

## Tony Horton's Book Tour

Ideas for Coaches to consider:

- **START KEEPING A LIST** of everyone you know who is doing or has done P90x, Power 90 or Ten Minute Trainer (you should keep track of everyone you meet who has done any of our programs). You can get their information by saying something like:

"I'm a Coach for Team Beachbody and I'm often given advance notice when \_\_\_\_\_(Name the Trainer) is coming to town for an appearance or a live work-out. If you'd like, I'll take your e-mail and let you know when hear something."

- **Ask for referrals.** Use the following language in an e-mail to friends and family:

"I need your help to get the word out on something fun.

Tony Horton, the celebrity trainer best known for his P90x program, has authored a new book called "Bring it!" and he's coming to \_\_\_\_\_ (name the city) for a book signing and a workout. I've been asked to help organize the event and to help get the word out to those who have worked out to P90x or who want to meet Tony.

If you know someone who is a P90x or Tony Horton fan, will you forward this e-mail to them or introduce me to them via e-mail so I can help make this special event a success? (The workout is free for those who buy the book for \$20 – he normally gets several hundred dollars per hour to lead a live workout).

- **Give the Book** (and registration for the event) as a Christmas present to a family member or friend you know who could be a great coach or customer. Register online before we sell out in your market.
- **Facebook or twitter post:** "I've been asked to help organize a live workout for Tony Horton (P90x). I can get pre-sale tickets (book w/live workout for \$20). Interested?"