

## Product Training Guide



Beachbody® is proud to announce the launch of INSANITY® Certification, a professional development course that prepares participants to teach INSANITY classes.

### What is the INSANITY® Certification Program?

For those who wish to teach INSANITY group exercise classes in gyms and fitness centers, INSANITY Certification is a comprehensive training, educational, and professional enhancement program designed to provide personal trainers, group exercise instructors, and INSANITY enthusiasts with the knowledge, skills, and specialty certification credential they need to lead the class.

### What takes place during INSANITY Certification?

INSANITY Certification is a 1-day intensive training workshop taught by INSANITY Master Trainers. This includes classroom-style instruction, hands-on demonstrations, and a customized group workout.

The training provides an in-depth understanding of INSANITY—including the structure of the overall program, a detailed overview of the moves, the science behind INSANITY, proper mechanics, modifications, and more.

INSANITY Certification will provide fitness professionals and INSANITY enthusiasts with the tools, practical knowledge, and advanced techniques to lead INSANITY group exercise classes in gyms. The workout routines are pre-choreographed and easy to learn, and every attendee will get a comprehensive course manual, a DVD copy of the workout they learn at the workshop, the corresponding music CD, and a handy cueing sheet.

Upon successful completion, participants will receive an INSANITY Certified Diploma and official INSANITY Certified eBadge, the credential to teach group exercise classes, and access to use the INSANITY trademarked name and logo to promote their training business.

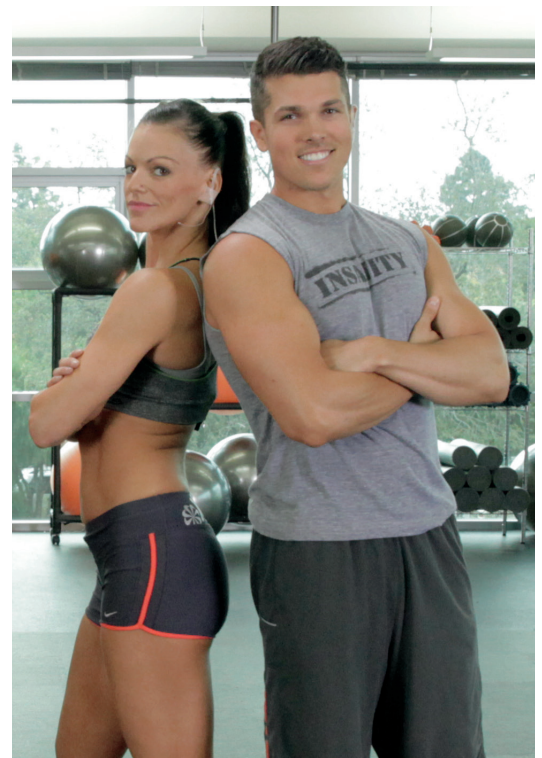
# INSANITY

## CERTIFICATION

### What are the benefits of getting INSANITY Certified?

INSANITY Instructors will be able to:

- Lead INSANITY group exercise classes
- Market their INSANITY services to gyms and potential clients by leveraging the power of this world-famous fitness brand
- Use the INSANITY name and logo to market themselves as INSANITY Certified Instructors
- Receive 0.7 CECs for ACE and 6.5 CEUs for AFAA and 0.8 CEUs for NASM



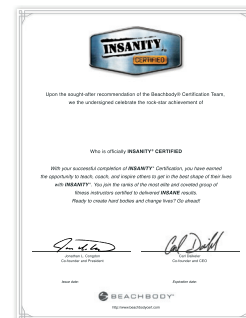
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— RETAILING TIPS —	
Who to target	Why INSANITY Certification?
INSANITY enthusiasts	Deepen your knowledge of all aspects of INSANITY, achieve even better results, and get the credential to lead classes to motivate, inspire, and help others get the kind of results you did.
Group exercise instructors	Get the credential you need to lead INSANITY group exercise classes; leverage the power of this world-famous brand to make yourself more marketable to clients and gyms; get an edge over other instructors; show off your personality and get the respect you deserve.
INSANITY CERTIFICATION	
Course includes	Benefits
1 day of intensive, hands-on training taught by INSANITY Master Trainers.	Gain the tools, practical knowledge, advanced techniques, and credential to teach INSANITY group exercise classes in gyms, and the instant opportunities that come with having INSANITY Certification under your belt.  Also get an in-depth understanding of the INSANITY program and learn the underlying principles that guide the workouts, proper mechanics, and more.
Written exam	Ensures you understand the information you've learned in the Certification workshop and that you're able to utilize it in your classes properly.
Comprehensive INSANITY Course Manual	This definitive INSANITY resource serves as a valuable reference you can carry with you.
INSANITY Round (DVD, CD, and cueing sheet)	This complete INSANITY group exercise workout DVD, music CD, and cueing sheet make it easy to teach the hardest workout around.
Official INSANITY Certified Diploma	Documents that you are INSANITY Certified.
Official INSANITY Certified eBadge and access to use the INSANITY Certified logo	Helps you distinguish and market yourself as an INSANITY Certified Instructor who has extensive knowledge of the program.
INSANITY Qualification Online Learning program (Coming Summer 2013)	This supplemental online learning program and reference guide gives you a deeper understanding of the INSANITY program to speak about it with authority.
Continuing Education Credits program	0.7 CECs for ACE, 6.5 CEUs for AFAA, and 0.8 CEUs for NASM.

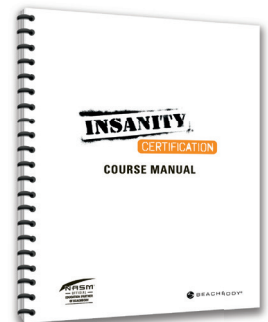


### Coach Support Tools:

- Certification FAQ
- Talking points
- Sample Facebook® and Twitter® posts
- eCard
- Sample email
- Email announcing live INSANITY classes can go to customers of extreme training programs.
- Email announcing the opportunity to get INSANITY Certified can go to INSANITY or INSANITY: THE ASYLUM® customers only.



INSANITY Certified Diploma



INSANITY Certification Course Manual



INSANITY Certified eBadge

Downloadable tools are available in your Coach Online Office.

## Product Training Guide



**COMING SUMMER 2013!**



This is a special resource for INSANITY Certified Professionals to help them market themselves professionally, and keep their classes full. It provides them with new INSANITY moves, hot new INSANITY music, and marketing tools.

Every other month, Pro Team members will get:

- New INSANITY moves, modifications, progressions, and regressions that are not available anywhere else
- Options to adapt the new moves for a 30-minute or 50-minute class
- A super-simple cueing sheet to make the routines easy to follow
- A new CD jammed with hot new music to keep their classes rocking

Plus, they also get online/anytime access to an online archive of video content, authoritative articles with the latest in fitness and nutrition, ideas to motivate and inspire their students, printable and digital online marketing materials to market their services, a discount on recertification, and more!

For more info visit [INSANITYCert.com](http://INSANITYCert.com).



### INSANITY Certification Product Information:

**Retail  
Price**

**Coach  
Price**

INSANITY Certification

\$249.00

\$224.10

Coaches receive a 10% discount on the purchase of Certification as well as 10% commission on the sale of Certification. There are no volume points associated with this product. Coaches may not use the Certification Opportunity to promote Beachbody products, as this conflicts with the gym contracts.

All activities will be governed by the INSANITY Certification Terms and Conditions.

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