

Product Training Guide



What is the SHIFT SHOP™?

A breakthrough rapid-rebuild program that helps anyone, regardless of age or fitness level, get LEANER, FASTER, STRONGER—and lose up to 10 pounds—in only 3 weeks. The SHIFT SHOP comes with 6 cardio and strength workouts, 2 bonus workouts, a nutrition plan that ramps up on protein and veggies while reducing starchy carbs, and world-class training tools.

What makes the SHIFT SHOP so effective?

There's a good reason why the SHIFT SHOP is your perfect on-ramp to fitness. You will stay committed, because it's only 3 weeks. You won't feel intimidated, because Chris slowly ramps you up, and there's an incredible modifier to follow. You'll also face no limits. Because just when you think you can't possibly do that last rep, Chris will get two or three more out of you. And because you're shifting your mindset as well as your body, you'll be able to build on these achievements for the rest of your life.

What makes the SHIFT SHOP unique?

The SHIFT SHOP uses a revolutionary “ramp-up” method that starts you off slow—then gradually increases the intensity week by week—all while refining your nutrition. In Week 1, you start with 25-minute cardio and strength workouts you can really do, and a nutrition plan you can stick with. Starting in Week 2, you're pushing a little harder, for 35 minutes, and consuming more protein to fuel the burn. But it's nothing you can't handle. Then in Week 3, your shift has kicked into high gear, with intense 45-minute workouts and clean eating. The results when you cross the finish line? Stunning.

Chris Downing is all about inspiration

An elite functional trainer, Chris is driven by the philosophy: Empower. Love. Inspire. His engaging, motivation-based approach helps you grow stronger, both physically and mentally. Remember, the SHIFT SHOP is about more than helping you get fit and lose weight—it's about shifting your body and mind to a place that allows you to reinvent yourself.

Where can my customers find the SHIFT SHOP?

The SHIFT SHOP is available on Beachbody® On Demand, as well as DVD.

Stream the SHIFT SHOP with Beachbody On Demand Membership:†

- Stream the SHIFT SHOP workouts and access digital program materials (Jumpstart Guide, Simple Shift Nutrition Guide, 3-Week Rapid Rebuild Calendar) from your laptop, smartphone, tablet, or TV
- Keep improving with access to hundreds of other proven workouts on Beachbody On Demand, such as 21 Day Fix®, CORE DE FORCE®, PiYo®, 22 Minute Hard Corps®.
- Access fresh content including episodes of the FIXATE® cooking show with delicious, easy-to-make recipes
- HOT TIP: To maximize your SHIFT SHOP results, purchase your Beachbody Agility Markers on TeamBeachbody.com (or print out a set from the SHIFT SHOP program page on Beachbody On Demand)



Also available for iPhone, iPad, Apple Watch, and Apple TV

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— RETAILING TIPS —

Who to target:	Why the SHIFT SHOP?
Men and women of any age or fitness level	Anyone can get fit and lose up to 10 pounds with SHIFT SHOP because of Chris Downing's revolutionary ramp-up method. He starts you off slow—then gradually increases the intensity week by week—all while refining your nutrition. This is how you make maximum progress in minimal time.
Beginners looking to start their fitness journey	The SHIFT SHOP is your perfect on-ramp to fitness. Chris starts you off with moves you can easily learn and a meal plan you can stick with (plus, there's an incredible modifier you can follow). Just as your body is adapting to the workouts and cleaner eating, he turns everything up a notch—motivating and encouraging you every step of the way.
Graduates of beginner programs, such as 21 Day Fix, who want to try a more extreme program like P90X®, but aren't sure if they're ready	Looking for the perfect bridge between where you are now and the high-intensity programs you'd like to try? The SHIFT SHOP starts you off with 25-minute cardio and strength workouts that you can really do, and a nutrition plan you can stick with. By the end of your 3 weeks, you're doing 45-minute workouts and eating clean, and ready to take on the EXTREME.
People who enjoy athletic activities and want to become leaner, faster, stronger—as well as former high school and collegiate athletes who want to get back in shape	Chris Downing has trained everyone from pro and amateur athletes, including overweight football players, helping them to (1) achieve their overall fitness and nutrition goals, and (2) perform at a higher level. Using the Beachbody Agility Markers as targets and boundaries, Chris runs users through sports-inspired drills that keep the workouts fun and engaging.
People who want to achieve significant results quickly, and reach their next level of fitness	There's a good reason why the SHIFT SHOP is called the 3-Week Rapid Rebuild program. It's been carefully engineered to prepare your body for a shift in Week 1; accelerate your shift in Week 2; then, kick your shift into high gear in Week 3. The results when you cross the finish line? Stunning.



Cross-selling suggestions:**

Help your customers get better results with the SHIFT SHOP by recommending these additional products:

Accessories:

- 7 portion-control containers and a Shakeology® Shaker Cup.
- The 4 color-coded Beachbody Agility Markers (included in the DVD kit, but sold separately from Beachbody On Demand).



Supplements:

Shakeology

- Enjoying this superfood supplement shake with the SHIFT SHOP is a game-changing routine that can help your customers lose weight and maintain healthy energy.* Available in nine delicious flavors.



Beachbody Performance™

- Adding Beachbody Performance Energize and Recover supplements can help you push through the most challenging SHIFT SHOP workouts and boost your recovery for an even better 3-week transformation.*



ActiVit® Multivitamins

- Your customers can incorporate this multivitamin into their routine to help support physical energy, immune health, a healthy metabolism, muscle recovery, and more.*



*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

**All products and flavors may not be available in your market.

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What's in the SHIFT SHOP DVD Base Kit?

BASE KIT: WHAT'S THE BENEFIT?	
Workouts	
6 cardio and strength workouts	Chris Downing's breakthrough program starts you off slow, with 25-minute workouts you can really do in Week 1. Then, just as your body adapts, he increases the workout length to 35 minutes in Week 2. Finally, when your body is primed and ready for its most significant results, he increases the workout length again—to 45 minutes in Week 3.
Bonus workout: Shift Core	Prepare to strengthen your core as you breathe through 9 sequential 1-minute ab-shredding exercises.
Bonus workout: Shift Mobility	Get ready for 20 minutes of focused stretching that helps alleviate tightness and gets you ready to continue the shift.
Fitness Tools	
Simple Shift Nutrition Guide	To keep your nutrition on track, this guide delivers the perfect balance of the right foods at the right time—by reducing starchy carbs while ramping up proteins and veggies week by week—so you can stay focused and get your best results.
SHIFT SHOP Jumpstart Guide	No sitting idle. The SHIFT SHOP is all about fast results. In 4 simple steps, this guide will help you start achieving your goals on Day 1.
3-Week Rapid Rebuild Calendar	Your road map for success. The wall calendar shows you which workout to do each day, helping you shift from the body you have to the body you want.
Beachbody Agility Markers	<p>Want to accelerate your SHIFT SHOP results? This is your secret weapon. You'll develop agility and coordination with drills that have you navigating around, over, and between the markers, reacting to the trainer's color "callouts."</p> <p>NOTE: The DVD kits include the 4 color-coded agility markers. They are also sold separately for Beachbody On Demand members. To order your agility markers, talk to your Team Beachbody® Coach or go to TeamBeachbody.com (Printable agility markers can also be found on Beachbody On Demand.)</p>



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What's in the SHIFT SHOP DVD Deluxe Kit?

Everything in the DVD Base Kit, plus additional workouts and tools to help you supercharge your results.

DELUXE KIT: WHAT'S THE BENEFIT?	
Additional Workouts	
Super Speed :50	Adding in the Beachbody PT Sandbag or a dumbbell, this workout features 3 rounds of calorie-scorching drills, designed to shift your endurance levels into high gear.
Super Strength :50	3 rounds of resistance intervals designed to challenge your strength using the Beachbody PT Sandbag or a set of dumbbells. This workout will test your body and your mind.
Super Shift Core	Take the Beachbody PT Sandbag or a dumbbell to the mat for 9 intense 1-minute core-focused exercises.
Additional Fitness and Nutrition Tools:	
Beachbody PT Sandbag	Add a new form of resistance to your workouts with this easy-to-use training tool that helps sculpt and tone your entire body.
3-Week Deluxe Calendar	Ready to shift your results into high gear? This schedule incorporates your three deluxe SHIFT SHOP workouts into 3 more weeks of total-body reinvention.



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CHALLENGE PACKS

All-in-one solutions that can help your customers get great results with SHIFT SHOP.



SHIFT SHOP Annual Beachbody On Demand & Shakeology Challenge Pack[†]

- Streaming access to the SHIFT SHOP Base and Deluxe workouts and printable fitness tools (including digital printable agility markers; physical agility markers sold separately).
- Your first 30-day supply of Shakeology.
- Your Annual Beachbody On Demand Membership includes access to dozens of world-class Beachbody programs. Your membership also includes access to Beachbody's cooking show—FIXATE.
- Portion Fix®, the easy-to-follow nutrition system with seven color-coded containers (to make meal prep even easier), a Shakeology shaker cup, and a guide packed with recipes and everything you need to know to maintain healthier eating habits.



SHIFT SHOP Annual Beachbody On Demand Performance Pack[†]

- Streaming access to the SHIFT SHOP Base and Deluxe workouts and printable fitness tools (including digital printable agility markers).
- Your first month supply of Beachbody Performance Energize (40 servings).
- Your first month supply of Beachbody Performance Recover (20 servings).
- Your Annual Beachbody On Demand Membership includes access to dozens of world-class Beachbody programs. Your membership also includes access to Beachbody's cooking show—FIXATE.
- Portion Fix, the easy-to-follow nutrition system with seven color-coded containers (to make meal prep even easier), a shaker cup, and a guide packed with recipes and everything you need to know to maintain healthier eating habits.



SHIFT SHOP DVD & Shakeology Challenge Pack[†]

- SHIFT SHOP DVD Base Kit (including 4 color-coded Beachbody Agility Markers).
- Your first 30-day supply of Shakeology.
- FREE 30-day trial membership to Beachbody On Demand, which includes access to dozens of world-class Beachbody programs. Your membership also includes access to Beachbody's cooking show—FIXATE.



Shakeology & Portion Fix Challenge Pack[†]

- Your first 30-day supply of Shakeology.
- Portion Fix, the easy-to-follow nutrition system with seven color-coded containers (to make meal prep even easier), a Shakeology shaker cup, and a guide packed with recipes and everything you need to know to maintain healthier eating habits.

Please note: This is a great tool for reaching out to existing Beachbody On Demand members, to help get them back on track.

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[†]Challenge Packs, Performance Packs, and Beachbody On Demand memberships contain subscriptions and memberships which automatically renew. Please consult your country-specific price list in the Coach Office for full details.

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