeing how far you'll go before you MAX OUT.

There's no equipment needed in these killer cardio and Tabata-style strength workouts. Just push to your MAX and get INSANE results in 30 minutes a day!

### Why is INSANITY MAX:30 effective?

INSANITY MAX:30 can help you get ridiculous results in 60 days thanks to Shaun T's MAX OUT training. The goal is to work as hard as you can for as long as you can until you MAX OUT—the point when you just can't do anymore or you begin to lose form. Each workout pushes you to beat your last MAX OUT time to keep you accountable. Go one minute longer and you'll get remarkably stronger—every single day. That's how you lose more weight and get an INSANE body fast.

### What makes INSANITY MAX:30™ unique?

Every day is a brand-new challenge in INSANITY MAX:30. With killer cardio, challenging Tabata-style strength workouts, plus 150 new moves designed to shatter your limits, Shaun pushes you to work harder, go longer, and MAX OUT later. It's not about making it through all 30 minutes. It's about pushing yourself more each day to get the body you've always wanted in 60 days.

And even though INSANITY MAX:30 is a challenging program, the great thing is you can follow the modifier—whatever your fitness level—to MAX OUT and still get MAX results!

### Shaun T is your Personal Trainer

Shaun T is back with his next INSANE challenge—INSANITY MAX:30. He's going to work you harder than ever, but don't worry—he'll be there every step of the way to cheer you on, so you can see 100% ridiculous results in just 60 days.



# Product Training Guide



## Cross-selling suggestions

Help your INSANITY MAX:30 customers MAX OUT and get INSANE results faster by recommending these additional products:

- Core Comfort Mat\*
- 7 portion-control containers and a Shakeology® shaker cup
- Exclusive INSANITY MAX:30 Apparel



## Nutrition

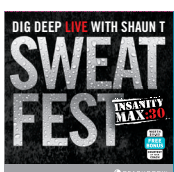
- Shakeology helps provide your customers with the nutrition they need to get their best results from INSANITY MAX:30
- P90X Results and Recovery Formula®
- E&E Energy and Endurance® Formula
- 3-Day Refresh™ to jump-start your transformation and maximize your results
- ActiVit® Multivitamins



## — RETAILING TIPS —

Who to target:	Why INSANITY MAX:30™?
People who used to be in shape or fitness rookies	Featuring a modifier in every exercise and Shaun T to support you every step along the way, INSANITY MAX:30 helps everyone find a way to MAX OUT and get INSANE results.
Those looking to get an INSANE, full body transformation in less time	When you're committed to working to your MAX every workout, 30 minutes a day is all you'll need to get shredded abs, crazy glutes, and ridiculous arms.
Anyone looking for a challenging workout that requires zero equipment	Shaun T created these killer workouts to torch MAX calories, burn MAX fat, and achieve MAX muscle definition—using nothing but your body.
INSANITY® lovers	You've seen what Shaun T's workouts can do. Now experience his most challenging workout to date that includes moves designed to push you to your personal MAX in just 30 minutes a day.

## Network Exclusive DVD: Sweat Fest (a \$19.95 value)



Get ready to Dig Deep for 30 minutes of old-school INSANITY. Join Shaun T and some INSANITY Success Stories in a fat-blasting total-body workout that burns maximum calories as it delivers the same crazy INSANITY results—in just 30 minutes!

## Product Training Guide

BASE KIT:	WHAT'S THE BENEFIT?
<b>Workouts</b>	
12 workouts on 10 DVDs	<ul style="list-style-type: none"> <li>Month 1: 5 workouts on 5 DVDs (2 cardio, 2 strength, and 1 challenge) Shaun alternates killer cardio and Tabata-style strength workouts all in preparation for your end-of-week challenge, Friday Fight.</li> <li>Month 2: 5 workouts on 5 DVDs (2 cardio, 2 strength, and 1 challenge) You'll feel like you're back at Day One as the intervals get longer, but the rest stays the same.</li> </ul>
<b>Tools</b>	
Nutrition to the Max Guide	<ul style="list-style-type: none"> <li>No complicated diets or strict meal plans here. This simple portion-based plan shows you how to eat what you love and still reach your fitness goals.</li> </ul>
Max Out Guide	<ul style="list-style-type: none"> <li>The secret to great results with INSANITY MAX:30™? Pushing to your MAX every day. See how to do it, and why it'll help get you insane results.</li> </ul>
Max Out Tracker and Wall Calendar	<ul style="list-style-type: none"> <li>Shaun's got it all planned out for you. Find out which workout to do each day and keep track of your Max Out times to see your progress.</li> </ul>
No Time to Cook Guide	<ul style="list-style-type: none"> <li>Everything you need to MAX OUT your results even when you're on the go. From fine dining to fast food, you'll know the best options to fuel your body and stay on track every day.</li> </ul>
<b>Free Gifts</b>	
Pulse	Shaun's version of a recovery workout, this is a low-impact combo of stretching and small "pulsing" movements that'll definitely make you feel the burn.
Ab Attack:10	This 10-minute routine will feel like an attack on your abs, but you'll love the rock-hard results.
24/7 Online Support	Stay focused on your goals with FREE support around the clock plus exclusive access to fitness experts and other people just like you.
<b>Deluxe Kit</b>	
<p>You get everything in the INSANITY MAX:30 Base Kit, plus three additional workouts for insanely shredded abs. You'll also get Shaun T's exclusive Ab Maximizer Plan, an essential Core Comfort Mat to provide support while you carve out every inch of your six-pack, body fat calipers to help you measure your progress over 60 days, and unique portion-control tools to help simplify eating so you can get the body you want, no matter what your goals are.</p>	

### Product information

#### Base Kit:

Retail price: \$119.85  
 Club price: \$107.87  
 Coach price: \$89.89  
 PV/CV: 90

#### Deluxe Kit:

Retail price: \$239.70  
 Club price: \$215.73  
 Coach price: \$179.78  
 PV: 180

### Additional Tools

The popularity of celebrity trainer Shaun T brings exceptional opportunities everywhere you turn. INSANITY MAX:30 offers your customers a new, more INSANE way to get MAX results, so be sure to reference the Coach Online Office for Talking Points, FAQ, a sample email template, eCard, social media posts, and more tools to help your business MAX OUT.



\*Beachbody Core Comfort Mat contains natural rubber latex, which may cause severe allergic reactions.

© 2014 Beachbody, LLC. All rights reserved. Distributed by Beachbody, LLC, Santa Monica, CA 90404. Beachbody, LLC is the owner of the INSANITY MAX:30, INSANITY, 3-Day Refresh, Shakeology, P90X Results and Recovery Formula, E&E Energy and Endurance, ActiVit, Beachbody, and Team Beachbody trademarks, and all related designs, trademarks, copyrights, and other intellectual property.