


Product Training Guide

The logo for Rockin' Body, featuring the words "Rockin' Body" in a stylized, metallic, 3D font with a registered trademark symbol.**What is Rockin' Body®?**

Rockin' Body is a dance-based home workout system that will burn calories and party off the pounds. Set on a large stage with costumes and flashing lights, it's designed to feel like a live rock show, complete with an audience. Your upbeat trainer **Shaun T** teaches you easy-to-follow dance moves you can show off in clubs, and you'll perform a full dance routine at the end of each segment.

Filled with popular dance party songs from the '70s, '80s, and today, including "I Will Survive" and "I Love Rock and Roll," Rockin' Body is an enjoyable way to burn calories and fat.

Why is it effective?

Because Shaun wants to get you comfortable with the moves so you can go all out, he uses his Mark It and Move It technique to show you how to do each step before he teaches the full routine. The names of the moves are listed on-screen, and you can watch the dancers to see variations and modifications of the moves—especially helpful for people at different fitness levels.

What makes Rockin' Body unique?

The high-energy atmosphere of Rockin' Body makes your workouts feel like a dance party. The steps are even current enough that you can do them at a party or dance club. You don't have to be a great dancer to pick up the moves, but you might be one after you're done.



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Fitness expert Shaun T

Shaun T is a native of New Jersey who trained at Rowan University, where he received his B.S. in Sports Science with a minor in Theater/Dance. He has danced in theater, TV, commercials, and movies, and has worked with many well-known recording artists, including Mariah Carey, Nick and Aaron Carter, and Elephant Man.

Shaun partnered with Beachbody® to create Hip Hop Abs®—a dance-based cardio program focused on defining the abs and core—then continued with Shaun T’s Dance Party Series, Shaun T’s Fit Kids® Club, and Rockin’ Body. He then took it to another level by launching INSANITY®, followed by INSANITY: THE ASYLUM® Vol. 1 and INSANITY: THE ASYLUM Vol. 2. His most recent project is FOCUS T25™.

— RETAILING TIPS —

Who to target:	Why Rockin’ Body?
People who are interested in losing weight and toning up	The high-energy dance moves target all muscle groups and can burn up to 1,000 calories per hour.
People who want to learn hot dance moves they can perform in the clubs	Shaun uses current dance moves, from disco to house, that can help you show off in the clubs.
People who want to learn dance moves but need instruction	Shaun makes it easy to learn routines with his Mark It and Move It technique. The names of the moves are shown on the screen. Watch Shaun and the dancers to see different variations on the moves.
People who love rock music	You’ll be having fun dancing to popular rock songs.
Cardio fans like runners, spinners, cyclists, aerobic class participants, dance lovers	Rockin’ Body is specifically designed to help you shed fat.
People with a dance background	The dance moves are easy enough for beginners, but still enjoyable for those with a dance background.
People who want to target specific body parts but dread lifting weights	Shaun targets specific muscle groups such as the abs and the glutes.
People who purchased Hip Hop Abs or INSANITY	You can enjoy Shaun T’s great energy, focus, and sense of fun while doing a different style of cardio.

My Quickstart Guide

My Quickstart Guide is a workout calendar that tells you which workout to do each day, and the **Never “Diet” Again Guide** shows you how to eat simply and healthfully so you can lose weight without strict diets.



My Quickstart Guide

Cross-selling suggestions

Your Rockin’ Body customers will get support for their weight loss goals from these other Beachbody products:

Shakeology®

Replacing one meal a day with Shakeology is an easy way to control your calories while providing natural energy to fuel your workouts. Shakeology will also help you feel full longer and reduce your cravings for junk foods.*



ActiVit® Multivitamins

Taking a high-quality multivitamin like ActiVit every day is simply the best way to ensure your body gets the nutrients it needs to excel and get the most out of your fitness routine.*

***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.**

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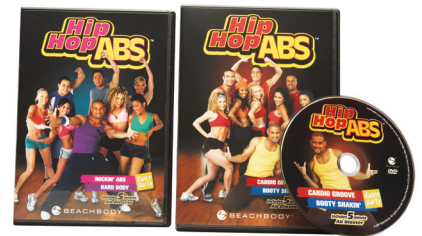


If you enjoy working out with Shaun T, you may like these other programs:

- Hip Hop Abs
- Shaun T's Dance Party Series
- INSANITY



Hip Hop Abs



Shaun T's Dance Party Series



INSANITY

BASE KIT:	WHAT'S THE BENEFIT:
7 Workouts on 2 DVDs	
Mark, Move & Groove (15 min.)	• Pre-workout that teaches the Mark It and Move It technique.
Party Express (25 min.)	• Shed pounds when you're short on time.
Rock It Out (45 min.)	• Shapes, sculpts, and tones you from head to toe with rock and roll dance moves.
Disco Groove (35 min.)	• Burn serious calories with this high-energy workout incorporating classic disco moves.
Shaun T's Dance Party (45 min.)	• You'll sweat and burn fat, while learning moves you can take to the club.
Hard-Core Abs	• Gets you great abs without sit-ups.
Booty Time	• Lifts your buns and slims your hips.
Resources	
Getting Started Guide and Calendar	• Helps keep you on track.
Never "Diet" Again Guide	• Shows you how to eat simply and healthfully with Shaun's favorite recipes.
24/7 Online Support	• Connects you live with Shaun and the online community.
3-Day SlimDown	• Jump-starts your weight loss fast.
Party Guide	• Teaches you what to eat and drink at any party to avoid weight gain.
Deluxe Kit	• Includes weighted wristbands, 2 extra DVDs, a 60-day money-back guarantee, and an advanced workout calendar.

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 If you are a member of the Team Beachbody® community, contact your Coach for information and support, or log in at TeamBeachbody.com.

Downloadable tools are available in your Coach Online Office.