

HOW TO TAKE ADVANTAGE OF THE SHAKEOLOGY® PRICE INCREASE BEFORE APRIL 1ST

Now's the time! Get all your current Shakeology® customers, previous customers, potential customers, and referrals on Home Direct to lock in the original price before the price increases for Chocolate and Greenberry on April 1st. Beachbody® will be sending your current customers an email later in March about the change, but you'll want to act now and reach out to them right away to be sure they understand two things:

1. As a current Home Direct customer, they will not be affected by the price increase and will be grandfathered in at the original price, so long as they never cancel their Home Direct subscription.
2. If they are not on Home Direct yet, they will need to enroll before April 1st to get the lower price locked in for life. If they do, they'll save \$22 (\$10 increase and \$12 s&h) on every order.

To spread this message, Beachbody has created some helpful tools that can be found in the Coach Online Office in Coach Breaking News.

- **eCards:** Provide your personalized message to get the word out, add the link to your website, and then add all your contacts to send it. The text will also be available in a Word document, so you can easily copy and paste the information into an email. The eCards have been designed specifically to reach out to:
 - Current Home Direct customers
 - One-time customers
 - Prospective Shakeology or Challenge Pack customers
- **Facebook® and Twitter® Posts:** Use your social skills to lock in more Shakeology customers on Home Direct when you copy, paste, and edit these posts to your liking!

In the Coach Online Office, you also will find more great tools in the Shakeology Tool Kit, which can be found by going to Sales & Marketing, Marketing Tools, and finally Shakeology. One tool that you will find particularly helpful is the video: ***"Shakeology Ingredients: Tony Horton 'Checks Out' Shakeology."*** (<http://tbbcoa.ch/14SPeNp>) This is one of the most impactful ways to show the value of Shakeology. It is fun and easy to share. Refer to the training video "How to Use *Shakeology Ingredients: Tony Horton 'Checks Out' Shakeology*" to get many scripts and tips for using the video. (<http://tbbcoa.ch/ZvchuW>)



In addition to using the various tools to spread this message, you don't want to miss out on the opportunity to personally reach out to as many of your contacts as possible. This can be in a private email or private Facebook message. Here are some additional sample guidelines and tips below to customize your message.

Current Customers: These are all your customers who are either enrolled in Home Direct or order periodically.

Sample Guidelines	Tips
<p>Already on Home Direct:</p> <p>Hi (Name),</p> <p>I know you already love Shakeology, but I wanted to keep you in the loop about an upcoming change. The price of Chocolate and Greenberry will be increasing on April 1st to match the other flavors. If you want to make any changes, now is the time to do it to lock in the original lowest price of Chocolate and Greenberry Shakeology for as long as you stay on Home Direct.</p> <p>Also, for a quick laugh, check out this Tony Horton video about Shakeology (insert video link from the video library). Reminds me how great Shakeology is.</p> <p>Thanks for being a valued customer and please don't hesitate to let me know how I can help you with all your health and fitness needs.</p>	<ul style="list-style-type: none">• This is a fantastic opportunity to continue to build and maintain your relationship with your current customers.• Encourage all your customers to share the "Shakeology Ingredients: Tony Horton 'Checks Out' Shakeology" video. It is a fun and engaging way to increase your prospects.• Ask all your customers for referrals and consider offering an incentive to encourage them to provide you with the contact information of people they know who are interested. An incentive can be as simple as some new recipes to try!• Pay close attention to any customer who enthusiastically provides you with the names of friends and family who want to try Shakeology. You just might have a new Coach on your team!

<p>Not on Home Direct:</p> <p>Hi (Name),</p> <p>If you are a Chocolate or Greenberry Shakeology fan, I wanted to give you a heads up on how you can save some money. Starting April 1st, they are raising the price to \$129.95. However, if you enroll in the Shakeology Home Direct program before April 1st, you can lock in the \$119.95 price. Plus you get FREE shipping. That's a \$22 savings. It's a great deal.</p> <p>Also, for a quick laugh, check out this Tony Horton video about Shakeology (insert video link from the video library). Reminds me how great Shakeology is.</p> <p>Thank you for being a valued customer. Let me know if I can help you get enrolled in Home Direct.</p>	<ul style="list-style-type: none"> • Don't miss this opportunity to reach out to all your customers who only purchased one time or are currently not on Home Direct. • Remember that people get busy and you will need to follow up with them to be sure they don't miss out on the opportunity to get them enrolled in Home Direct. It is never a bother to someone if you are trying to help. • Follow up with, "Hi (Name), time is getting close and I want you to be able to take advantage of the lower pricing for the Chocolate or Greenberry Shakeology. When is a good time to talk?"
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Your Previous Customers: Reach out to all your customers who tried Shakeology but either cancelled their Home Direct status or only tried it on a limited basis.

Sample Guidelines	Tips
<p>Hi (Name),</p> <p>Since you're a previous Shakeology customer, I want to invite you back and give you the opportunity to lock in Shakeology's best price for a lifetime! You read that right—enroll in Home Direct with Chocolate or Greenberry Shakeology before April 1st and the price will never go up! Any doubts? Check out this fun Tony Horton video about the value you get with Shakeology. (Insert the link from the video library in your online office.) Humor aside, I wanted to give you this opportunity to give your body this healthy gift for about \$4 a day. I will be calling you to answer any questions you might have and help you give it a try. I am here to help!</p>	<ul style="list-style-type: none">• This is your chance to reach out to customers who may have only ordered one time.• This is a great time to start a Shakeology Challenge Group and reengage all your previous customers.• Remind your previous customers that we now have a new and improved Chocolate flavor that is getting rave reviews!

Potential Customers: These are the friends you have been talking with about Shakeology or Challenge Packs, or the referrals you have gotten from your current friends or customers.

Sample Guidelines	Tips
<p>Hi (Name),</p> <p>It's been great talking with you about your health goals, and I thought you would appreciate this fun 2-minute video that features one of our popular trainers, Tony Horton, and Shakeology. (Insert video link from the video library in your online office.) This is a great time to give the Chocolate or Greenberry flavors a try. The price will be increasing on April 1st to match the other flavors. By placing your Home Direct order before April 1st, you are guaranteed to maintain the lower price for a lifetime. I will call you tomorrow, or message me a great time to follow up.</p> <p>Hi (Name),</p> <p>I got your name from (Name). (He/she) felt you were proactive about your health and would be interested in learning about a great product we drink every day. Check out this fun 2-minute video and let me know what you think. (Insert video link from the video library in your online office.) This is a great time to try the Chocolate or Greenberry flavors. The price will be increasing on April 1st to match the other flavors. By placing your order before April 1st, you are guaranteed to maintain the lower price for a lifetime. It's an incredible value for about \$4 a day, with a 30-Day Bottom-of-the Bag Money-Back Guarantee. Do you want to learn more? I will call you tomorrow, or message me a great time to follow up.</p>	<ul style="list-style-type: none"> • It is important to personalize each message to fit the circumstances of your conversations with the people who fall into this category. • Be sure your customers understand that the locked-in price is lost if they change the flavor in the future. • Take any opportunity you have to personally speak with a potential customer. It truly is the best way to convey your genuine invitation to help meet their needs. • Follow up right away with a simple message. "What did you like about that video? It really puts into perspective the health benefits you get for about \$4 a day. You know there is a 30-Day Bottom-of-the-Bag Money-Back Guarantee; combine that with the ability to lock in the price of our most popular flavors, and the only question left is, are you ready to try it?" • Access the video "Shakeology Ingredients: Tony Horton 'Checks Out' Shakeology" by going to the Coach Online Office, and clicking on Video Library.

