



## Beachbody® Challenge Packs – The Complete Guide

### Fitness + Nutrition + Support = Success

Beachbody Challenge Packs are now at Beachbody and are the complete package, offering total support for achieving health and fitness goals. The formula? Fitness + nutrition + support = success! Here's the breakdown:

	<b>Challenge Packs 160</b>	<b>Challenge Packs 180</b>	<b>Challenge Packs 205</b>	<b>Challenge Packs 245</b>	<b>Challenge Pack 305</b>
<b>Fitness</b>	Choice of one: Hip Hop Abs®, Turbo Jam®, Brazil Butt Lift®, Slim in 6®, or Power 90®	Choice of one: 10-Minute Trainer® or Body Gospel®, ChaLEAN Extreme®, INSANITY: THE ASYLUM®, RevAbs®	Choice of one: P90X®, P90X2®, INSANITY®, or TurboFire®, Tai Cheng®	LES MILLS PUMP	Beachbody Ultimate Reset®
<b>Nutrition</b>	Shakeology® Home Direct, choice of flavor or combo	Shakeology® Home Direct, choice of flavor or combo	Shakeology® Home Direct, choice of flavor or combo	Shakeology® Home Direct, choice of flavor or combo	Shakeology® Home Direct Tropical Strawberry
<b>Support</b>	30-day trial in Team Beachbody® Club	30-day trial in Team Beachbody Club	30-day trial in Team Beachbody Club	30-day trial in Team Beachbody Club	30-day trial in Team Beachbody Club
<b>Price</b>	\$160, plus tax	\$180, plus tax	\$205, plus tax	\$245, plus tax	\$305, plus tax
<b>Customer Savings</b>	Up to \$48.71	Up to \$60.18	Up to \$67.65	Up to \$77.45	Up to \$97.55
<b>Shipping</b>	FREE	FREE	FREE	FREE	FREE
<b>Team Volume/Personal Volume</b>	50 TV/135 PV	60 TV/150 PV	70 TV/180 PV	80 TV/215 PV	80 TV/270PV
<b>Coach Commission/Fast</b>	\$50 per Pack	\$60 per Pack	\$70 per Pack	\$80 per Pack	\$105 per Pack



## Beachbody® Challenge Packs – The Complete Guide

<b>Start Bonus</b>					
<b>Success Club Points</b>	1 per customer sale, 2 per Coach recruit + sale	1 per customer sale, 2 per Coach recruit + sale	1 per customer sale, 2 per Coach recruit + sale	1 per customer sale, 2 per Coach recruit + sale	1 per customer sale, 2 per Coach recruit + sale
<b>Game Plan Tools Kit</b>	Coach Pack only	Coach Pack only	Coach Pack only	Coach Pack only	Coach Pack only
<b>Business Essentials Starter Program*</b>	Coach Pack only	Coach Pack only	Coach Pack only	Coach Pack only	Coach Pack only

### Some additional info about Challenge Packs

**Q. What's the difference between the Beachbody Challenge philosophy and The Beachbody Challenge™ contest?**

A. The Beachbody Challenge is an overall concept that introduces someone to the Beachbody® core purpose: helping people achieve their goals and live healthy, fulfilling lives. When your prospect states their goals and decides to take part in your Challenge Group, they'll be on their way to a new level of health, fitness, and happiness.

The Beachbody Challenge *contest* is a reward-based incentive to help them reach their goals and achieve success as part of YOUR challenge or accountability group. It's a health and fitness transformation competition where each participant is eligible for a chance to win \$500 every day for having an inspirational and motivational story. And the best transformations will be eligible for a chance to win more than \$100,000 in cash and prizes!

**Q. Where can someone find official rules for The Beachbody Challenge (the contest)?**

A. Official rules and regulations can be found online at [TheBeachbodyChallenge.com](http://TheBeachbodyChallenge.com).

**Q. What is a Beachbody Challenge Group?**

A. A Beachbody Challenge Group is a group of people who have committed to getting healthy by participating in a Beachbody workout program. Through fitness, nutrition, and peer support and accountability, a Beachbody Challenge Group plays a key role in helping your Coaches and customers achieve their goals. Groups typically include 5 challengers to keep participation and accountability at a maximum.



## Beachbody® Challenge Packs – The Complete Guide

### **Q. What are the benefits of holding Challenge Groups?**

A. Building your business with Beachbody Challenge Groups is a fun, engaging way to bring new customers and Coaches into a higher level of accountability to help them achieve their goals. Moreover, it's easier to introduce your family, friends, and contacts to a small group and engage them in a challenge than other aspects of this business.

### **Q. How will my customers benefit from being in a Challenge Group?**

A. Your customers will benefit from being part of a small, exclusive group of people, all working together to help each other achieve their health and fitness goals. They'll receive motivation and friendship in their group, creating long-lasting relationships, trust, and comfort in sharing both struggles and successes. What's more, they'll also be joining The Beachbody Challenge contest—where they'll be eligible to win cash and prizes along their journey.

### **Q. What are some of the best practices for starting a Challenge Group?**

A. There are a number of ways to drive attendance and participation into your Challenge Groups. Many Coaches have already found success by using Facebook® and Twitter® to get the word out—saying something like "I'm starting a 90-day fitness challenge and looking for people who want to get into the best shape of their lives! Only 3 spots left! DM Me!"

One of the best ways to facilitate the group is to create a private Facebook group—where members can privately share motivation, success, tips, accountability, and results.

### **Q. How will starting a Beachbody Challenge Group benefit my business?**

A. You'll benefit from simplified recruiting and more long-term customers. You'll also benefit from higher-quality enrollments, and develop a Team of new Coaches who started as a product of the product through your Beachbody Challenge. Most importantly, they're easy to duplicate and you might even hold several challenges simultaneously. No matter how you slice it, challenges can help increase your Success Club point earnings. You'll also earn commissions and bonuses of \$50 to \$70 per Challenge Pack you sell.

### **Q. What does a Beachbody Challenge Pack include?**

A. Beachbody Challenge Packs are the complete package, offering total support for achieving health and fitness goals. The formula? Fitness + nutrition + support = success!

- Each **customer pack** includes a choice of one of Beachbody's top-selling fitness programs, as well as your choice of Shakeology and a 30-day trial to the Team Beachbody® Club.
- Each **Coach pack** includes the same as a customer pack, PLUS a Game Plan Tools Kit and Business Essentials Starter Program—all for the same price!



## Beachbody® Challenge Packs – The Complete Guide

### Q. What is the commission, pricing, PV, TV, etc.?

A.

- **Challenge Pack 160** includes a choice of Hip Hop Abs, Turbo Jam, Brazil Butt Lift, Slim in 6, or Power 90. Costs \$160, plus tax. Includes FREE shipping. Customer saves up to \$48.71. Coach earns \$50 in commissions, 50 Team Volume points, and 135 Personal Volume points.
- **Challenge Pack 180** includes a choice of ChaLEAN Extreme, RevAbs, INSANITY: THE ASYLUM, 10-Minute Trainer or Body Gospel. Costs \$180, plus tax. Includes FREE shipping. Customer saves up to \$60.18. Coach earns \$60 in commissions, 60 Team Volume points, and 150 Personal Volume points.
- **Challenge Pack 205** includes a choice of P90X, INSANITY, TurboFire, P90X2, or Tai Cheng. Costs \$205, plus tax. Includes FREE shipping. Customer saves up to \$67.65. Coach earns \$70 in commissions, 70 Team Volume points, and 180 Personal Volume points.
- **Challenge Pack 245** features LES MILLS PUMP. Costs \$245, plus tax. Includes FREE shipping. Customer saves up to \$77.45. Coach earns \$80 in commissions, 80 Team Volume points and 215 Personal Volume Points.
- **Challenge Pack 305** features Beachbody Ultimate Reset. Costs \$305, plus tax. Includes FREE shipping. Customer saves up to \$97.55. Coach earns \$105 in commissions, 80 Team Volume points and 270 Personal Volume points.

**NOTE:** Refer to the Coach and customer guides in the toolkit for a complete breakdown of pricing, PV, commission structure, savings, and more!

### Q. How should my customers and Coaches order Beachbody Challenge Packs?

A. You will have a banner on your BeachbodyCoach.com site that will direct your customers to The Beachbody Challenge pack sell page in the TBB shop. From there, customers will be able to order a Challenge Pack of their choice.

### Q. What happens to the current Coach signup packs (Shakeology Starter Pack, Shakeology Plus Fitness Starter Pack, and Diamond Pack)?

A. The Challenge Packs will completely replace the current packs in the sign-up flow. However, the Diamond Pack will still be available for purchase in the Team Beachbody shop under Coach Packs.

### Q. How will Beachbody Challenge Packs affect Success Club?

A. Because every Challenge Pack contains Shakeology HD, you will earn 2 Success Club points for every new personally sponsored Coach who purchases the Challenge Pack during the Coach enrollment process. You will earn 1 Success Club point for every customer who purchases a Challenge Pack.



## Beachbody® Challenge Packs – The Complete Guide

### **Q. Can I earn a Fast Start Bonus when I sell a Challenge Pack?**

A. Yes, to an extent. When you enroll a new Coach with a Challenge Pack, you'll earn what we're now calling a Challenge Pack Bonus. This bonus is equal to the commission you'll make when you sell a Challenge Pack to a customer. For example, you'll get \$50 in commission when you enroll a CUSTOMER with a \$160 Challenge Pack, and a \$50 Challenge Pack Bonus when you enroll a COACH with a \$160 Challenge Pack. There will be NO additional bonus associated with Challenge Packs (as with the Shakeology Fast Start Bonus).

Separately, the Shakeology Fast Start Bonus will still work the same as always. When you enroll a new Coach who chooses the Shakeology Fast Start Pack during sign-up, you'll earn a \$20 bonus. If you sign up 5 Coaches with the Shakeology Fast Start Pack in any consecutive 5-week period, you'll earn the \$100 bonus.

### **Q. Does my Shakeology order within the Challenge Pack include a Shaker Cup?**

A. No. Shaker Cups are sold separately on TeamBeachbody.com, 12 for \$12.95.

### **Q. Does my Shakeology order within the Challenge Pack include the Shakeology Workouts?**

A. No. We didn't include the Shakeology workouts—simply because we didn't want to confuse your Challenge Group participants about which workout to use.

### **Q. What if my customer is already a Team Beachbody Club member and wants to buy a Challenge Pack?**

A. If a customer is already a Team Beachbody Club member, the system will recognize their account and not create a new Club membership when they purchase a Challenge Pack. The billing for their existing Club membership will continue on the original billing schedule.

### **Q. What if the customer is already on Shakeology HD and buys a Challenge Pack?**

A. If the customer is already on Shakeology HD, buying a Challenge Pack will trigger a second Shakeology HD account.

### **Q. Can current customers buy a Challenge Pack?**

A. Yes. If they're already a Team Beachbody Club member, the system will recognize them and automatically drop that item. However, they will NOT get a FREE 30-day trial if they're already a paid member.

If the customer is already on Shakeology HD, buying a Challenge Pack will trigger a second Shakeology HD account. You can either encourage them to buy Club and a Fitness program ala cart, OR have them cancel their current Shakeology HD profile.



## Beachbody® Challenge Packs – The Complete Guide

### **Q. Can existing Coaches buy a Challenge Pack?**

A. No, they cannot. Challenge packs are available for those who are signing up to be new coaches. Existing coaches can benefit by purchasing the stand-alone items with their discount.

### **Q. My Challenge Group is longer than 30 days. Will my participants who bought a Challenge Pack continue to receive Shakeology after 30 days?**

A. Yes! Every Challenge Pack triggers Shakeology HD, so until your customer cancels, they'll receive Shakeology every month!

### **Q. How does the Game Plan tie in to The Beachbody Challenge?**

A. Nothing changes with the Game Plan; there's just a new way to execute it. It's easy to build your business with Beachbody Challenge Groups using the Game Plan Sharing Cycle. First, you'll need to **Find** people who want to get healthy and fit and want to participate in a Beachbody Challenge. Next, **Invite** them to your Beachbody Challenge Group. Lastly, **Share** information about your challenge and the benefits of being part of a group.

Once your customers achieve success in your group, you can either **Sponsor** them in another Challenge Group or sign them up as a Coach. Then simply teach the new Coach to follow the Game Plan and begin holding their own Challenge Groups!