

**LIFT.
HIIT.
REST.
REPEAT.**

LIIFT4™

What is LIIFT4™?

LIIFT4 is an efficient, no-nonsense 8-week program that combines weightlifting and calorie-burning High Intensity Interval Training (HIIT) with the nutrition and supplements needed for a complete body transformation. The moves are based on classic lifting techniques that let you isolate, stabilize, and focus each rep on the muscle group you're working. You work out just 4 days a week, with 3 strategically chosen recovery days. Every workout is 30–40 minutes and ends with a quick core routine. There are no gimmicky moves, no overly complicated routines, and no opportunity for boredom because you'll do all 32 workouts of the program in real time with Joel and the cast—never doing the same workout twice.

What's in LIIFT4?

WHAT'S INCLUDED		WHAT'S THE BENEFIT?	
WORKOUTS			
32 Unique Workouts		Just 4 days a week, each workout will target either the chest and triceps, back and biceps, shoulders, or legs—and end with a core-burning ab routine. Since each workout is filmed in real time, your customers will never do the same workout twice.	
2 Recovery Day Stretch Routines		Designed by Joel to help relieve soreness; increase flexibility, mobility, and range of motion; and speed muscle recovery.	
TOOLS			
LIIFT4 Program & Nutrition Guide (printed and digital)		Your customers are going to build muscle and burn a ton of calories. We've put together a simple way to help keep your body fueled and primed for success—even including an optional “cheat day.” There are no gimmicks, no complicated recipes. Just 5 easy steps designed to deliver serious results.	
LIIFT4 Vegan Nutrition Guide (digital only)		This PDF will help vegan customers get the LIIFT4 results they're looking for.	
LIIFT4 Calendar (printed and digital)		The best way to achieve optimal results with LIIFT4 is to “check off” your progress along the way. Plus it'll help you know which format you're doing and the body parts you're working each day.	
LIIFT4 Weight Progression Tracker (printed and digital)		To end up with a fully ripped physique, you have to push yourself. Your customers will want to track how much weight they lift in each set, so they'll know how to increase the weight over time. LIIFT4 is about making progress—and the weights you select are the catalyst for improvement. But remember, maintaining great form is key for every move.	
Instructional Video on Lifting		Before your customers begin working out, they can watch the HOW TO LIIFT4 video on the Workout List>Get Started page on Beachbody® On Demand. This is Weightlifting 101, covering weight selection, proper lifting form, and safety tips. It's a free video that your prospects and customers can use to preview the LIIFT4 program. And it's especially valuable for those who may be intimidated by weightlifting as a way to develop the bodies they want.	
Supplemental Videos		Joel also provides weekly READY FOR LIIFT OFF videos, guiding your customers through what to expect during each week of the program.	

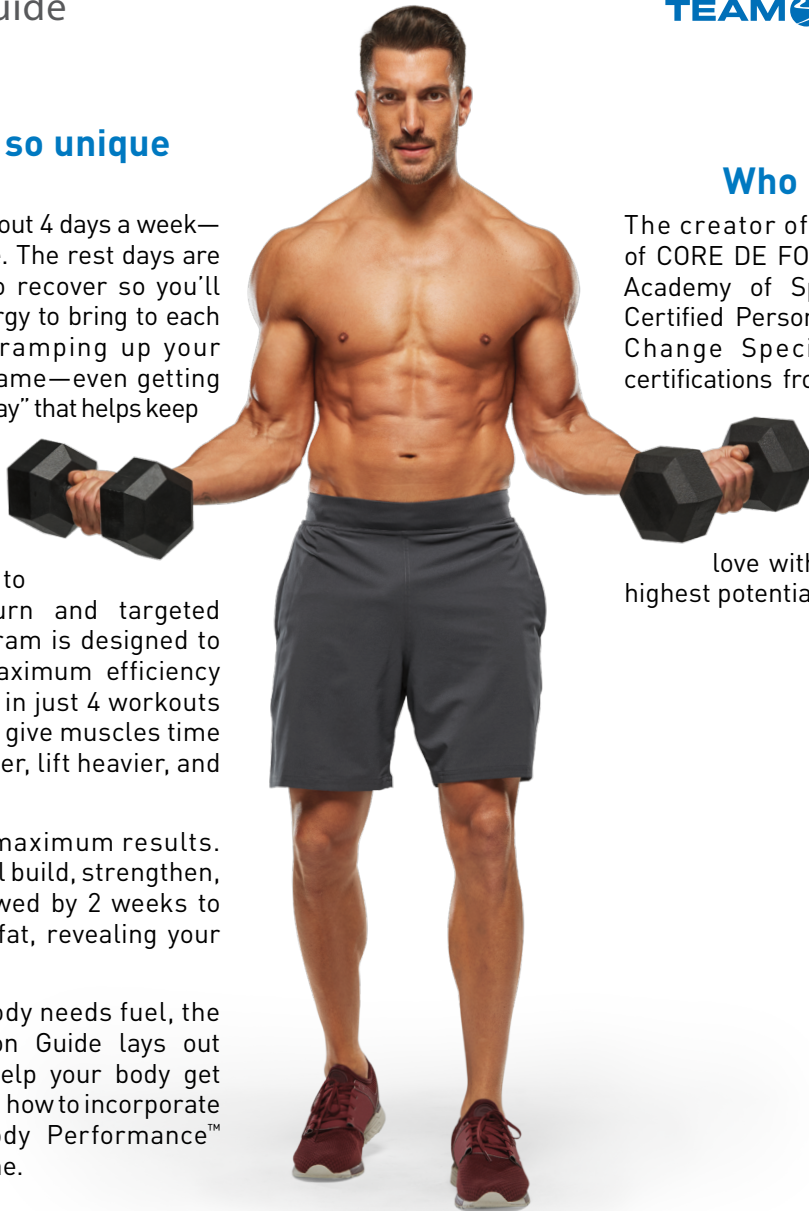
What makes LIIFT4 so unique and effective?

Because you're only working out 4 days a week—you'll be able to live your life. The rest days are strategic—they allow you to recover so you'll have more strength and energy to bring to each workout. Plus, you'll be ramping up your nutrition and supplement game—even getting an optional nutritional "cheat day" that helps keep you motivated and committed.

Each workout is structured to keep your heart rate up, through tempo lifting and timed HIIT intervals, to help maximize calorie burn and targeted muscle-building. This program is designed to work smart, giving you maximum efficiency and hitting your entire body in just 4 workouts a week. The 3 recovery days give muscles time to rest so you can push harder, lift heavier, and get better results faster.

There are two phases for maximum results. For the first 6 weeks, you will build, strengthen, and define your body, followed by 2 weeks to burn through calories and fat, revealing your ultimate physique.

And since a hardworking body needs fuel, the LIIFT4 Program & Nutrition Guide lays out everything you'll need to help your body get maximum results—including how to incorporate Shakeology® and Beachbody Performance™ supplements into your routine.



Who is Joel Freeman?

The creator of LIIFT4 and co-creator of CORE DE FORCE®, Joel is a National Academy of Sports Medicine (NASM) Certified Personal Trainer and Behavior Change Specialist. He also holds certifications from the American Fitness Association of America (AFAA) and the American Council on Exercise (ACE). His greatest passion is helping people fall in love with fitness and reach their highest potential.

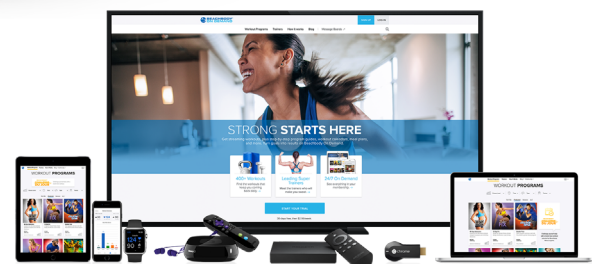
Where can my customers find LIIFT4?

LIIFT4 launches on Beachbody On Demand on October 1st. But **VIP Early Access** will go live on July 16th, with the purchase of any LIIFT4 pack, bundle, or LIIFT4 VIP Early Access Digital Only. If you want to take advantage of VIP Early Access, we recommend that you purchase LIIFT4 as early as June 11th on TeamBeachbody.com, so you can receive all of the materials you'll need to get started.

Where can my customers access LIIFT4 workouts, program materials, and related content?

Visit **BeachbodyOnDemand.com** to:

- Stream the LIIFT4 workouts from your laptop, smartphone, tablet, or TV, as soon as July 16th with VIP Early Access
- Access digital program materials: LIIFT4 Program & Nutrition Guide, Calendar, and Weight Progression Tracker
- Watch weekly READY FOR LIIFT OFF videos, where you can go behind the scenes with Joel and the cast as they go through the program



You can also stream Beachbody On Demand on your TV with:

Apple TV®

Roku
Players

amazon fireTV

Google Chromecast

or download the FREE app



How is Shakeology integrated into LIIFT4?†

The human body is unbelievably complex, as are its daily nutritional needs. To take on challenges like LIIFT4, and continue to change for the better, the body needs to fire on all cylinders. That's why Joel is a huge fan of Shakeology. With just one simple, delicious shake, your body isn't just fed—it's fueled in a way that helps you look and feel your best. Made without compromise, Shakeology was crafted with a blend of premium proteins, fiber, probiotics, and essential vitamins and minerals needed to help your customers get the most out of LIIFT4.*

Drinking Shakeology is the one thing your customers should do every day.

How is Beachbody Performance integrated into LIIFT4?†

To help push LIIFT4 results even further, Joel's added the performance- and recovery-boosting benefits of Beachbody Performance supplements to your nutrition routine on workout days. This helps provide more energy during workouts and speed muscle strength recovery so your customers can hit it again and again.*

What equipment is needed?

Just a set of light, medium, and heavy weights (depending on your fitness level), or you can substitute with resistance bands.

WEIGHTS (LIGHT, MEDIUM, HEAVY)



What are the LIIFT4 pack options?

To help you and your customers decide which option is best, see the [Comparison Chart](#) on page 5.

To whom should I promote the LIIFT4 program?

RETAILING TIPS	
Customer need:	Why LIIFT4?
Intermediate-to-advanced exercisers who want to take their results to the next level	If you already have a base level of fitness and want to challenge yourself in new ways, you'll love how Joel structures the 32 workouts over 8 weeks. 6 weeks of comprehensive workouts to help build lean muscle followed by 2 weeks to shred your body, revealing your ultimate physique. And here's the best part: Because you can always challenge yourself by increasing your weights, there's no limit to the results you can achieve with LIIFT4.
Those who want results without having to devote a lot of time	This is Beachbody's first program that requires you to work out just 4 days a week for only 30–40 minutes. The 3 strategically placed recovery days allow your muscles to rest and rebuild, so you can come back stronger and harder. That's how LIIFT4 provides better results in less time.
Those who enjoy basic weightlifting, but who want to end up ripped rather than bulky	The program features classic lifting techniques that let your customers isolate, stabilize, and focus each rep on the muscle group they're working. Plus, your customers get to control the amount of weight they use, which helps determine how much strength they'll add. Then, the High Intensity Interval Training (HIIT) cardio burns through the excess fat. And all along the way, the nutrition plan promotes lean-muscle development and healthy weight management. This is how you end up both strong and shredded.
Those who get easily bored working out	Your customers will never get bored, because they'll never do the same exact workout twice. They'll tap into the energy of a live workout with Joel, as he leads them through every single workout of the program in real time.

What are the key tactics to successfully promote the LIIFT4 program?

- Create interest in the program on social media by sharing why you're excited about the program—without using the LIIFT4 name! Talk about what excites you most and what you're experiencing (if you've already started), and then subtly let people know they can reach out to you if they want to know more.

Strategically promote your Challenge Group (3 steps):

1. Create anticipation by teasing on social media you've got a big announcement to make.
2. Create a fun theme and name around the group and promote the key things people can get from the group.
3. Announce that there are limited spots available in the group and share how people can get into the group. As people show interest, even if it isn't a firm "yes," give them a spot, then share that spots are filling up! (Note: If you're using Facebook, Instagram Stories, or Snapchat, do these three steps in three separate videos. If you're using Facebook or Instagram posts, do step 1 in one post and then steps 2 and 3 in a second post.)

As people like, comment, or view your social media posts/videos, strike up a conversation with them offline and try to connect with them. Use the videos and other tools for the program to share information with them and invite them to join you.

What tools are available to promote the LIIFT4 program?

As a Coach, you should familiarize yourself with the following tools, available in the Coach Office, to help promote and sell the program:

- LIIFT4 sizzle video.
- A detailed Challenge Group Guide with tips from Joel. Includes videos from Joel that you can post to the group.
- A unique 30-minute full-body sneak-peek workout that contains a sampling of moves from LIIFT4. Joel cues the viewer, inspires the viewer, and talks through all the amazing benefits of LIIFT4. This is an incredible sales tool that not only allows customers to experience a LIIFT4 workout, but also helps them learn everything they need to know directly from Joel, as he speaks about the program in his own words.
- HOW TO LIIFT4 video. Perfect for customers who are either unfamiliar with lifting or intimidated by it. Joel makes it simple and accessible. He breaks down the weights your customers will need for the program. He also talks about safety and demonstrates proper lifting form. This is an invaluable tool for anyone who wants to hit the ground running on Day 1.

Products Joel recommends with LIIFT4:†

- **Shakeology** gives your customers a strong nutritional foundation each day. The human body is unbelievably complex, as are its nutritional needs. Shakeology is crafted with this in mind. It has a blend of premium ingredients that are pretty hard to get from the average diet, let alone track down in a grocery store. In one easy and delicious shake, your customers will get key nutrients to help take on the challenge of change. That's why Joel starts out every morning with a glass of Shakeology. Your customers should, too.*
- **Beachbody Performance** supplements are specifically written into the LIIFT4 plan and can help your customers make the most of every workout, increase energy, aid in muscle strength recovery, and maximize their results.* Here are the recommended Beachbody Performance products:†
 - **Energize**
 - **Recover**
 - **Hydrate**
 - **Recharge**
 - **Creatine** (an option for those looking to build serious muscle mass)
- **BEACHBAR®** delivers 10g of protein and 4g of fiber in a delicious 150-calorie bar, making it the perfect snack to help keep your results on track.



*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.

**Challenge Packs, Completion 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.

†All products, flavors, and configurations may not be available in your market.

App Store, Apple logo, and Apple TV are trademarks of Apple Inc, registered in the US and other countries. Roku is a registered trademark of Roku, Inc. in the United States and other countries. Amazon, Kindle, Fire, and all related logos are trademarks of Amazon.com or its affiliates. Google Play, Chrome, Chromecast, and the Chrome logo are trademarks of Google LLC.

© 2018 Beachbody, LLC. All rights reserved. Beachbody, LLC is the owner of the LIIFT4, CORE DE FORCE, Shakeology, Beachbody Performance, BEACHBAR, Beachbody, and Team Beachbody trademarks, and all related designs, trademarks, copyrights, and other intellectual property. All other trademarks are the property of their respective owners.

LIIFT4™ PRODUCT COMPARISON GUIDE

There is a selection of LIIFT4™ products designed to help you get the best results. First, find the product that’s right for you.

