

TRAINING FOR SUCCESS GUIDE



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Consult your physician before beginning any exercise program or using any supplement or meal replacement product.

Beachbody does not guarantee any level of success or income from the Beachbody Coach Opportunity. Each Coach’s income depends on his or her own efforts, diligence, and skill. See our Statement of Independent Coach Earnings <http://www.teambeachbody.com/incomechart.pdf> for the most recent information on our Coaches’ actual incomes.

welcome from **team** beachbody

Today's the day you take control of your financial future, and we're going to show you how. As a Team Beachbody Coach, you'll learn how to help people get healthy and fit while getting paid for it.



Knowledge is power. The more you educate yourself and take the time to learn everything you can about your business, the greater the rewards will be. Use this training guide, follow the 10 commitments of the Game Plan, and start building your business today.

Welcome from Team Beachbody.



The Game Plan. It's all about The Game Plan. This set of core principles will define and guide your Coach business from day one. Consider it your system for success.

THE GAME PLAN

10 COMMITMENTS FOR SUCCESS

- 1 Have a Get Started Right Interview with Your Upline (24-48 hours from sign-up)**
 - > Identify your Why and set your goals
 - > Get connected
 - > Create an action plan
- 2 Commit to Your Beachbody® Fitness & Nutrition Program**
 - > Be a product of the product
- 3 Commit to at Least Two Exposures a Day**
 - > Use Team Beachbody 3rd Party Tools
 - > Retail and recruit
 - > Local and long distance
- 4 Attend One Local Event a Week**
 - > Beachbody Briefing, Beachbody Home Party, Trainings
- 5 Attend All Team Beachbody® Corporate Events**
 - > Regional and National
- 6 Treat Your Team Beachbody Business Like a Business**
 - > Manage your time to maximize productivity
 - > Work your daily plan
 - > Stay in Phase One
- 7 Apply the Laws of Duplication**
 - > Learn, do, teach, repeat
 - > Be system dependent
- 8 Commit to Personal Development**
 - > Program yourself for success
 - > Read books, listen to audio CDs, attend classes
- 9 Find a Success Partner**
 - > Someone who will help you achieve more
- 10 Be Here a Year from Now**
 - > And commit to following The Game Plan

TEAM  BEACHBODY®
Decide. Commit. Succeed®

welcome from team beachbody

1 Have a Get Started Right Interview with your Upline (24-48 hours from sign up).

A Get Started Right interview is simply a one-on-one orientation with your Upline Coach, specifically geared to point you in the right direction and help you map out a business strategy based on your goals. This is a relationship business, and what better way to start off your business relationship than by having this personal time with an expert? A Get Started Right Interview also places the focus more on sponsoring Coaches, rather than just signing them up.

2 Commit to your Beachbody fitness and nutritional program.

Your personal experience with the products and business gives you a genuine credibility that speaks volumes. It's easy to share something you feel passionate about when you have firsthand knowledge that it works. Beachbody products have over a decade of proven results and thousands of success stories to show for it.

3 Commit to at least 2 Exposures a day.

The main objective for any Team Beachbody Coach is to expose people to the Beachbody products and opportunity. Our 3rd Party Tools make it easy for you to tell the story without having to do all the talking. There are DVD's, brochures, Webinars, and training events geared to inspire people to join the Team Beachbody community. The key is to be consistent with your activities over time. If you do 2 Exposures a day, that's 60 Exposures a month. This activity is how you can build a successful business.

4 Attend one local event per week

The Beachbody Briefing is where Coaches come together to hear a professional overview about the company, the products, and the opportunity. You don't have to be an expert in this business to succeed. Just bring your guests to a local meeting and put them in front of the experts. You focus on promoting the event to your prospects and let the more experienced Coaches do the heavy lifting. You learn every time you are there, and you network with other people who have goals similar to yours.

5 Attend all Team Beachbody corporate events

The corporate events are not to be missed. The company sponsors several events each year that attract Coaches from all around the country. The benefits of being at these live events, where one experiences passion, vision, knowledge, friendship, training, and motivation, are priceless. If you focus on showing up at these events and promoting them to your team and prospects, you'll definitely see your business grow.

6 Treat your Team Beachbody Business like a Business

Take your business seriously, make proper use of your time, and focus on doing the activities that are a priority in moving your business forward. The most important activities are retailing and recruiting. Remember, if you treat your business like a hobby, it will pay you like a hobby. If you treat it like a business, it can pay you like a business.

7 Apply the Laws of Duplication

Duplication is about always doing in your business what is easy for someone else to repeat. The Laws of Duplication teach you to be dependent on a system rather than any one person. By plugging into a proven, simple, duplicable system, and plugging your people in, you can get everyone rowing in the same direction. That is how you build a large organization.

8 Commit to Personal Development

The number one skill you'll need in this business is not selling skills. It's people skills. Personal Development is the one single component that will define your path to success more than any other. Make a commitment to read 10 pages of a good book and listen to 15 minutes of an audio every day. Take a class that enriches your life and helps you become a better you. Your attitude will determine your altitude. It's mind fitness. It's an investment in you.

9 Find a Success Partner

Working out to a fitness program with a buddy is fun and keeps you on track. You can find that same success when you partner with another Coach who has business goals similar to yours. The right partner will help you stay motivated, engaged, and keep you accountable towards reaching your dreams. There's strength in numbers, and a solid partner will help you achieve more.

10 Be here a year from now

It's hard to win the race if you're not in it. The Team Beachbody Business works if you work the business. Make a commitment for the next 12 months to do the Exposures, attend the events, develop your body and mind, and you will find success. All you've got to do is stick and stay, and most importantly, follow the Game Plan.

SYSTEM SERIES

Follow the System Series: Check out this library of articles in the Business Development section of your Coach Online Office for more detailed insight and perspective on how to run a successful business. Expert Larry Zimberg shares his experience and knowledge to help you achieve exponential growth in your Coach organization. You'll find valuable tips including:

- Being system-dependent
- Sponsoring
- Making Exposures using 3rd Party Tools
- Attending weekly business briefings
- Treating your business like a business
- Doing what duplicates

welcome from team beachbody

Get Started Right Interview. This is the first step you take to get your business started. Connect with your Upline Coach within 48 hours and schedule a Get Started Right Interview.

A Get Started Right Interview will help you define your goals, identify what motivates you, and create an immediate action plan. Your Upline Coach will work with you to build a road map that will help you achieve your goals.



So what will you talk about?

- > **Determine your “Why.”** What drives you to succeed? What do you want to achieve? What motivates you? This will help you understand your purpose and what it means to your business.
- > **Set your fitness and business goals.** Define your income expectations, and your Upline Coach can help you come up with a plan for your first 90 days and beyond. Now’s also the time to figure out your fitness objectives and select the first workout program you want to follow.
- > **Create your business accounts.** Set up your Beachbodycoach.com email address, your personal Web site, and your Team Beachbody community profile, so you can begin to market your business. This is how you’ll present yourself and communicate with your customers and other Coaches.

welcome from team beachbody

- > **Get plugged in.** Work with your Upline Coach to find out about events and training opportunities to learn more about the business. Also get to know your Upline team of Coaches who will help you launch and grow your business. Good training and support is key to getting off to a good start and building the momentum you need for success.
- > **Identify a list of prospects.** Who are the people you'd like to help most? Who are the people you'd like to show the Beachbody products? Who might be interested in the Team Beachbody business opportunity and earning extra income?



- > **Begin reaching out to everyone you know.** Now that you've identified your prospects, it's time to make contact through phone calls, emails, and invitations to presentations. Get the word out that you're now in business.
- > **Follow the system.** Keep it simple and follow the activities that are proven to build business success.
- > **Learn how to earn.** Retailing and recruiting have their rewards. There are several tools you can use to understand your earning opportunities as a Team Beachbody Coach. Refer to the How to Earn video and the Detailed Compensation Plan video in the Video Library of your Coach Online Office. You can also find the Coach Compensation Plan document in Policies and Procedures in the Online Office.



Tip: Watch the Let's Get Started video in your Online Office to help you take the first steps toward launching your business.

Know your products to increase your sales. As a Team Beachbody Coach, your passion for the products you sell will be apparent to your customers. Commit to your own health and fitness and others will follow.

- > **Shakeology® and Beachbody Nutritionals®.** Shakeology is our high-quality, nutritional protein shake that contains over 70 ingredients in a low-calorie formula. It's our number one consumable product, used both as a meal replacement for weight loss and a nutritional drink for optimal health. As part of the family of Beachbody Nutritionals, Shakeology can help people lose weight, reduce cravings, increase energy and stamina, and promote healthy digestion and regularity.* Other products including vitamins, post-workout recovery formulas, immune boosts, fiber boosts, joint support and slimming formulas, among others, round out our extensive line of nutritional supplements.



How Beachbody Nutritionals benefit your business

- Our consumable products contain high-quality ingredients, which ensure maximum health benefits. Since most are offered as a 30-day supply, your customers will be replenishing their orders on a monthly basis. This means loyal, longtime customers and repeat sales for you.
- Many products, including Shakeology, are available on the Home Direct plan (refer to page 14). Your customers can get regular monthly deliveries shipped to their homes. It's a convenience for them and a constant income stream for you.



> **Tip:** For specific information, refer to the product catalog that you received when you purchased your first fitness program. You can also buy a catalog in the Team Beachbody store.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

learn about retailing beachbody products

- > **Fitness Programs.** Beachbody creates many of the country's most popular fitness programs. Each one is designed by professional trainers and fitness experts, and used by everyday people who have gotten results.

How the programs benefit your business

- Every program contains a complete nutrition guide—so when you sell a workout program, you're providing a total fitness solution.
- Whether your customers are beginners or extreme athletes, are interested in weight loss or muscle building, there's a Beachbody fitness program to match every level and interest.
- Our workouts get real results. The thousands of success stories prove it.



- > **The Team Beachbody Club.** When your customers join the Team Beachbody Club, they get VIP access to an array of support tools. They'll also receive a 10% discount off all purchases. There's special video content, exclusive chats with their favorite fitness trainers and experts, personalized meal plans, recipes, and even articles to help them maximize results. Your customers also have the chance to win up to \$25,000 in the Million Dollar Body Game^{®,*} which rewards people for their body transformations. As a Coach, joining the Team Beachbody Club will provide you with access to information and resources to inspire your customers and Coaches.

10% OFF
PRODUCTS



TIPS +
HEALTHY
EATING

TIPS +
STYLE

*Refer to the Million Dollar Body Game Official Rules at TeamBeachbody.com

learn about retailing beachbody products

How enrolling customers in the Team Beachbody Club benefits your business

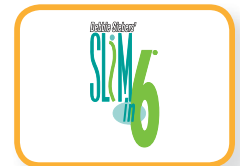
- Team Beachbody provides a powerful peer support system to help your customers reach their health and weight loss goals faster.
- Every time you enroll someone in the Team Beachbody Club, you get paid 50% of their ongoing membership dues every month. That's continuous income from only one sale.



- > **Showcase Pack.** Build your business by becoming an expert on your greatest assets—your products. The Showcase Pack, which includes six of the top-selling fitness programs, gives you the opportunity to learn how the products support your customers' health and fitness goals. When you're familiar with the products, you can promote them better to your friends, family, and prospects. You can also loan out the videos to let potential customers try them before buying.

How the Showcase Pack benefits your business

- Earn a \$50 bonus when your personally sponsored Coaches purchase a Showcase Pack.
- Be eligible to earn a \$5 sponsor bonus every time one of your Coaches sells a Showcase Pack.*
- Learn about our products to retail more and build your business by talking about them firsthand.



*Refer to the Coach Compensation Plan in your Online Office.

learn about retailing beachbody products

There are many ways to find more information about Beachbody products. Simply visit your Online Office and learn which products are best for you and your customers.

> **Read and Print**

You can get product reference guides, training PDFs, and sales and marketing tools in the Training and Events section of your Online Office.



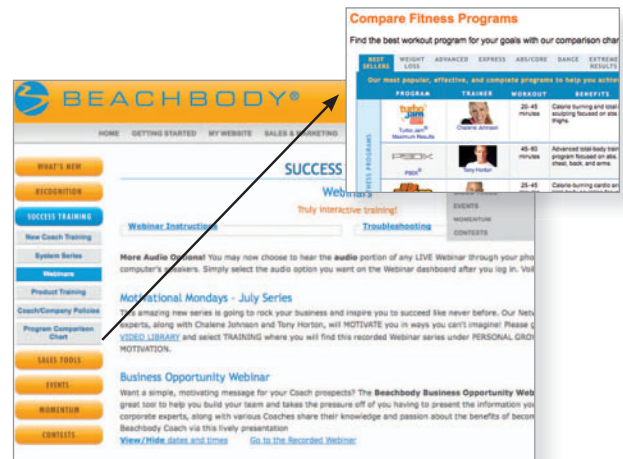
> **Watch and listen**

In the Video Library section of your Online Office, you can look at product promotional videos and watch amazing customer and Coach success stories.



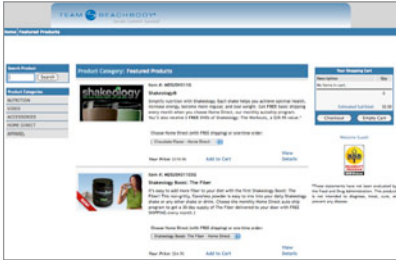
> **Compare**

You can use the fitness program comparison chart in Training and Events to find the perfect workouts for you and your customers.



learn about retailing beachbody products

- > **Customers Orders and Home Direct.** Ordering products is easy when you and your customers shop in the Team Beachbody store. When customers are assigned to you as a Coach, your ID number is attached to all their orders so that you get credit for their sales. Each product order is picked, packed, and shipped from the Beachbody warehouse.



Customers can shop from either your Team Beachbody profile page or your Coach Web site. Help your customers make the right choices and select the Home Direct fulfillment option.

- > **Home Direct.** Many Beachbody products, such as Shakeology and other nutritional supplements, are available as a home-direct option. This means that customers sign up to have products automatically shipped to their doorstep every month. Encourage everyone to take advantage of the convenient home-direct opportunity so they can stay committed to their health goals.



How products ordered on Home Direct benefit your business

- It helps you maintain Active status.*
- It's convenient.
- It helps your customers maintain a regular health and fitness regimen, and it keeps them engaged with the products.
- You get a continual income stream from Home Direct products.



Tip: Go to your Online Office to learn more about our products and services.

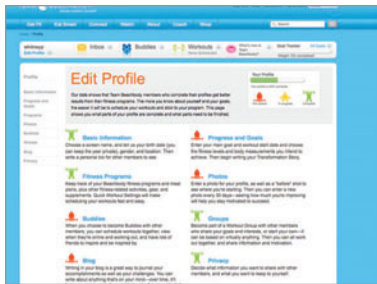
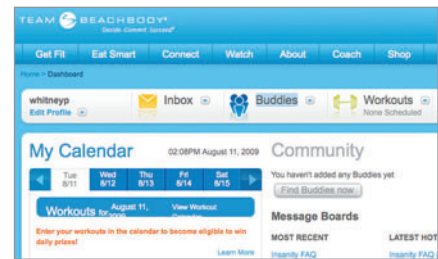


*Refer to the Coach Compensation Plan in the Online Office.

Learn about the **team** beachbody community & support

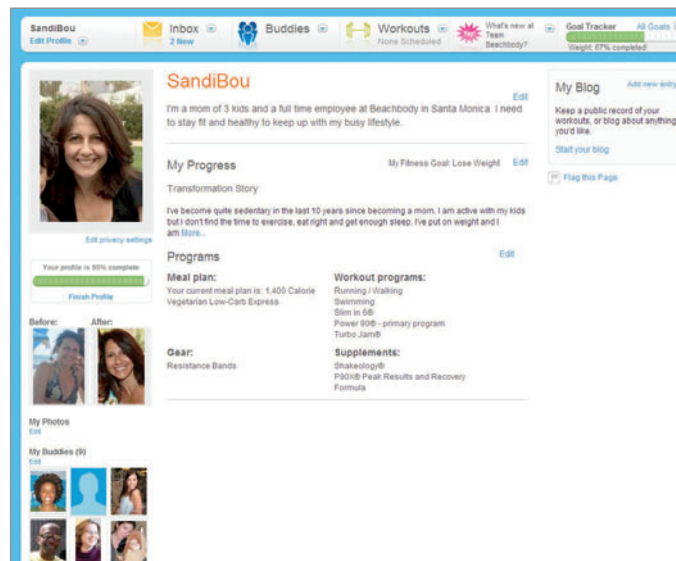
Log in to TeamBeachbody.com. Imagine helping your customers stick to their fitness program while they hold you accountable to yours. Team Beachbody online is the place to build relationships and find support from other Coaches and experts. Building relationships and networking with people are the most important parts of your business. Consider the health benefits of working out and eating right as an added bonus.

- > When you sign up to be a Coach, you'll be asked to create a profile on Team Beachbody. This is your first introduction to the community, and it's your chance to get some visibility as a Coach.



Set up your Team Beachbody Profile

Include photos and a biography in your profile so other members and potential customers get to know you. Tell people about your reasons for being a Coach and what inspires you. You can look through other Team Beachbody Coach profiles for ideas about how to create your personal bio.



Team Beachbody support tools

- > **WOWY SuperGym™** Working out with other members in WOWY SuperGym is an important part of being a Coach. It shows that you're as committed to your own health as you are to helping others get fit. And every day that you and your customers work out in WOWY SuperGym, you'll be eligible to win cash and prizes.*

How WOWY SuperGym helps your business

- Work out with your customers, Coaches, and the Team Beachbody community. This accountability will inspire you to reach your goals.
- Connect with others and build relationships that will lead to more business.
- Stay up-to-date with all the fitness programs.
- Become a “product of the product.” When you're fit and healthy, you're a walking billboard for the products you sell.
- Establish credibility as a Coach by showing that you're on a fitness journey too, and you're willing to talk about it.
- Be a key player in the mission to help people lead healthier lives.

The screenshot displays the WOWY SuperGym™ web application interface. At the top, there is a navigation bar with links for 'Sign Out', 'Help', 'Contact Us', 'My Account', 'Home', and 'Profile'. Below this is a secondary navigation bar with tabs for 'Get Fit', 'Eat Smart', 'Connect', 'Watch', 'About', 'Coach', and 'Shop'. The main content area is divided into several sections. On the left, there is a sidebar menu with options like 'Fitness Tools', 'Fitness Programs', 'Fitness Tips', and 'Trainers'. The main content area features a 'WOWY SuperGym™' header, followed by a 'My workouts' section with a 'Show: Today' dropdown and a 'No workouts scheduled' message. Below that is a 'One-Click Workout' section with dropdown menus for 'Select One' and 'Select Program'. A 'Your Workout Calendar' for August 2009 is displayed, with the 11th highlighted. To the right, there are statistics for 'WOWY SuperGym™ statistics' showing 2542 total workouts completed today, 242 as the peak today, and 149 people working out now. There is also a 'Cool down in the chat room' section with a 'Chat now' button and a 'Who's working out now' section showing 149 people in the WOWY SuperGym™ now.

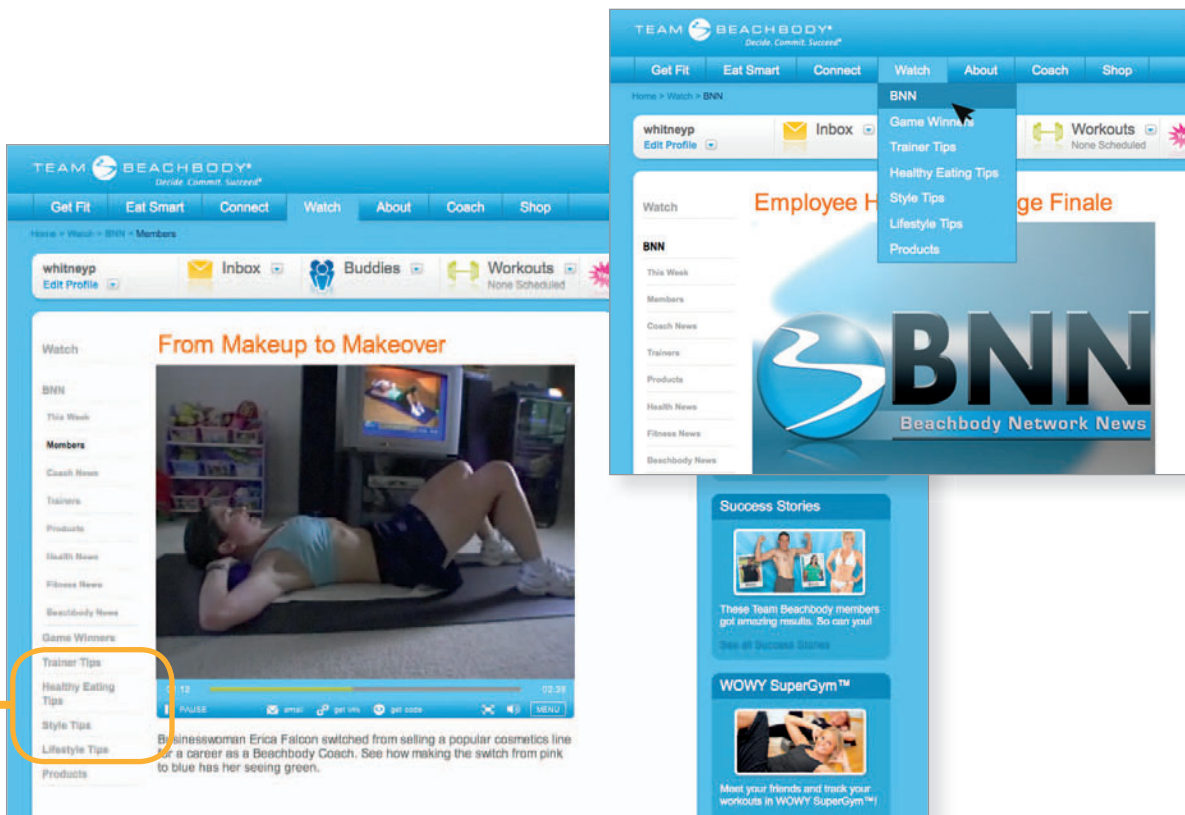
*Refer to the Million Dollar Body Game Official Rules at TeamBeachbody.com

learn about the team beachbody community and support

- > **BNN (Beachbody Network News)** is your entertainment and news source, and an essential business-building tool. Here you'll find profiles of successful Coaches, amazing customer transformations, health and fitness news, and Coach training advice. Exclusive premium content is available to Coaches who are Team Beachbody Club members.

How BNN helps your business

- BNN features current and relevant industry news, concentrating on the subjects that matter to you and your customers.
- The professionally shot and edited videos are perfect for sending to prospects and customers.
- The episodes are motivating, inspiring, and informative.
- Embed videos in your personal Web site to build credibility for your business.
- The stories cover a variety of subjects that support your efforts to retail and recruit.
- Let the videos do the talking for you. Show customers and prospects BNN shows to generate interest and start conversations. They're the ultimate 3rd Party Tools.



This premium video content is only available to Coaches who are also Team Beachbody Club members. This content helps you motivate your customers in areas of good nutrition, dressing for your body type, etc.

learn about the team beachbody community and support

- > **Meal Plans.** Sticking to a healthy diet is easy when you choose a meal plan from Team Beachbody. Just click the Meal Plans link in the Eat Smart section to learn more and make your selection. Encourage your customers to use the meal planning tools to help them lose weight and get great results from their fitness programs. This is another 3rd Party Tool that will help you communicate with prospects.

How meal plans help your business

- You don't have to be a nutritionist; we've done the planning for you.
- You can offer your customers a total fitness solution that includes everything they need to succeed—peer support, fitness support, and diet support.
- Meal plans are only available to Team Beachbody Club members, making them a great selling tool when promoting the benefits of membership.

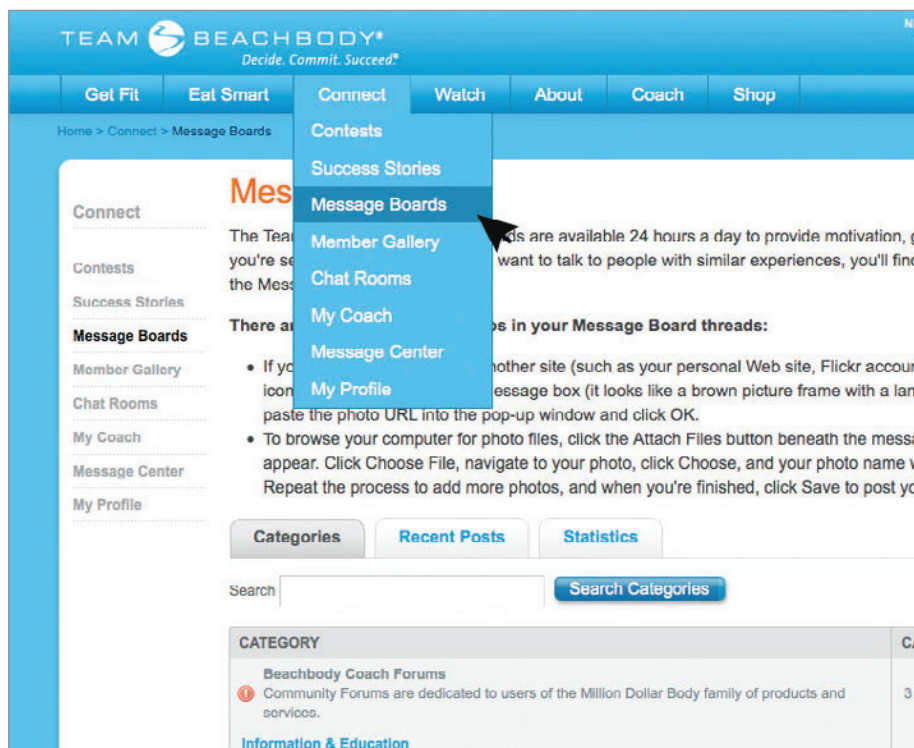


learn about the team beachbody community and support

- > **Community Message Boards** were created more than 10 years ago for Beachbody customers to share their experiences with our products. Today there are over 1,000,000 community members and thousands of unique Message Board topics. Team Beachbody grew out of this community, and from it we formed the network of Coaches. There are special Coach-only forums, such as the Coach Business Forum and the Coach Support Forum, to help you learn and grow your business. Support, motivation, and inspiration are at your fingertips.

How the Message Boards help your business:

- Get answers to your questions 24 hours a day.
- Build your support network with other Coaches.
- Increase your confidence as a Coach by learning from the most successful Coaches.
- They're an online support group to inspire you, motivate you, and keep you on track. (They're not a place to advertise your business, but they'll give you encouragement and assistance if you ever need help.)

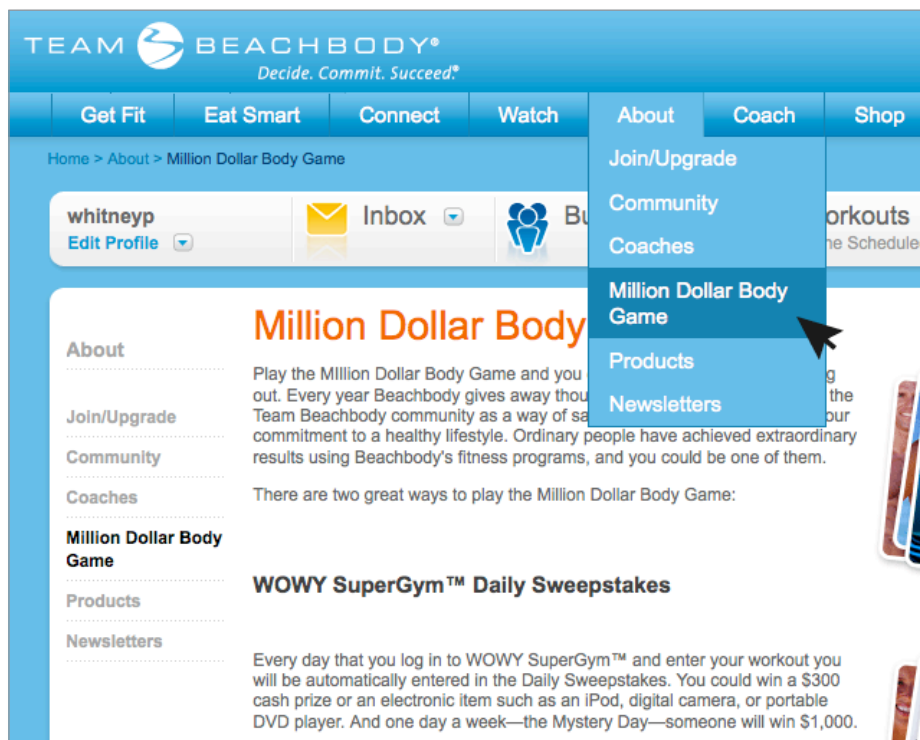


learn about the team beachbody community and support

- > **Million Dollar Body Game.** Win money for working out. What other company actually pays people to exercise? The Million Dollar Body Game was created to motivate customers to stick to their fitness plans. It's an annual contest that rewards people for committing to a fitness program and getting fit. As a Coach, you can enter the contest yourself, or encourage your customers and Coaches to enter.

How the Million Dollar Body Game helps your business:*

- If you win the contest, your customers, Coaches, and prospects will see that you practice what you preach. It gives you credibility and boosts your visibility, which can increase your business.
- You can earn money if someone you coach wins in the Million Dollar Body Game Success Story contest.
- If you coach someone who wins, you'll be regarded as a very effective Coach. This can raise your exposure in the community.
- It's a great motivator for your clients. Persuading customers to enter the contest can drive them to commit to their diets and workouts, thus boosting their results.
- It helps your customers get engaged with the community and improve their health.



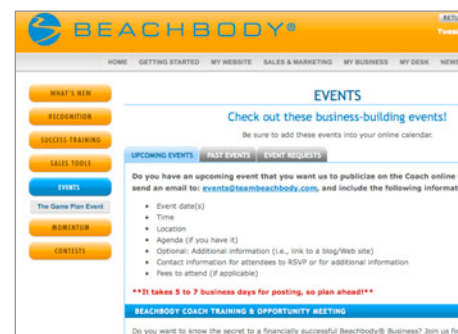
*Refer to the Million Dollar Body Game Official Rules at TeamBeachbody.com

Learn about the team beachbody community and support

Getting connected. The Team Beachbody Business is an “event-driven” business. Regional events, such as Super Saturdays, Leadership Conferences, and the Annual Coach Summit are good for your business. The benefits of being at a live event, where you experience the passion, vision, knowledge, friendship, training, and motivation from your peers, are priceless.

If you focus your efforts on showing up to these events and promoting them to your team and prospects, you will succeed. If you plug in and plug your people in, you will start building momentum and your business will grow.

Taking prospects with you will enable them to see the big picture of Beachbody, making them much more likely to join your business. Taking your team with you to events can play a big role in solidifying their belief system. The big events accomplish a very important goal: they are the ultimate 3rd Party Tool. They tell the Beachbody story so you don't have to. All you have to do is promote the events and teach others to do the same.



> Here is a description of the events you'll want to plug into:

- > **Beachbody Briefings.** This is a weekly, local business meeting where seasoned Coaches deliver an inspiring presentation about the company, its products, and the coaching opportunity. It's the perfect environment to bring your prospects to each week so they can experience the true essence of the Team Beachbody opportunity. Check with your Upline support team and the Online Office for the Beachbody Briefing in your area.
- > **Super Saturday events.** This is a live, Coach-led, regional event open to Coaches, customers, and prospects that focuses on educating, empowering, and inspiring all attendees. These high-powered events that showcase the Beachbody Business Opportunity, products, and training strategies, attract large numbers of Coaches and their prospects. You'll receive top-notch training and come away feeling informed, inspired, and ready to rock. Look for announcements in the Online Office for events in your region.

learn about the team beachbody community and support

- > **Corporate events.** Team Beachbody hosts at least two events each year guaranteed to knock your socks off. Coaches come from all over the country to network with other Coaches and share their business experiences. These events offer powerful training, exciting company insight, inspirational messages, and a few memorable dance numbers. They really help you see the big picture. Check the Online Office for information about the next company event.

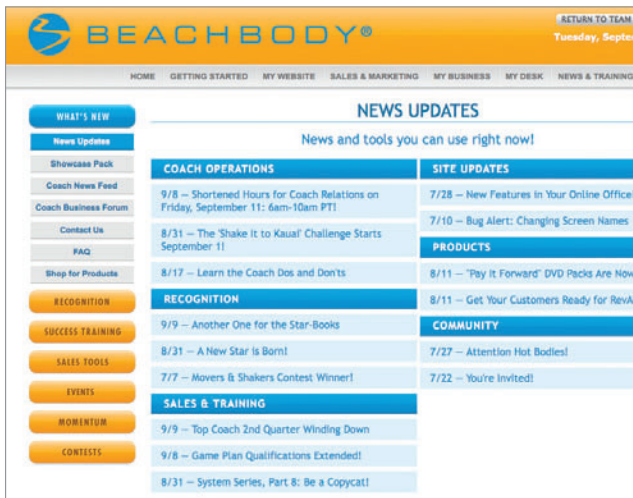
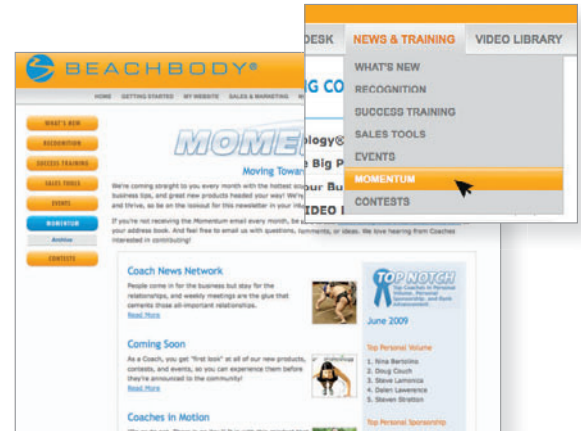


No meetings in your area?
Consider starting your own or
partnering with a nearby Coach
to host a Beachbody Home Party.
Ask your Upline Coach to tell
you how.

Learn about the team beachbody community and support

It's not just who you know, it's what you know. Stay informed. With our constant stream of products and breaking news, there's no shortage of information coming out of Beachbody headquarters. To keep your business dynamic, stay updated with these tools:

- **Coach newsletter:** This monthly email newsletter will give you the hottest scoop on successful Coaches, valuable tips for growing your business, and new product updates. Learn how top Coaches run their business and get ideas for expanding your own organization. You'll automatically receive your first newsletter from coachnews@letters.teambeachbody.com. Make sure to add this sender to your address book.

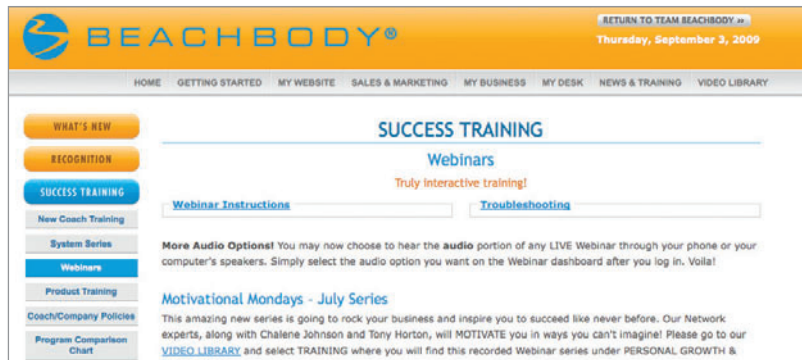


Online Office news updates:

The place where you keep track of your business is also the best place to get the latest-breaking news. Product updates, success training, sales tools, access to your customer and Coach database, events, contests, recognition—everything you need to stay informed is in the newsfeed on your homepage.

learn about the team beachbody community and support

- > **Webinars:** Train live on the Web, from the comfort of your home. Webinars are fantastic ways to learn from the pros, hear from fitness experts and trainers, and get involved in regular events that will explode your business. Look at the upcoming Webinar schedule in the Training and Events section of your Online Office. Then listen to past presentations in the Video Library.



CEO Carl Daikeler's blog: Read about all the latest corporate initiatives and learn what's on Beachbody CEO Carl Daikeler's mind by following his blog at <http://carлдаikeler.blogspot.com>. Carl shares his vision of the company's growth, perspective on the Team Beachbody business, and inspiring Coach and customer success stories.

Follow Carl and Team Beachbody on Twitter:



<http://twitter.com/carлдаikeler>
<http://twitter.com/teambeachbody>

Learn the **business**

How to set goals. Goal setting is an important part of your business plan. When you have a goal, your life tends to organize itself around making it happen. You can't reach your goals if you don't know what they are.

An effective way to set goals is to use the **SMART** method. SMART is an acronym for Specific, Measurable, Attainable, Realistic, and Timely.

Specific goals help us to focus our efforts and clearly define what we are going to do. When you know what motivates you to be a Coach, you can set a plan in motion and go after it. Defining your **Why** will give you a clear and compelling vision of the future and help you go after your goals every day. Once you have a **Why**, the **What** and the **How** become a lot easier. There are exercises in the Get Started Right Guide that will help you find your **Why** and set your goals.

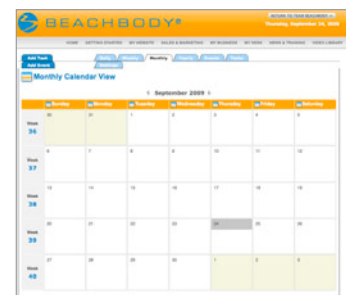
Measurable goals are ones you can calculate and manage. When you manage your progress, you stay on track and are more likely to reach your goals.

Attainable goals keep you motivated and committed because they are within your reach. Goals too far out of reach can demoralize you and cause you to quit.

Realistic goals are doable. These are goals that fit with your overall strategy and are not unrealistic to your plan.

Timely goals have a set date for completion. A time limit gives a sense of urgency to your actions, and gives you a clear target.

Schedule your success. Get your business off the ground by scheduling activities and creating your action plan. Set short-and long-term goals and then decide how you're going to reach them. Keep track of your activities in a calendar or appointment book—there's a convenient virtual calendar in your Online Office. The Get Started Right guide helps you choose your goals and develop a plan. If you haven't done so yet, now's a good time to work with your Upline Coach to complete your contact list so you know who you'll approach about the products or the business opportunity.



> **Tip:** The simple act of writing down your goals makes them visible and tangible.

How to set up your office and schedule your time. As a Coach, you have flexibility in your work schedule and the location of your business. You'll probably be working out of your home, so now's the time to find a space that you can devote to your business. This can be a home office, your dining room table, or a corner of your living room—wherever you feel most comfortable and have a bit of room for making phone calls and using your computer. The most important thing is to be organized.



> Internet

- Obviously you need a computer in order to run your online business. We suggest you have a computer that's powerful enough to showcase videos and fast enough to host your own Webinars. We also recommend you have high-speed Internet access so you can conduct your business more quickly and efficiently.

> Phone

- Consider getting an unlimited long-distance calling plan for your business. Your current telephone provider can help you with this.
- If you choose VoIP (Voice over Internet Protocol) service, you can make calls for free over the Internet. A quick search of the Web will show you which companies offer VoIP.
- When you set up your voicemail, record your outgoing message to identify your business. You'll be marketing yourself every time someone calls you and leaves a message, so be upbeat and professional.
- Learn how three-way calling works on your phone. If you have a call-waiting feature, you probably also have a conference call feature. You may have to contact your phone carrier to add this service to your plan.

**You have reached Sue,
a Team Beachbody Coach.
Please leave a message so I
can help you get results.**



learn the business

> Office space

Have a space dedicated to your business where you can store business cards, 3rd Party Tools, letterhead, envelopes, marketing materials, and product samples. If you're presenting in your home, you want to look professional and prepared.



> Schedule your time

Set aside time each day to spend on your business. The length is up to you, but you should allow enough time to make phone calls to contacts, follow up with referrals, send emails, visit social networking sites, and work on building your database of customers and prospects. Your #1 goal is to do at least two Exposures every day.

How to do an Exposure using 3rd Party Tools. As a Coach, you reach out to people who want a healthier body and a better life. The Game Plan philosophy teaches you that making two Exposures a day is a key component in building your business. Our 3rd Party Tools make it easy for you to introduce people to our products and opportunity. Follow this simple system:

1. Exposure Is Everything
2. Fortune Is in the Follow-up
3. Work With the Willing

- > **1. Exposure Is Everything.** In this business, your reward comes from your willingness to go out and share the information with others. Exposure is really just advertising. Reaching more people allows you to do more business. So the most important thing is to get the message out there more often, to give more people the opportunity to say Yes or No about the program. We have products and a business opportunity that's easy to share. Share it by using our 3rd Party Tools.

A 3rd Party Tool is anything, other than you, that explains the business opportunity or products. This could be a DVD, brochure, Webinar or an event. These 3rd Party Tools tell the story so you don't have to. You don't have to be an expert or public speaker to have success in getting the word out. You want your prospects to base their decisions on Beachbody's success, rather than how good you are at explaining the information.



learn the business

- > **2. Fortune Is in the Follow-up.** The next important step is to follow up with your prospects. Once you've handed off a 3rd Party Tool, follow up with them to gauge their interest level. You can best do that by asking them what they liked about the information they've just seen or heard. Their answer will give you insight on what's important to them, and will help you know how to get them started.
- > **3. Work With the Willing.** Once your prospect is interested in getting started, you have a willing business partner. This is goal of your business: to find willing partners who share your passion and have a desire to succeed as Team Beachbody Coaches.

Hi, Jenny, just following up about Team Beachbody...



What are some of the 3rd Party Tools you can use?

- > **Create curiosity by handing them the Decide DVD:** Introduce this Team Beachbody Business Opportunity DVD to start generating interest. This DVD will get any prospect excited about becoming a Coach.

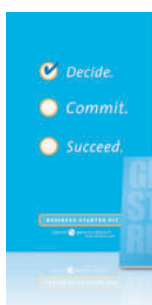


Ask them to watch the Beachbody Solution DVD: Help your customers get off the couch. Introduce them to Beachbody's health and fitness products by showing them this DVD. They'll find the best fitness program and nutritional supplements to help them reach their goals.

- > **Show them the Shakeology Breakthrough DVD:** Use this tell-all video presentation to help you discuss Shakeology, its benefits, ingredients, and what makes it a revolutionary nutritional shake. Hand them a Shakeology single-serving sample along with a recipe card so they can taste for themselves.



- > **Hand them the This is Team Beachbody brochure:** Establish the credibility of Beachbody, its products, and the Team Beachbody Business Opportunity. This brochure is an ice-breaker that will help you start the conversation.



Marketing Tool Packs: The marketing tool packs are boxes of 3rd Party Tools including DVDs, product catalogs, Team Beachbody brochures and Get Started Right guides. You can purchase them from the Team Beachbody store.



Bring a prospect to an event: Coach and Beachbody-sponsored events can be used as 3rd Party Tools because they'll help you generate interest and excitement with your prospect. Go to Training and Events in your Online Office to learn what's happening in your area. You can also host your own events to gain exposure within the community and hone your leadership skills.

- > **Ask a prospect to listen to a Webinar with you:** Webinars are the perfect tools for sharing information without having to do the presentations yourself. From the latest new releases to business opportunity discussions, Webinars can help you start any conversation. Find them in your Online Office.



Send a video via email: There's no better way to show people that our products really work than to send them videos of real-life success stories. The Video Library in your Online Office is packed with options to suit any audience, from customers to potential Coaches. You can embed the videos in your Web site or email the links to people to get them interested in your products.

- > **Send people to your personal Web site.** You can embed professionally shot and edited videos into your personal Web site and send prospective customers and Coaches there to watch them. Find great videos in your Online Office or in the Watch section of Team Beachbody.



- > **Refer prospects to the Team Beachbody Sizzle Call.** A Sizzle Call is a 5-minute pre-recorded presentation provided by Team Beachbody. It gives a potential Coach an introduction to our products, our mission, and the Team Beachbody Business Opportunity. You can find the telephone number in your Online Office. Have your prospects listen to it, then have a follow-up conversation with them.

learn the business

- > **How to use the Online Office.** This is your business hub. You'll find everything you need to be an independent business owner. Minimize your need for office space—everything you need to manage your orders, your earnings, and your customers is online and maintained for you by Team Beachbody. There's a wealth of information at your fingertips to inspire your customers who want life-changing fitness results, or to encourage those who can't seem to stay on track. Your Online Office also provides you with your own Web site, where customers can shop directly from you or sign up to be a Coach.

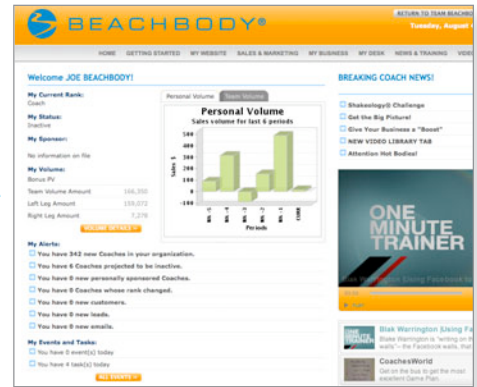
How the Online Office helps your business:

- It's a turnkey operation, ready for you as soon as you sign up.
- You're provided with many 3rd Party Tools to help you tell the story.
- Stay current with news and promotions.
- Motivate, inspire, and educate others using hundreds of video assets.
- Track important appointments and tasks with your online calendar.
- View the details of your entire team with graphical displays and useful sales data.
- Send email through your Beachbody Coach account.
- Send professionally designed eCards to clients and prospects.
- Watch and send exclusive video tips on healthy eating, living, and style for you and your customers.
- Customize marketing materials with your contact information in the Coach Resource Center.
- Get all the training you need to learn how to retail the products and recruit people to the business opportunity.



learn the business

- > **Home Page:** Here's where you get quick stats on the information and tools you need to manage your business. Look at your sales volume as well as breaking headline news. My Alerts tell you what to act on right away. Welcome a new customer with an eCard, or congratulate a Coach on a job well done. You can watch the latest company announcements, best business practices, and contest updates. Check in to your Online Office every day to stay plugged in and well-informed.



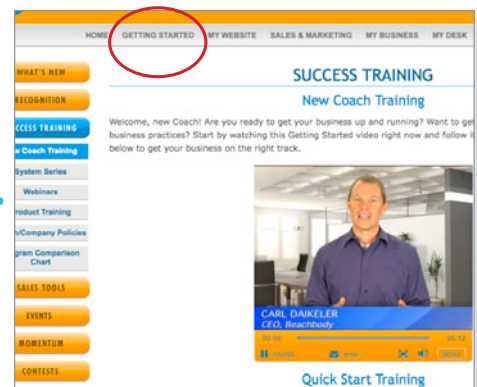
Online Office Homepage

- > **News and Promotions:** Get the latest news and product launches, site updates, and community happenings. Read Momentum, the Coach newsletter. Learn about the latest sales promotions, product campaigns, and the top Coaches who are making waves and rising in the ranks.



News Updates

- > **Getting Started:** Here you'll find everything for a new Coach, such as the Let's Get Started Video, The Get Started Right Guide, important forms and documents, and how to manage your auto-deposit.



Getting Started

learn the business

- > **My Web site:** All Team Beachbody Coaches get their own Web site to use as a storefront to welcome customers and as a recruiting tool to welcome business prospects. You can personalize your site with information about you, your fitness journey, your business, and perhaps your favorite Beachbody product recommendations. Select from a library of engaging banners to display a site that represents you. This is your chance to stand out and promote your business.



My Web site

- > **Sales and Marketing:** Find all the sales tools you need to promote your Team Beachbody Business. In the Coach Resource Center, you'll find customizable tools such as business cards, letterhead, t-shirts, and brochures. The Coach Resource Center can also send materials for you to your customers and prospects by mail. You can find other assets and online tools here in the Sales and Marketing section that can help you with small print jobs and web design. Check out the Press section to read the buzz about Beachbody products.



Coach Resource Center

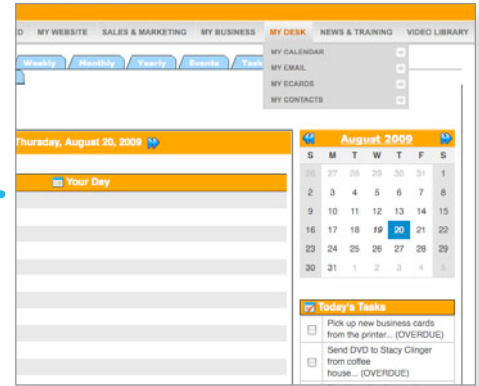
- > **My Business:** Manage your earnings and your team organization. This is where your entire customer and Coach database lives. Look at your Downline of personally sponsored Coaches and develop your team into top leaders. You can also view customer orders, program preferences, and purchasing activity. Keep track of your personal sales volume and your team's volume so you can maximize your earning potential. With all this detailed information available online, you'll spend more time coaching and motivating your customers and team and less time shuffling through paperwork.

Start Date	End Date	Commission
06/17/2009	06/23/2009	0.00
06/19/2009	06/16/2009	0.00
06/20/2009	06/09/2009	0.00
07/27/2009	08/02/2009	0.00
07/29/2009	07/26/2009	0.00
07/31/2009	07/19/2009	0.00
07/08/2009	07/12/2009	0.00
06/29/2009	07/05/2009	0.00
06/22/2009	06/29/2009	0.00
06/15/2009	06/21/2009	0.00
06/08/2009	06/14/2009	0.00

My Business

learn the business

- > **My Desk:** Everything you do at your desk at home is also on your online desk. Send emails and eCards from your Beachbodycoach.com address to customers, Coaches, and prospects. Keep your calendar up-to-date and filled with appointments and tasks so you're always working your business. Go to My Contacts to stay in touch with everyone in your address book.



My Desk

- > **Training and Events:** Find answers to all your questions in this section. Here you'll find tutorials, audio tracks, and downloadable workbooks to help you retail Beachbody products and recruit more Coaches to your team.



Success Training

- > **Video Library:** From news to retail tips, recruiting to event ideas, you'll find videos on just about every subject. Watch them online, email them to others, and embed them into your own Web site. If you have an idea for a video that may help other Coaches, shoot your own and submit it to The One Minute Trainer (a video series of quick tips to help you maximize your business potential).



Video Library

How to sign up Coaches and set Preferred Placement. You've done the hard work, recruiting prospects to the opportunity. Now we've made signing up easy. New recruits can sign up to be a Coach from your Coach Web site or your Team Beachbody community profile page. When they follow this sign-up path it will ensure that you are assigned as their Upline Coach. The process is completed electronically, and Coaches are automatically placed on your team, depending on how you set up your Preferred Placement.



- > **Preferred Placement.** As you sponsor new Coaches, they will become part of your team or organization. You can decide where Coaches are placed on your team by going to the Preferred Placement link under My Business in your Online Office. If you select Automatic Placement, the system will place new Coaches on your team in a random position. If you select Set Preferred Placement, you have more control over where new Coaches will be placed in your organization. A productive team means that your business will become more profitable, and there are many different strategies for the placement of Coaches. Ask your Upline Coach what works best for them.

A screenshot of the 'Preferred Placement' form in the online office. The form is titled 'Preferred Placement' and has a sub-header 'Choose your Preferred Placement:'. Below this, there is a blue instruction: 'Choose the preferred placement for new Coach. This will be used'. The form includes the following fields:

- Placement Type:** Two radio buttons: 'Automatic Placement' (unselected) and 'Set Preferred Placement' (selected).
- Placement ID:** A text input field containing '1' with '(optional)' to its right.
- Business Center:** A dropdown menu showing '1'.
- Position:** A dropdown menu showing 'Left'.

At the bottom left of the form is a 'SAVE >>' button.

How to handle objections. Objections are often stated by people who are unfamiliar with our business and industry, and simply need to be given a better or more complete understanding of the information. Sometimes, prospects may express a belief that they have a life situation which they feel prohibits them from participating, such as, “I have no time,” or, “I have no money.”

Learning how to effectively handle objections in your business is a very simple formula. The formula is: Validate, then Overcome. You must first validate a person’s objection before you can overcome it. Everyone has a right to their opinion. Making them feel wrong or badly for stating their concerns will only close the door and make it impossible for you to present another point of view. So the next time a prospect voices an objection, listen and express an understanding. Then address it directly, with sincerity and sense, and continue on with your discussion.

> **Here are some common objections and a few examples of the responses you might use:**

Objection: “It sounds interesting, but I just don’t have the time.”

Response: “I certainly understand that. In fact, that’s why I got started. I didn’t want to be saying that same thing two years from now, and I knew that if I kept doing what I was doing I would never have the time. So it made sense to me that with a few minutes a day I could start a business that would someday give me and my family that time.”

Objection: “I just don’t have the money.”

Response: “I know exactly how you feel. I was in the same situation, but I knew that if I didn’t change what I was doing, my money situation wasn’t going to change. Now, I don’t have the same financial worries and it’s all because I made the decision to get started.”



Objection: “I couldn’t possibly start a workout program now. I’m so out of shape!”

Response: “I totally understand how life can get in the way sometimes. But you’ve got to start sometime, and now is the time for you. The great thing about many of our workout programs is that they allow you to do what you can until you build up your strength gradually. I couldn’t do one push-up, but now after a 90-day program, I’m able to do 20 push-ups with ease!”



It’s inevitable that you’ll get objections from time to time. Remember not to be married to the outcome, and not to take things personally. A “no” answer is a normal part of the process, and it usually takes more than one Exposure to the information before someone is ready to make a decision. Your prospects are going to have real questions, just as you might. Expect them, and prepare yourself by practicing responses. Just remember to show genuine interest in what concerns your prospects, then listen with real purpose, and use this simple formula to validate, then Overcome.



How to “seal the deal.” You’ve done great work in approaching and presenting information to your prospect. Now comes time for the most important part: sealing the deal. Whether you exposed your prospect using the Decide DVD, a Webinar, a Beachbody Briefing, or another 3rd Party Tool, all will be for naught unless you are prepared to ask for a decision.

Often referred to as “closing,” asking for a decision is no more difficult than asking what’s for dinner. It is a simple, harmless question, in which all you are doing is asking for their business. You’ve already done all the heavy lifting. Now, it’s just a matter of asking what they liked best about what they’ve just seen or heard, and whether they’re ready to get started. It’s that simple!

Let’s try it out:

Coach: “What did you like best about the Solutions DVD?”

Prospect: “The different workouts. They looked very effective, and fun, too!”

Coach: “They are! That’s why so many people are getting great results. Which one did you like best?”

Prospect: “Slim in 6 looked like it would be about my speed.”

Coach: “Great! Slim in 6 is one of our best programs. We’ve seen incredible results from it. Let’s go ahead and get you started. I’m going to be your Coach, and I’ll be there with you every step of the way to help you reach your goals.”



Here’s another:

Coach: “Which part of the Decide DVD made the most sense to you? The fitness, the business, or both?”

Prospect: “Well, both actually.”

Coach: “They both made sense to me, too. That’s why I got started. What would be your immediate fitness and financial goals?”

Prospect: “Well, I really want to lose 10 pounds in the next two months for my upcoming high school reunion. I’d also love to start earning an extra \$300 dollars a month to help pay off some credit card debt.”

Coach: “Great! The first step is to pick a program that will help you lose those 10 pounds. (At this point, help them choose a program and a nutritional product, preferably Shakeology. Then continue on to step two). Step two is to get your Coach Business Center up and running. Then we’ll create an action plan, so we can help you achieve your financial goals. So let’s get online and get you started.”



As you can see, it’s always important to ask questions aimed at finding out what your prospect wants, then to show them how you can help them get it. It’s just a simple process of asking questions and following these techniques to “seal the deal.”



How to set up a 3-Way Call. A 3-Way Call is a conference call between you, your sponsor or Upline Coach, and a prospect. As a new Coach, the 3-Way Call is one of the single most powerful tools you can use. One big advantage of your Team Beachbody Business is that you have many experienced Coaches in your Upline who are not just willing, but wanting to help you succeed. The 3-Way Call helps bridge the gap between your inexperience and your Upline's expertise.

> **How does it work?**

The Exposure process starts by you sharing your enthusiasm with your prospects, then pointing them to a 3rd Party Tool for information. Once your prospect has reviewed the information about the products or opportunity, they will most likely have some questions. Let them know that while you're excited, you are not yet the expert, but you're working with someone who is (your Upline Coach) who would be happy to answer their questions. Make sure to properly introduce your Upline Coach to your prospect. It's important to make your prospect feel not only comfortable with who this person is, but also aware of their experience and success in the industry/business.

Before connecting the two, give your "expert" a quick background on your prospect; who they are, what their fitness or financial goals are, what information they've reviewed and liked, and what your desired goal of the 3-Way Call is. Perhaps you want to invite them to your next Webinar or event, or, you need help answering their questions and "sealing the deal." Perhaps you don't know what the next step is. And that's why you do a 3-Way Call with your helpful and experienced Upline—because they do.

> **Why does it work?**

It builds credibility. Because you've validated your Upline Coach, now, when she speaks with your prospect, her words will have extra weight. It also helps to validate the products and the business, and broadens the prospect's belief because they're hearing good things about the company from yet another person.

Most importantly, it's easy to duplicate. Even if you can provide all the answers, it's still important to get your prospect on the phone with someone other than you. If they decide to get started, you've just shown them they don't have to be an expert to succeed. They can just connect their prospects with an expert when questions arise, just as you did with them. Also, you get trained while listening to your expert Coach speak with your prospects. This type of 3rd party validation can make a huge difference in your recruiting activities.

launch our business

How to host a Beachbody Home Party. A Beachbody Home Party is simply inviting your friends and family into your home to introduce them to the Beachbody products and opportunity. It's a great way to kick off your Team Beachbody Business, and one of the fastest ways to start building your team and earning income. Because this type of presentation takes place in a comfortable setting, it helps take the pressure off everyone involved. And it allows you to get the word out to a whole group of your contacts at once, instead of just one at a time.

You want to create a fun and relaxed environment, but still be organized enough so that all who attend receive a solid presentation.



Use the following tips to have a successful party:

- Serve light, healthy snacks, preferably samples of Shakeology and P90X bars.
- Schedule your kick-off 1-2 weeks after becoming a Coach.
- Make a list of local prospects and invite three times the number of people you would like to attend.
- You can use an online invitation system, such as Evite, to invite your guests and track responses.
- Make sure to have an Upline leader on hand, either in person or by phone, for support.
- Always be enthusiastic, regardless of how many people attend.
- Start on time.
- Use a 3rd Party Tool for the presentation; we recommend the Decide DVD.
- When the presentation has finished, use your “expert” to help answer questions and get your prospects started.

Beachbody Home Parties are easy to duplicate, which makes them easy for your new Coaches to do as well. This effective business builder can be repeated as often as you'd like. Everyone loves a party.



launch your business

How to get the word out that you're open for business. You've determined your Why, written your contact list, plugged appointments into your calendar, and built your action plan. Now what? It's time to let everyone know that you're in business.

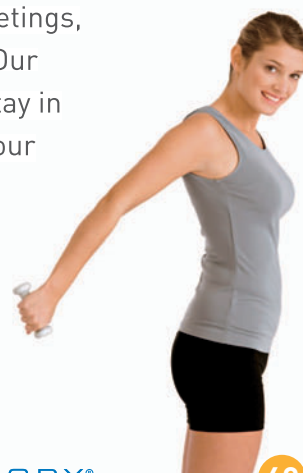
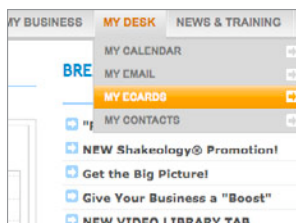
- > **Order your Team Beachbody 3rd Party Tools.** Go to the Coach Resource Center in your Online Office to order 3rd Party Tools that are customized with your name on them. Be prepared to hand them to prospective customers and Coaches.



- > **Reach out to your contacts.** Refer to the list of people that you first identified in the Get Started Right guide. Call them, email them, send eCards and invitations, schedule appointments, send them a message on Facebook or MySpace, drop in—whatever method you think is appropriate to break the ice with that person and let them know that you're launching a new business.



- > **Schedule your business-building activities.** Work with your Upline Coach to begin scheduling activities and following up on your plan. Use the Get Started Right guide to keep track of your progress.
- > **Stay connected through email in your Online Office.** Manage your email messages, and keep track of your customers and prospects. As a Team Beachbody Coach, you are automatically given your own email account that you can use to correspond with people. Your email address will be the screen name that you chose for yourself when you joined: [yourscreenname]@beachbodycoach.com.
- > **Send eCards.** Notify people of hot new product releases, send birthday greetings, invitations to home parties, or just let them know you're thinking of them. Our professionally designed eCards make it easy to personalize, contact, and stay in touch with your customers. Find them in the My Desk dropdown menu in your Online Office.



launch your business

Everyone who has their own business has to have customers, and the easiest way to get customers is to share what you do. Strike up a conversation, share your experience, and tell everyone you know and meet about your new business.

Here are some tips to keep in mind when talking to people on the phone or in person:

- > **Speak sincerely.** If you aren't sincere about what you're saying, people will pick up on it. Build your credibility by truly believing in the story you're sharing with your prospects.
- > **Listen carefully.** Your job is not to sell. It's to help people find solutions to their fitness and financial needs. Engage them by asking questions to find out what they want, so you can respond with a solution. You can't help them if you do all the talking.



Smile. Even if you're talking on the phone and the person on the other end can't see you smiling, it will come through in your voice. You may also want to stand up when you're talking on the phone. It creates an energy that your customers may pick up on.

> What to say to get someone interested

Even the most casual interaction with someone can lead to a new customer or potential Coach. Here are some icebreakers to help you get the conversation started. Over time, you'll develop your own statements that are unique to your story and your audience. Remember to talk from your heart, share your story, and be enthusiastic.

- > **Sample conversation starter: Physical fitness**
 - Thanks to P90X [or the fitness program that you're using], I'm in the best shape of my life. It's really amazing.
 - Just by drinking Shakeology® every day, I've lost 8 pounds.
 - Now that I'm exercising regularly, I have more energy and just feel better.
- > **Sample conversation starter: Business opportunity**
 - Being a Coach gives me all kinds of extra time to spend with my family. And I can make money while doing it.
 - I have extra money to pay off my debts and even extra cash in my pocket. And all I did was share how great I'm feeling.





Sample conversation: Parents with young children

"I know as a parent, it's so hard to find the time to work out. And when you do find the time, you're probably exhausted. Did you know that kids today exercise less and eat more unhealthy foods than we did when we were younger? If this trend continues, our kids could be the first generation to have a shorter life expectancy than the previous generation. That's one of the reasons I'm so excited to be a Team Beachbody Coach. Do you think you would work out if it took just ten minutes and your results could earn you some extra money?"



Sample conversation: Former athletes or active people

"You used to be such a great athlete, and we have so many former college and pro athletes who are getting their strength and fitness back and staying motivated by turning it into a way to make money. If you got your athlete's body back, don't you think there are other athletes who would see your results and want to do the same?"



Sample conversation: Connect with people you don't know

"Hello [person's name], this is [your name], and [referrer's name] mentioned that you might be interested in what I'm doing. She thinks you might like to earn money while getting in shape. Is that right? What are you doing for exercise now?"



Tip: How to steer the conversation. When you're talking to people, they may bring up subjects that you can use to gently steer the conversation to the business opportunity. Here's an example of what you might say to someone who is unhappy in their job:

"There's no better way to gain power over a tough job situation than creating a new source of income. Have you ever thought of a part-time, home-based business?"

> How to ask for referrals

Ask everyone you talk to for referrals. Everyone knows someone that either wants to get in shape and get healthy, or have more time and make more money. Ask your contacts, "Who do you know who could benefit from our products or business opportunity?" A referral from someone you know makes it easier to contact that person, since you both share a common link. A personal referral can lead to another Coach or customer. Everyone knows at least 100 people; think of the possibilities.



> Break the ice

Here are some suggestions for what to say to a referral prospect.

[Referrer's name] said you're looking for a way to earn a little extra cash. Have you ever thought of starting a business in your spare time so you could be your own boss?

[Referrer's name] said you might be canceling your gym membership because of the economy. Have you ever thought of working out at home and getting faster results?

[Referrer's name] said you're familiar with Beachbody products. Did you know that you can earn money by being a Coach? You'll get paid every time someone buys Beachbody products from you.

> What to say in emails

Email is a great tool for filtering prospects without spending too much time. You can gauge people's interest without lengthy phone conversations. It takes just a few minutes to tailor your message to the person you're targeting. Then follow up with those who showed interest.

Tips for emailing:

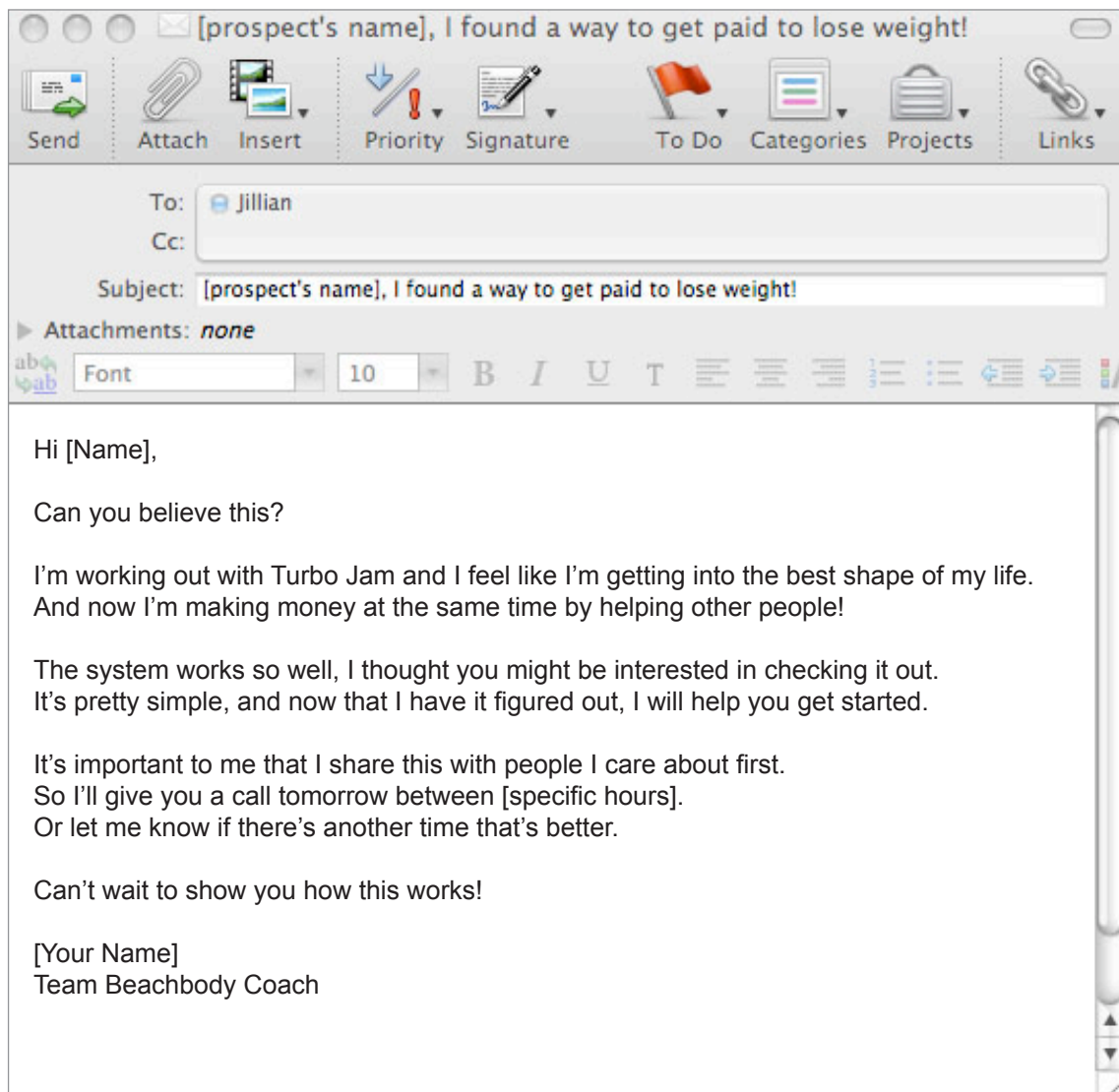
- Include the name of the contact and the person who referred them in the subject line of the email.
- Keep the emails short. You want to give just enough information to generate interest and get the person to ask for more details. If the messages are too long, people won't read them.
- Try different subject lines and body copy to see what gets the best response for you.
- Avoid sensational subject lines, such as "Make lots of money" or "Lose weight now" because they might trigger spam filters.
- Avoid using all caps like "FREE" to reduce the chance of junk filters swallowing your email.
- If you know the person you're emailing, you can add some details in the subject line, such as "How was the party Saturday night?" Follow up with a little social chat in the body of the email.



launch your business

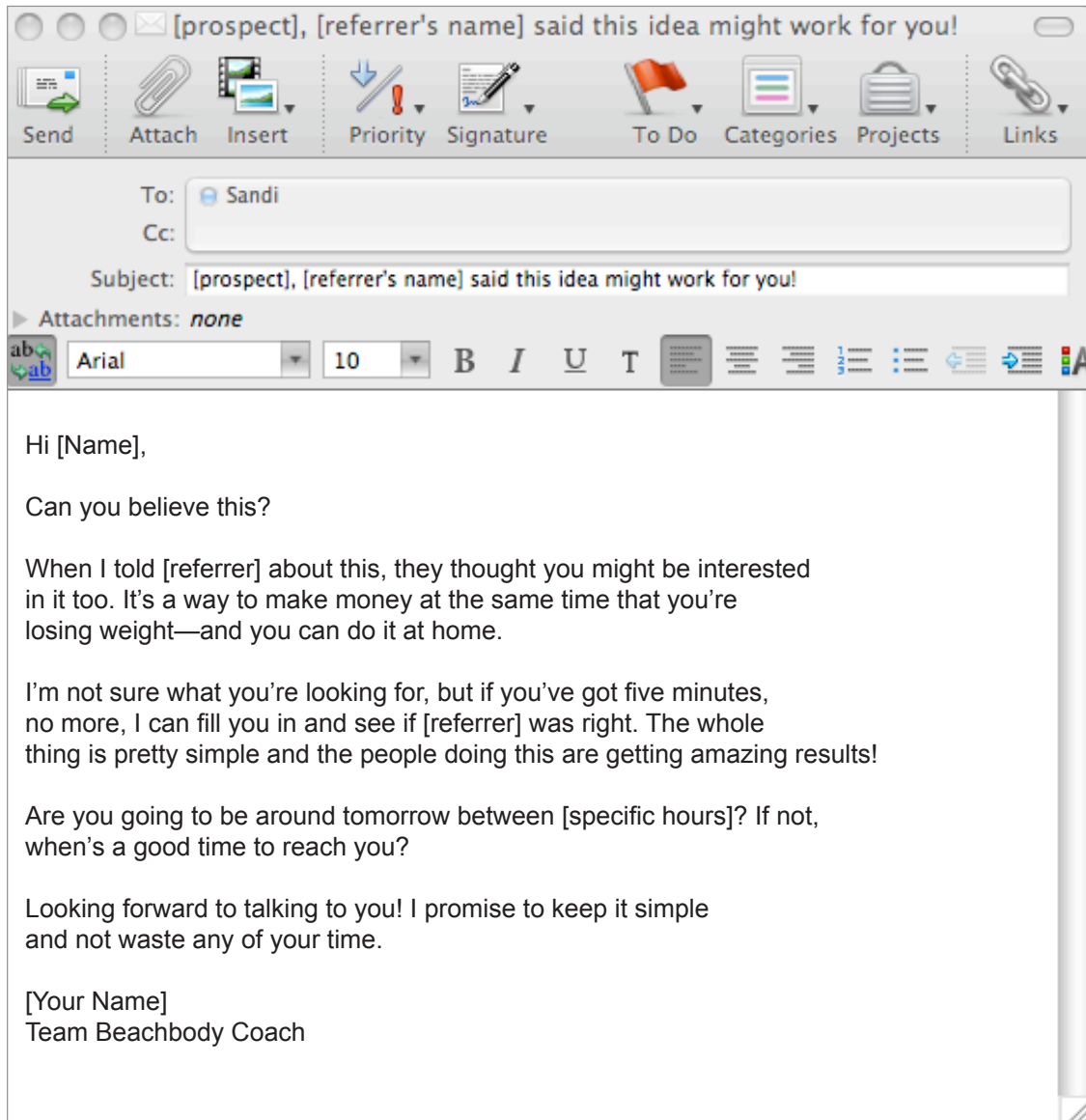
- > **Here are some sample email messages.** Try to personalize them according to your style, and keep them casual. People will respond better if it sounds like you wrote the messages and didn't just copy a form letter.

Email someone you know

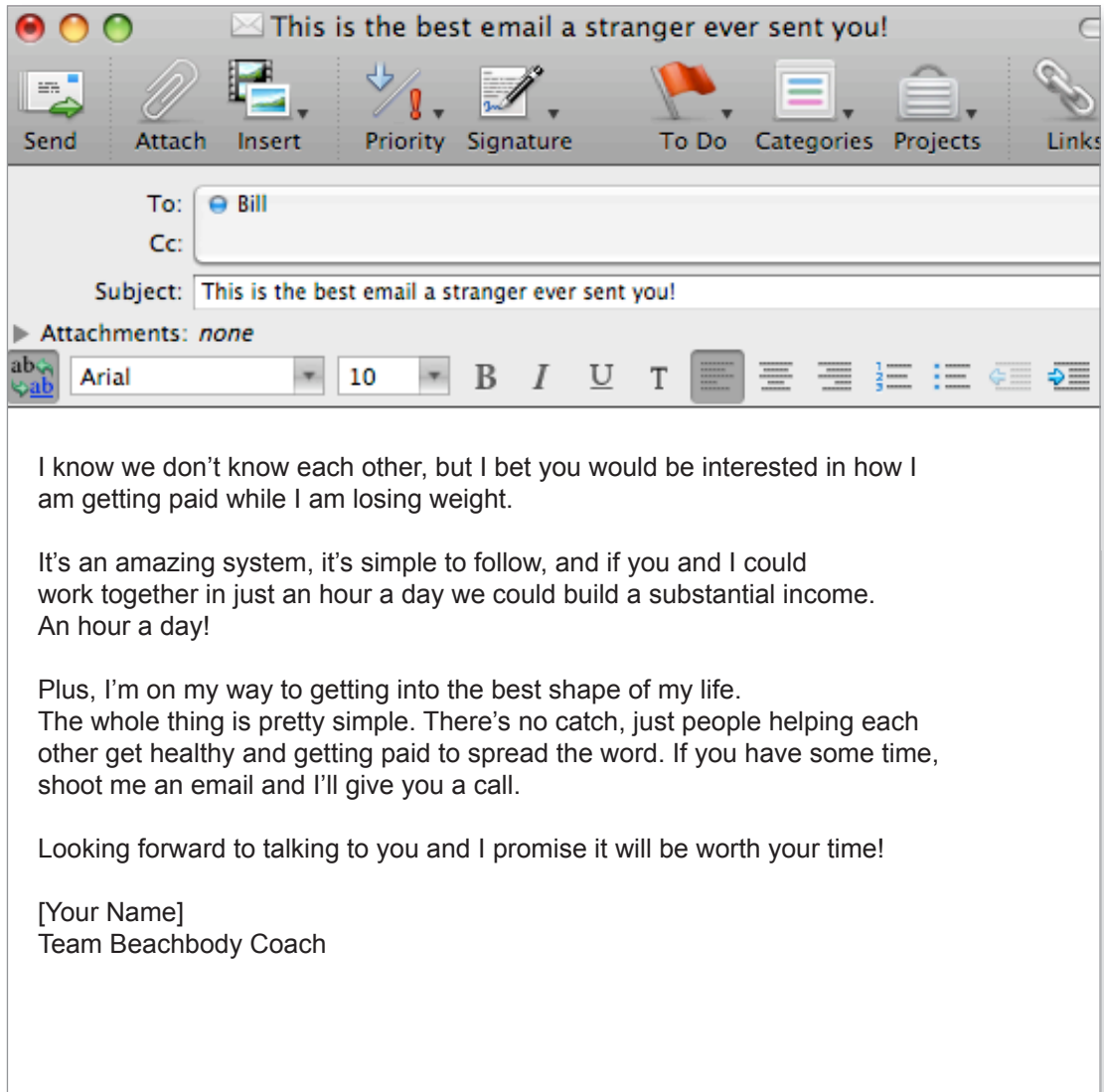


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> Email someone who was referred to you



> Email a stranger



launch your business

> How to promote your business using the Internet and social networking sites.

Build an online presence to connect with prospects. The Internet provides a lot of opportunities to meet people and build relationships that will contribute to the growth of your business.

> There are many ways to use the Internet:

- Join a social networking site such as Facebook, MySpace, LinkedIn, Friendster, or Classmates
- Start a blog
- Participate in existing blogs and discussions
- Create a video and upload it to YouTube

> Social networking

These sites can help you find new customers and prospects, and they allow you to connect with friends, family, and people you may have lost touch with.

> How to use social networking sites to promote your business

- Create a new profile devoted to your Beachbody Coach business. Add as much detail as possible about yourself, your interests, and include keywords that will get notice by potential prospects, such as:

- > Fitness
- > Working out
- > Entrepreneur
- > Coach
- > Helping people earn money
- > Helping people lose weight
- > Beachbody/Team Beachbody
- > P90X®
- > Tony Horton



facebook

twitter

myspace



launch your business

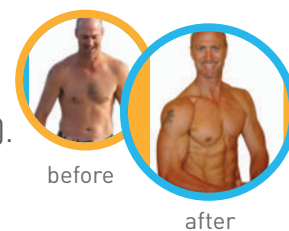
- **Look for friends.** Search for your friends and family, but also look for people you went to school with, past and present co-workers, and anyone else you can think of. Once you have some friends on your list, you can search through their friends' lists to find more people.
- **Search profiles to find more people to add to your friends list.** Look for interests, activities, or friends you might have in common. If you don't know the person you may want to send them a note to let them know you're genuine. For example:

"Hi, I saw your profile on my co-worker [person's name] friends list. I noticed you're into cooking too. Would you be interested in friending me? Maybe we could trade healthy recipes since I'm into healthy cooking and helping people get fit and lose weight."

- **Keep your page active.** Update your status frequently, at least every day or two. Create interest in your business by making your status or bulletins relevant, encouraging people to respond and ask questions. Possible updates include:

- > "Joe loves his new workout DVD. He feels awesome and is already seeing results."
- > "Joe lost 5 pounds in a week! Thanks, Slim in 6®!"
- > "Joe earned \$400 this week as an Emerald Coach."

- **Use the blog feature.** Most social networking sites let you blog or post notes on your profile. This is a great chance to talk about your personal success story and share the results of other people too.
- **Link to your Coach Web site.** You now have your own Web site URL which is beachbodycoach.com/your-screenname. You should also add the Team Beachbody Web site to the Links section of your profile.
- **Post "before," "during," and "after" pictures in your Photos section.** (Include pictures of your customers as well [just get their permission first]).



- Post videos of you and your family working out, having fun, and being active.
- Join fitness-related or other social groups to increase your exposure.
- Encourage your Coaches to add you as friends to build your community. Keep adding contacts and Coaches to help spread the word.

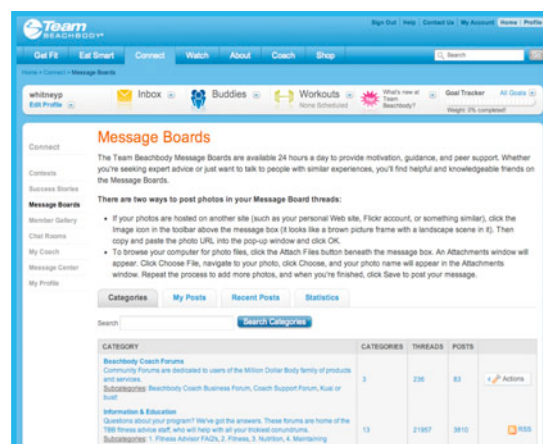
Message Boards and Blogs

Message boards and blogs are popular tools for sharing information about yourself and finding other people with similar interests who might be receptive to learning more about your products.

How to use message boards and blogs to build your business

- Search the Web for health- and fitness-related sites, discussions, and blogs.
- Use your posts to create interest, not a hard sell. Many sites will delete posts that appear to be advertisements or sales pitches. Join a discussion already in progress, and talk about your products only when it's a natural part of the conversation.
- Make your posts personal, to reach out to people and allow them to respond.
For example:
"Has anyone else here tried Hip Hop Abs? I'm 30 days in and I've lost 12 pounds. I'm trying to find other people who are using the program!"
- When someone expresses an interest, contact them outside of the message boards to follow up and talk about Beachbody products or the business opportunity.

> **Tip:** The Team Beachbody Message Boards are a great resource to get the latest fitness advice and support, and you should definitely promote them to your customers. But it's not appropriate to sell products or recruit prospects at Team Beachbody.



congrats

Congratulations! You've completed the Training for Success Guide and are ready to launch your Team Beachbody Business. Remember that just thinking about your dreams will not make them come true. It takes planning and effort. The Game Plan is the map that outlines your road to success as a Team Beachbody Coach, but it's up to you to stay committed and take the steps that will get you where you want to go. Work your business and it will work for you.

You're not in this alone. You've joined a network of Coaches and a support team who believe in you and are behind you 110%.

Welcome to Team Beachbody.

