

Good morning, Coaches! This is Larry Zimberg, coming to you live from Santa Monica, in Beachbody Headquarters. We're fresh back from the wrapping up the Chicago Summer of Success event and that was amazing. And, as it is always when a bunch of Coaches get together, and you have a great training such as we did from MJ Durkin. Greg Holiday, got to say a couple of words. Myself, and, of course, Carl Daikeler, who always has a way of moving us as no else can. It was a brilliant event. Chicago is a great, great city. We just have a lot of fun. And I never got to see it this well, as I did this time around. I just want to thank everybody there. People drove in, flew in, took public transportation in, from all over. It was a really super event. Again, I want to thank everybody and the people who worked so hard and all the volunteers and everything. Tremendous time guys! Thank you so much!

I would like to start out this morning by first giving recognition, and thanks. And our gratitude to those Coaches in the field who did just fabulous job. Day in and day out, helping us with our mission statement and spreading the great word. And helping people out there. The first individuals that I'm going to mention here have risen to the rank of Diamond. They have achieved a Diamond rank for the very first time in their business. So, I would like to start off by congratulating them. They are, Nick Jirush, Terry Cruz, Charles Henderson, Liza Humphrey, Jacqueline Damm, Terry Bucklet, Ginny Young, Nicole Jones, and Liza King. Congratulations to our brand-new Diamond!

We have three brand-new 1 Star DiamondS. And they are, Peggy Hunn, Daren Tony, and Mike Meeds. Congratulations, one-Stars!

We have a brand-new 3 Star Coach: none other than Cristina Solen, who did such a great job in Chicago this weekend.

We have a brand-new 4 Star Diamond, and that would be Melissa McCalister. Congratulations, Melissa!

And topping the field, and I do mean topping the field, we have a brand-new 8 Star Diamond to the Team Beachbody Network. And that is the wonderful Milan Jensen. Milan Jensen. 8Star. Congratulations to everyone who rank advanced and who I have the pleasure of calling their names out this morning. Great job, guys!

Our top recruiters for the week. In first place, Mr. Robert Hudgens with 10 brand-new Coaches. In second place, Monica Gray with 7 Coaches. And, tied for

third, Lionel Hudgens and Linda Kemo, each with 4. Congratulations to our top recruiters!

Last category for our recognition this morning: Our top Shakeology HD resellers and retailers. Those would be the people getting the most orders for Shakeology Home Direct. In first place, Jay Bradley with 74. Wow! In second place, Wayne Wyeth with 24. And in third place, Josh Spencer; always making a showing there with 18. So congratulations to our top HD retailers!

I have a few quick announcements to go through, guys. If you are able to grab a pad and pen, do so. If not, you may want to replay this portion. So, you make sure and note these events and have these information because it is not just about you knowing it, it is also about you getting this down to your team. And making sure they're aware of some of these critical information as well.

Starting off, the fact that we just have a few days left in September for you to get double points for Success Club. We are doubling your rewards. So, you do the same thing, but get twice as much credit. So, again, just a few days left to take advantage of the double-points deal. Get double Success Club points in September. Get it done this week and boost your business—and get closer to that cruise in March.

Speaking of Success Club, we have only 3 days left. You have until the 29th to qualify for this Success Club Leadership Conference. Guys, if you're on pace, either having three months in Success Club and being a Diamond Coach, you want to make sure and cross the finish line. You do whatever you need to do. Put the TV out in the backyard for now. Take the mattress and use it as a spring board or something. Really, just whatever you need to do. Go to SuccessClubConference.com to get the details, or anywhere in the back office to find out about exactly those qualifications and what you need to do. But you got three days left to qualify for this Success Club Leadership Conference. This is something you don't want to miss. These folks are gonna be here, gonna get specialized training. They're going to experience something you just not gonna get anywhere else, something that we are doing just with the leaders and the people who have qualified by showing up for their business. Again, the Success Club Leadership Conference is where everything is gonna be. More or less, introduced in terms of our new programs, and just information preview—to just those leaders. Make sure you are doing everything you can to get there. And if you are close, and you need a hand, you go upline, sideline, rideline, doesn't

matter. You get the help you need and finish the race and we hope to see you there.

Here is something great. I am not sure if you guys are all aware of this, but Tony Horton is gonna be leading a workout at the Success Club Leadership Conference. We're gonna be using that workout at the Dallas event because we're gonna be casting Coaches for the next Power 90:MC2. There are gonna be some Coaches cast in the next infomercial for Power 90 and MC2 for those program.

Larry, just to be clear, this is Carl, by the way. We're reshooting Power 90 workouts this Fall and we wanna have a Coach or two in the background working out with Tony in those programs. Then, next Winter, when we shoot the entire line, as we're redesigning, when we shoot the entire line of P90X:MC2 programs, we wanna sprinkle Coaches in there. And that workout in Dallas is where we're going to be looking for Coaches who we might not have already featured, who we might not be aware of. So, we're gonna be looking at form and enthusiasm and energy. And it just a good opportunity for people to get seen. You might want to be in one of the workouts that we're doing. It is not limited to that. This is just a good opportunity. We're gonna have cameras there to capture it and get everybody's name, so that we know who's got one to take, to be in one of these workouts, possibly.

That's fantastic. So, it's an awesome opportunity for them to come and strut their P90 skills. Right?

Yeah. I mean, just their fitness, just clear indication that they're doing the programs. It is what we see, that somebody can show up with one of these workouts and you can see them bring it, you can see that they go for it. They don't have to be perfect. That's not what we're looking for. We're just looking for somebody who's got the kind of enthusiasm and energy that you wanna display for these workouts, because we cast all sorts of different shapes, colors, sizes, fitness levels, so that we can show that these things can be done by anybody. But when it's possible and logistically smart, we'd like put Coaches

into those workouts. So, that Tony workout in Dallas at the Leadershipvent is gonna be our initial casting.

Thanks Carl. Thanks for getting that message clear. And that's huge. That's a great opportunity for some Coaches. So, just another reason why you wanna be at the Success Club Leadership Conference. It's gonna be fun. It's gonna be great. There's a possibility that some of you may be featured in the program, so great opportunity for everyone.

Couple of other quick items: The second-to-the-last Webinar in the MJ Durkin series will be this Wednesday morning, this upcoming Wednesday, at 9 AM Pacific. That's 12 Eastern. The title of this Webinar will be "Developing Good Phone Rapport," something that we could all benefit from. And I appreciate MJ doing such a great job on those morning Webinars. That's this Wednesday at 9 AM Pacific, 12 Eastern.

Rounding out the announcement this morning, we have a Game Plan training coming up in Brooklyn, New York. That's Brooklyn, which is the same as New York, New York. It is actually just on the other side of the bridge—easy access from anywhere. We're gonna be having a workout, a briefing, a Shakeology tasting on Friday night and the classic training all day on Saturday. We are coming to the Big Apple and we are gonna have some fun in New York City, guys. So that's the Game Plan training in Brooklyn. Go to the page and register. There are links out there and, just know the hotels. We've listed a bunch of hotels around there that are very affordable. And any train from anywhere around New York will get you there in 20 minutes. Rooms with a couple of guys, gals, somebody draw few you in the room, but make sure that you get there.

So that's it for my announcement this morning. And again, special congratulations to everybody that rank advanced, who was named this morning for recognition. We appreciate the great work you do.

Speaking of great work that's being done, I'm sure there's not a person on this line or personal network that did not get some inkling as to about Carl's trip the week before out to . . . I believe it was, and he got to speak and meet the President of the United States. It was an amazing trip. He has an amazing story about this and I'm gonna get out of the way and let him speak to you about the experience. I mean, it's once in a lifetime and not many people in their lifetime get this one. So, Carl welcome to the call.

Thanks, Larry. Thanks, everybody, for joining us. And yes, it was pretty wild. I mean, this thing got thrown together with literally just like a week and a half. In fact, I was scheduled to go meet some folks, some Coaches in Vegas, in Doug Couch's organization. And we had to postpone that because the prospect of going to this VIP dinner was brought to us, and possibly shake hands with the President came up, and so we put it all together. Jon and I re-ordered our plans and we got there. I spell it all out in the blog. But I, just going to get a little bit more detailed here, that we got in there. And this guy, Mark Alderman, who's a lobbyist in D.C., he's the one when I've gone to D.C., travelled me around with Senators and Congresspeople. This is where I met all the people who have been doing P90X on Capitol Hill. So, he's the one who put this dinner together as part of a DNC Fundraiser.

Jon and I were there, and there were 15 people in this room. Not a huge room, a tiny, sort of maybe a wedding for 60-people-size room kind of thing, with seven round tables. And we're all waiting there for the President to enter, and Mark's like, "Look, you guys, the whole game here . . ." I never knew this, but the game in meeting politicians, or meeting somebody who's gonna sort of walk through a room is to be first. So, he has given us all these tips, and he's saying that you need to jockey for position. And I was like, kind of tense, because it was like, you need to do whatever it takes to block other people from being first. So, I was saying, like, "Oh, my God!" So, the other attorney, Jon and I are sort of positioned so that we can hopefully to be at the right door. we don't know which door the President gonna walk through. So, we're all positioned there and we see this guy, make sort of end run. He goes around these other two tables on the right. "Oh, my God. Oh, what now?" That there's gonna be a leak, and everybody's gonna go to that door and that looks like that where he's gonna come in. And I thought it was gonna happen.

All of the sudden, security started to shift in the room and it turned out he was going to be coming to the door that we were standing right in front of, and everybody had to go back around and get behind us. And also, when door gets thrown open, the President walks through, and Mark and Dan, the two guys that put the event on, shake his hands, say hello. And Mark walks the President right up to Jon and goes, "Mr. President this is Jon Congdon, co-founder and president of Beachbody." And Jon shakes his hand and he goes, "Hello, Mr. President. Yes, and this is Carl Daikeler, co-founder. We created P90X." And the President, literally, standing right in front of me . . . Anybody who has seen me speak, and referred quite often, I'm short. I'm a little guy. And the President is

not short. So, he's looking down to me, put his hand out and shake my hand. And he goes, "P90X! My wife does that program. And, my goodness, I can hardly keep up with her!" And it was just like, of all things you expect. You gonna have this moment to meet the President of the United States. There haven't not many of them, and here's one standing in front of me, shaking my hand, with his other hand sort of holding my elbow—you know how they do that politician, double grip kind of thing. And telling me this little product that I concocted when I was at CVS, waiting in line one time and thumbing through some fitness magazine and then had a conversation with Tony about it. Here's this guy, shaking my hand, and telling me the First Lady is doing it, and that he's actually impressed with her results. It was like this real moment in time where all of a sudden the whole room begin to spin around me. And in that flash of a moment, I sort of I had to suck it up and like, "Okay, this is my chance." So, I just completely vomited everything that I could possibly have wanted to say, that I had practiced in my mind to take advantage of that moment. I talked to him about how important it was, the work that Michelle was doing with the Let's Move campaign, but how I felt that her doing P90X, and the fact that they do promote health and fitness is so important because it is not just about the childhood obesity. It is not about telling the kids that they need to work out. It's about the parents showing the kids that that activity is important in their actions. And that was so great that she was being a model for their kids and for other kids. I mean, I'm saying this without a comma, without a period. And the whole thing, I'm just running through this, and shaking his hand, by the way, really fast. I was quite nervous. I said that we're doing something with Team Beachbody where we've got thousands of people who are products of the product, and they're showing their kids is important. They are paying it forward, and they are getting great results. What they are doing are showing to people around them that it is important, and they're supporting. We turned the model totally upside down, sort of a gym equipment model. It's people having people model, and blah, blah, blah. I can't remember anything else that I said. But he turns to his people, and, of course, he got an entourage. And he says, "Guys, I am serious about this. I wanna follow-up. I wanna know what these guys are doing. And I wanna get them together with Michelle's people."

So then, he looks at me and Jon, and he goes, "You guys look pretty good. You must know what you're talking about." And at that point, Michael, who's just a crack up, my attorney, he goes, "Why didn't you say that when you were

looking at me?" It got a big laugh. The President slaps me on the shoulder, shakes Michael's hand, and then keeps on going through the room.

Jon and I looked to each other and we were like speechless. Did that really just happen? I mean, remember guys, we were an infomercial company, right? I mean bottom of the barrel. In the media, you didn't get much lower than infomercial company and here we've now come to the point that we transcended it because the products are good, because they get real results.

Good enough, with enough critical mass. And Tony Horton, and people like Chalene and Shawn are exciting enough that the First Lady is taking notice. I mean, it did not even come into thinking that I should imagine Donna Richardson in Body Gospel, she's on the President's Council of Fitness. We have a lot of common with these people.

Mark Alderman came over and he said, "Let's lock this in, guys." We talked to Marvin, one of President's handlers. He has been doing P90X. He says so many people in the White House are doing P90X, and I'm sure we can put something together.

While I was in Chicago, in the back . . . and I take notes on how the meeting's doing and stuff. I got an email from the people in the Let's Move campaign saying that, "We'd like to put something together. I wanna hear more." So, I'm gonna call this week, Let's Move people. And I got an email this morning that says that we are trying to put something together. So help me, with the First Lady . . . like to have a substantial meeting.

Other than me just, "Hey, look at me. I meet the man," which was an exciting thing for me. It could be a once in a lifetime thing. And I hope it's not once in a lifetime thing because I hope we continue to build our influence and continue to show people that what we are doing is really noteworthy. It's not just a bunch of products. It's not just a little network. This is a movement that's gonna change people's lives.

What is so meaningful to me, at the end of this night, after we got a picture with the President, I mean, it was pretty amazing how present this guy was when you think about all the pressure on him. And, politics aside, he's the President of the country; making his speeches all day long, travelling all over the place. And he's got a tough job. And here he was, present and talking and listening. So he goes and does this speech, and I happen to be 20 feet or so away from where he sat down for the dinner portion. And I am about maybe

15 feet away from where he is speaking. And I have a direct line of sight, meaning, to sit in a table where sort of just me and then 15 feet away from the President. I just got lucky with that seat that I chose. So I had a lot of eye contact with him. Remember, it is just a small group. While he's talking about the challenges that we face, the difficult situation that they inherited as a party or as the presidency, the desperate times that we are in economically, and certainly the very expensive and ugly situation in terms of obesity and health care system that they're trying to sort out.

He was looking at me at one point when he said, toward the end of the speech, that the single biggest way to have a positive impact, to solve the budget deficit, is through solving the obesity and health care issue. He looked right at me when he said when he said that and it gave me a chill now, because we had this conversation, and I'm thinking, "That's what you guys are doing. That's what we are doing."

The same point that I made from the stage in Chicago, that I get a lot of credit. I got to shake a lot of people's hands. When I go to these events and people would tell, say, "Thank you Carl. Boy look what your vision, blah, blah, blah . . ." It would have been so easy, so possible, for me to have this idea and start to build this business, where people helping people . . . sort of a radical concept of a company sharing the revenue from its TV-promoted products with the people who get results with those products.

It's quite possible that I was throwing a party and nobody showed up, but here we probably have 600 or 700 people on this call, maybe more, showing up. You are showing up, which is evidence that there are people in this country who care more about programs that work, and more about being accountable to solving this issue than they do about sleeping in on a Monday or watching Oprah on a Monday morning, or whatever other options you have. You guys showed up, which is really what's exciting about this, which is really why I think, when I have this meeting with Michelle Obama or maybe another chance to meet the President or we have meetings with Senators and Congress people as we continue to further what we're doing so that . . .

By the way, our goal is not to infiltrate the government. Our goal is to enlighten influential people that there is a movement happening and a solution which is worthwhile taking notice of, so that we can get some support from those entities, and notice from those people, so that instead of complaining about it, instead of trying to re-invent the wheel, we might get some support. We might

get called out. And that means you, as being the solution. These fit clubs that you're doing—huge. The fact that you're putting people together, that you volunteer space and your energy to recruit more people, to recruit more Coaches, that is huge! That's not happening anywhere else. Everywhere else is all about the dollars. It's all about pay-to-play, as they say. You are inviting people in, giving them a chance to try it. That's the reason that we have this 30-day money back guarantee on Shakeology. Give people a chance to try it. Let us take a risk on things and then have faith that our products would actually work well enough that people are gonna pay for them. They'll continue to consume them. They'll continue to use the workout. They'll continue to get the results. That's what's so exciting here. This really is now just about to hit its tipping point. You guys are a part of that. It's not so big. If it was so big that there was no opportunity left . . . I mean, we'll just crossover 32,000, probably this week. If we were so big that the main part of the opportunity is over, then the present would . . . about Team Beachbody. But I still have that opportunity to present what this is about and every day that goes by I get more and more excited about what we're doing, because it really is "the big solution." This really is it. And I really believe the only way we end this trend of obesity, the only way we reverse obesity's effect and drain on the health care system is by rewarding the people who do the hard work. People who've lost that . . .

I met a guy, his name is Roger, who lost 148 pounds. We met a guy who lost 112 pounds this week. And not just about the 100+ pounds, not just 50 pounds, 20 pounds, or 10 pounds, it's the people who do the hard work. I am not talking about being a rip, I'm just talking about making that change. And for the first time, you guys, the people making that change, are both getting paid when that change that you made inspires others and now you have the motivation, and just the incredible heart to share that experience with the people around you.

I truly believe that, for those who love gyms, that's great. Keep going to the gym. I got no problem with that because it does help some people to get healthy and fit. But it never worked for me. The whole process in getting to the gym and then being intimidated by the other people in the gym, and all the mirrors and the lockers and the lines and all the stuff, it never worked for me. I'm sure that this doesn't work for a lot of people. That's a 22 billion dollar business. That's the business that, right now, when somebody thinks I need to get more active, that's what they think of, "I got to go join the gym." And on average, they go less than two times a week. That's not a health program,

that's inconvenience. Or they say, "Hey, I'm gonna start running." Running is fine but it's not enough. It's not a balance program. And then the winter comes. It's difficult when it's icy out there.

So we've got a program that makes the living room, that makes the den, a gratifying robust place to get healthy and fit. That's why I believe we are the solution to obesity and the lack of activity in this country. You, on the phone right now, are the solution.

That's why I can stand there shaking the President's hand with full confidence. I'm not there representing him as an infomercial guy. I'm not standing there representing him as some MLM guy. I'm standing there as your representative, shaking his hand with absolute confidence and courage that we are the ones, we are the people, the community that are going to live up to his promise of hope, that there is a solution for the obesity and health care crisis in this country. We are the ones, that our efforts, that our commitment, that the action that we take today is gonna solve that problem—YOU—your work today.

How does that feel? I hear about the number of people that are supporting the American Heart Association. I think there's 22,000,000 volunteers for the American Heart Association. And millions of others for the American Diabetes Association, and so on. You guys are part of a very new movement. 32,000 people strong. And I think we can add a zero to that. So let me get to the real point of this call.

We have a Leadershipvent coming up in Dallas. We talked about how we're gonna be casting out of that Leadershipvent for people to be in this very exciting new program: P90X:MC2. And, of course, my favorite, the revision and reproduction of the original Power 90, which . . . just looking like a great program. We'd love you to be there so that we can see what you've got, so that we do get a well-rounded, and I do mean that: well-rounded cast. because we don't want to be all hard bodies on the back. We want to be real people and people who have heart back there.

But here's what's more important about that Leadershipvent: I've gotten some emails lately from people who are like, "Look, I don't know if I can continue with this." "I'm thinking about quitting this." "I'm not getting support of my upline and there's a policy that you got to wait 6 months . . . that if you don't like your upline . . ." And all that stuff are excuses. Imagine if you were a volunteer for the American Heart Association and the person who recruited you

to be a volunteer for the American Heart Association wasn't very active in supporting the American Heart Association. Would you quit being a volunteer because that person was not very active in it? No. You'd look up if you were passionate about it. You'd look up above that person. You'd look up another level. Or you'd look sideways, as Larry says. Or even down. You'd find a team member who is just as passionate about it as you, who gets it like you get it. You show up for this call, so you need to team up with somebody. That is a point on the Game Plan—is you team up with people so that you got this teamwork atmosphere of people supporting each other—so that you got one plus one is three. You create this mastermind group.

So, to anybody on this call who has, perhaps, a frustrated downline, or you're frustrated with your upline, you got to look at it differently. You got to look at it as you are a part of something that is solving the obesity crisis in this country. Do not accept petty excuses for getting in the way of your success. What's great about this though, is it's not volunteer work. You have the prospect of making serious, virtually unlimited money and creating wealth for your family. Real value in that Business Center, but it can't be about any excuses. There are plenty of people. Every week, we just hear Josh Spencer's name come up and so many other people now are just showing: You don't have to be a founder to make money in this business. You don't have to be founder to create value in this thing called "coaching." You've got your own company. It's called your "Coach Business Center."

Don't accept any excuses. Don't accept upline as an excuse. Don't accept geography as an excuse. Don't accept your own personal health and fitness situation, just solve it. Little bit, day-by-day, slide-edge thinking . . . a little bit. Take action. Do some personal development. Do some reading. Get inspired. Plug in to these calls. Get your team plug in to these calls. Repeat my message on twitter, on Facebook. Repeat it to just, with . . . over coffee. Don't let people accept excuses for themselves, because that's negativity. That's failure thinking. We got to think solution-oriented, success thinking. That's why we are going to be the community that solve this obesity problem in this country. Let me repeat that because I wanna be that. A million Coaches. Hundred million customers. We, Team Beachbody are going to end the trend of obesity. You can tweet that today. Team Beachbody is going to end the trend of obesity. We're gonna do that by getting over excuses, by not blaming it on upline, by helping people in our downline, by getting people to that Leadership event, in Dallas.

I think Larry understood it. I mean, he's a humble guy. Larry is kind of like me sometimes. He gets on the phone and he is so passionate about this business that he can't imagine that you would be on the phone right now not as enthusiastic about this business or about these events as we are, because we know what's gonna happen. We know the bombs of incredible promotions we're gonna drop from the stage in Dallas. You wait until Sunday. Your mind just gonna be blown in terms of what's gonna happen over the next three months. But you got to be there if you wanna hear it.

So when we talk about it, of course, we have a sense of duty about this. So our expectation is that, you must get it. But we see that there are more people who are qualified or are about to be qualified, who have few days left to be qualified, who are not necessarily stepping up. Guys, I'm telling you right now, you wanna be a part of this solution. You wanna celebrate and high five. You wanna be one of the big multi-Star Diamonds at that Summit. I had plenty of people come up to me last year and some say, "I wanna be on that stage next year." Well, have you kept true to that dream? Are you gonna be on that stage next year? If you are expecting to be on that stage this Summit, you better be there in Dallas. And if you gonna be there in Dallas, I wanna hear what you did this week. I wanna hear what you did for the rest of the time from now until October 15th. And then I wanna hear from you. I wanna hear what you're doing. What is your plan? How many Coaches are you gonna bring in before the end of the year? How are you getting set up to take advantage of the biggest wave of influx of customers and Coaches that's gonna happen, of course, on the first quarter. We got such incredible ideas. You guys are doing such amazing work. The fact that you're hanging in on this, the fact that you're helping us be creative, and you're helping us pay this forward—every time we go to one of these Game Plan events or the SOS store, we get re-invigorated, re-inspired.

Jon told me he had a nice dinner when we're out with Kristine and Yolanda to celebrate their 15-Star Diamond, or their superstar Diamond status. Jon was telling me how every time he goes to one of these events, whether some it's of the Leadership events or one of these trips, he just gets re-invigorated by what we're doing. And I feel the same way. I feel the same way, frankly, when I get on these calls and end up talking too long. I just get so pumped up because I know with the power of what we're doing, this is not small. This is the ultimate expression of what multi-level marketing can be as a force of good. And you're the ones doing it.

So that's my story of Carl and Jon meet the President. And the good news is, it's not the end of the story. It's just the first chapter. We have just written the first chapter of this, gang, and it's time to get to work. I am so pumped up. We have so much work to do, though. None of us on this call signed up because it was gonna be easy. Or if you did sign up because you thought it's gonna be easy, I think, by now you know it's not gonna be easy. But it is important, and we can do it.

Our motto is, absolutely, we will bring it. Decide. Commit. Succeed. We got two of three. Let's keep on working to get to "succeed." I want your success, and it starts now. It starts with action—TODAY. Plan your exposures. If you're a little bit awash, find that upline for yourself, so you can get your direction more solid. Go back toward Getting Started program. Write down your 10 leads. Re-evaluate your "whys." As Craig Holiday says, "Own your why and you will achieve it." Let's do that today. Let's get re-invigorated. Guys, you are doing super important work. You're a super hero. So let's get off the phone. Let's get after it. And I'll talk to you guys next week.

Thanks so much. Bye.