

Product Training Guide

**What is 21 Day Fix®?**

21 Day Fix is a nutrition and fitness program that makes losing weight so simple, anyone can do it. Easy-to-follow portion control and 30-minute workouts take the guesswork out of losing weight to help you see results fast—up to 15 pounds in just 21 days!

Whether you want to lose a few pounds before your next vacation or jump-start a bigger weight-loss goal, 21 Day Fix is the program for you. It's simple, it's fast, and it works. If you're ready to get serious, 21 Day Fix can help you lose the weight.

Why is 21 Day Fix effective?

Because it's so simple! You don't have to count calories, points, or log your food into diet software. With 21 Day Fix, everything is laid out for you. All you have to do is use the specially designed portion-control containers and do one 30-minute workout per day. Commit to it for 21 days, and you're going to love your results.

What makes 21 Day Fix unique?

It's the only fitness and nutrition program that combines portion-control containers and world-class workouts. By placing equal emphasis on fitness and healthy portion control, 21 Day Fix can help anyone lose weight—and keep it off—in a way that's simple and sustainable. Whether you want to lose 10 pounds or 100 pounds, you can do it with this program.

How does 21 Day Fix work?

With the 21 Day Fix container system, you'll learn how to create healthy portions simply and intuitively. It shows you how to eat whatever you want, in the right amounts, so you can reach your goals fast. No guesswork, and no calorie counting!



The 21 Day Fix workouts are designed to burn a lot of calories in only 30 minutes. Any fitness level can do them. If you're a beginner, follow the on-screen modifier. And if you're an advanced exerciser looking to shed those last few pounds, dial up the intensity and challenge yourself to push harder.



Product Training Guide

Autumn Calabrese is your personal trainer

Autumn Calabrese is a celebrity fitness trainer, busy mom, and national-level bikini competitor. She came up with the idea of a portion-control container system after watching a client eat an entire 1,300-calorie salad in one sitting because it was “healthy.” Autumn realized that supersized portions were hurting her clients’ weight-loss success because they were eating too much without knowing it. So she developed portion-control containers to help people see how simple it is to eat the right amounts and lose weight easily. And as a single mother, Autumn understands how hard it can be to fit exercise and healthy eating into a jam-packed schedule. So she created short but effective workouts that take only 30 minutes a day, along with a simple eating plan that doesn’t require you to spend hours in the kitchen.

— RETAILING TIPS —

Who to target:	Why 21 Day Fix?
People who have a weight-loss deadline, such as an upcoming vacation, wedding, or reunion	21 Day Fix can help you lose weight fast. If you commit to this program, you’ll look and feel amazing in time for your big event.
People who want a flexible eating plan	21 Day Fix does not require you to follow specific recipes or buy strange ingredients. You can keep eating the foods you love, and you can still cook for the family—just use the containers to portion out your servings.
Fitness beginners	The program is so simple, any fitness level can follow it. All the workouts have a modifier who shows easier moves, so you don’t feel intimidated.
Those who have tried and failed at complicated diet programs	21 Day Fix was designed to make weight loss simple. You’ll never have to count calories, carbs, or points. Just follow the simple Eating Plan, and you’ll see results.
People who have a lot of weight to lose	21 Day Fix can help you see dramatic results in just 21 days, which will motivate you to keep going. You can repeat the program as many times as you want until you reach your goal.
Busy people	21 Day Fix takes out the guesswork so you don’t have to spend all day in the kitchen or the gym. Just follow the Eating Plan and do one 30-minute workout per day. That’s it.
People who want a lifestyle change but aren’t sure where to begin	21 Day Fix shows you exactly what to do in order to lose weight. You’ll learn how to incorporate your favorite foods into a healthy, sustainable lifestyle that you actually enjoy.

Equipment needed

Dumbbells or resistance bands (not included in the 21 Day Fix Essential Package).

Cross-selling suggestions

Help your customers get better results with 21 Day Fix by recommending these additional products.

21 Day Fix Ultimate Upgrade Package:



They’ll get two additional workouts, a large portion-control container for meals on-the-go, one pink B-LINES® Resistance Band* plus handles, and a FREE insulated tote bag.

Accessories:

- B-LINES Resistance Bands*
- Yoga Mat*
- Beachbody® miniMAT*



Nutritional Supplements:

- Shakeology® is an important part of the 21 Day Fix Eating Plan
- ActiVit® Multivitamins



Product Training Guide



What do you get with 21 Day Fix?

ESSENTIAL PACKAGE: WHAT'S THE BENEFIT?	
Portion-control containers + workouts	
7 color-coded portion-control containers plus Shakeology shaker cup	<ul style="list-style-type: none"> No more guessing about how much you should eat. Fill up the containers with your choice of food—if it fits, you can eat it!
6 workouts plus 1 bonus workout on 2 DVDs	<ul style="list-style-type: none"> These boot-camp style workouts burn calories and can reshape your body in just 30 minutes a day.
Resources	
21 Day Fix Start Here	<ul style="list-style-type: none"> Start seeing results right away. This quickstart guide and workout calendar shows you how simple losing weight can be.
21 Day Fix Eating Plan	<ul style="list-style-type: none"> This simple plan guides you step-by-step and makes portion control so easy, you can lose weight without counting calories.
3 Day Quick Fix	<ul style="list-style-type: none"> Autumn's secret weapon for losing weight fast before a big event. Do it during the last 3 days of 21 Day Fix for mind-blowing results.
ULTIMATE UPGRADE PACKAGE:	
Includes two additional workouts, a large portion-control container for meals on-the-go, one pink B-LINES Resistance Band* plus handles, and a FREE insulated tote bag to carry your food to work, school, or anywhere you need to go.	

Network Exclusive DVD: Plyo Fix (a \$19.95 value)

Grab a towel and prepare to sweat! Autumn's drill-based 30-minute workout circuit doesn't waste any time. She'll help you blast fat and torch calories as you accelerate your 21 Day Fix results.



Product info

Essential Package:

Retail price: \$59.87
 Club price: \$53.87
 Coach price: \$41.89
 Volume Points: 45
 SKU# 21DAYFIX

Ultimate Package

(includes the Essential Package):

Retail price: \$119.70
 Club price: \$107.73
 Coach price: \$89.78
 Volume Points: 90
 SKU# 21DAYFIXULT

Coach tools

Beachbody provides all the tools you need to tell your customers about 21 Day Fix:

- eCards
- Talking points
- FAQ
- Sample email template
- Facebook® badge
- Sample social media posts
- Coach banners

Downloadable tools are available in your **Coach Online Office**. Customizable, high-quality print pieces are available for purchase in the **Coach Resource Center**.

*Beachbody miniMAT, Yoga Mat, and B-LINES Resistance Bands contain natural rubber latex, which may cause severe allergic reactions.

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