

3 STEPS TO SHARE SHAKEOLOGY® GUIDE

1. LEARN THE ESSENTIALS ABOUT SHAKEOLOGY**:

Become familiar with some of the key information about Shakeology.

A. Focus on Nutrition: Good nutrition is for everyone and is critical for good health, to feel great, and get results from a fitness program.

Describe how you feel when you have poor nutrition.

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- EXAMPLES:*
- Irritable
 - Sluggish
 - Tired
 - Cravings

How do you feel now that you are using Shakeology? What's changed for you?

- -
 -
 -
- EXAMPLES:*
- More energy
 - Better results
 - Less cravings
 - Happier

2. SHARE YOUR EXPERIENCE:

The most effective way to share Shakeology with others is through your own experience. Please review the section "Sharing Shakeology Do's and Don'ts" on the flip-side of this document to help you articulate your story in the most effective and compliant way.

Tell your Shakeology story: There is a saying: 'facts tell but stories sell'! Your personal experience matters more to people in their decision to use Shakeology than the 'facts'. Think about your experience so far with Shakeology and identify how you can share your enthusiasm about it with others.

My Favorite Recipe:

B. What Shakeology Does: Review '5 Things Shakeology Does for the Body' (other side). Pick a few points that resonate with you and describe how you'll share them with others.

C. Benefits of Shakeology: Review 'Key Benefits of Using Shakeology Regularly' (other side). Pick a few points from each section and describe how you'll share with others why they're important to you.

3. USE SHAKEOLOGY TOOLS:

Where are the tools & marketing aids?

Coach Office Mobile: login ->  (three lines) -> Marketing Tools -> Product Tools
Coach.Teambeachbody.com

Desktop/laptop: login -> Coach Online Office -> Sales & Marketing -> Product Tool Kits
Teambeachbody.com

Shakeology videos to share:

What is Shakeology and why should I drink it?: <https://youtu.be/r6Y88yEJ7Co>
 Tony Horton Checks Out Shakeology: <http://bit.ly/ZCAq7Y>
 The Shakeology Breakthrough: <http://bit.ly/2bvICT3>
 Shakeology is a key to weight loss: <http://bit.ly/2ih6s7M>

Learn more!



1. Inside Shakeology
 - [Podcast](#) (search 'inside Shakeology' in iTunes)
 - [YouTube](#) (subscribe to Shakeology channel)

2. Shakeology.com

SHAKEOLOGY® QUICK REFERENCE FOR COACHES

3 KEY REASONS WHY OUR BODIES NEED SHAKEOLOGY

1. **Most people struggle with proper nutrition.** (nutrition is a key element to health and getting results from a fitness program)
2. **The majority of foods people eat are nutrient deficient.** (processed, chemically altered and nutrient poor food is common)
3. **Our body is under constant stress.** (lifestyle and environmental factors (pollution, chemicals, etc.) create stress on our body and it needs consistent, good-quality nutrition to be able to cope with these stressors and function properly)

MORE THAN JUST A 'SHAKE'

It's important that you understand how nutritious and diverse Shakeology is! Each serving give you incredible benefits from:

Exotic Superfoods
Pre and Probiotics

Phytonutrients
Enzymes

Complex proteins
Herbs & Botanicals

Antioxidants
Adaptogens

5 KEY THINGS SHAKEOLOGY DOES FOR THE BODY**

1

Clinically shown to help you lose weight

2

Helps reduce cravings

3

Supports healthy blood sugar levels

4

Supports nutrient absorption & healthy digestion

5

Helps support lean muscle

KEY BENEFITS OF USING SHAKEOLOGY REGULARLY**

Practical Benefits

- Convenient
- Perfect portion
- Tastes delicious
- Every batch is thoroughly tested for safety and nutrient potency

Nutritional Benefits

- An easy source of dense nutrition
- Powerful, exotic ingredients
- No artificial colors, flavors, sweeteners, or preservatives

Result Benefits

- Supports healthy weight loss
- Maintain results and avoid the 'yo-yo' dieting cycle
- Simple way to stay committed to a healthier lifestyle

SHARING SHAKEOLOGY DO's AND DONT's

Green Light

- Share your experience with Shakeology daily
- Encourage using multiple flavors (to help avoid flavor fatigue)
- Share the 30-day money-back guarantee



Red Light

- Don't make claims that Shakeology treats or cures any disease or other medical condition
- Don't refer to Shakeology as a 'protein shake'
- Don't try to be a scientist or doctor



IMPORTANT TIPS TO HELP YOUR NEW SHAKEOLOGY CUSTOMERS

Helping your new customers know how to prepare Shakeology properly will have a big impact!

- 1- Share easy Shakeology recipes! What is your favorite? More recipes at: <http://www.shakeology.com/shake-recipes>
- 2- Create a short video (or a one-page print out) that shows how to prepare Shakeology in a way that creates the best experience.

*for more information on the ingredients in Shakeology, please refer to the Shakeology tools in the Coach Online Office

**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.