

Freedom **REVOLUTION**



S T A R T E R G U I D E

www.TheFreedomRevolution.com

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CONGRATULATIONS!

Welcome to the Juice Plus+ Company!

What an exciting decision you have made to partner with us on our mission of inspiring healthy living around the world!

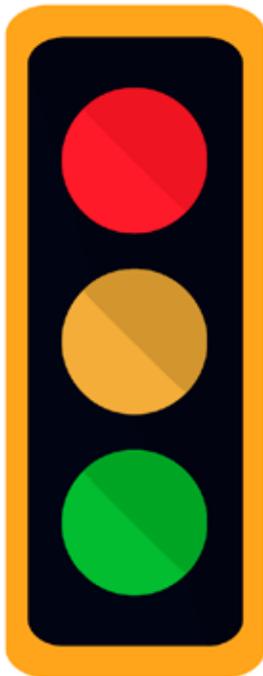
MAKING YOUR LIST

This is where it gets fun! Who are the first people you would like to share Juice Plus+ with? Jake & Jenna Rude, NMD share a fun and easy way to start brainstorming a list of people in your life who you can tell about Juice Plus+!

Start off by quickly filling out at least 30 names right now on your Memory Jogger (minimum!) Then, before you meet with your sponsor or upline support for your Startup Meeting, add as many more as possible! If you're not sure what the next steps would be for someone, just leave that section blank and you can discuss it during your Startup Meeting. The more names, the better!



MAKING YOUR LIST



RED Distant friend or someone you recently met. Someone you admire but don't personally know.
Relationship Conversation Goals: Build the relationship to a Yellow. Ask questions and identify connections.
"How have you been? Let's find a time to catch up!"

YELLOW In your network of friends or colleagues. On a first name basis with a few connections.
Relationship Conversation Goals: Continue to build the relationship. Ask questions, identify connections, and invite to learn more on a call or at an event.
"I thought of you because... would you be open to?"

GREEN Close friends and family. People you can comfortably call or text.
Relationship Conversation Goals: Invite to your Launch Zoom, Invite to Events, Share Your Story
"I respect your opinion as my friend...I think I might have something that can help you..."

ASK QUESTIONS ➔ IDENTIFY CONNECTIONS ➔ INVITE TO LEARN

MEMORY JOGGER

SHARING YOUR PRODUCT STORY

Your own story is your most powerful tool in growing your business and impacting lives. There is a simple way to craft a powerful product story... even if you're just getting started with taking Juice Plus+! In this video Kim McColl, NMD will teach you how to craft your Juice Plus+ story.

Think about the questions below and then fill in the blanks using descriptive, personal, and emotional language. Then, re-write your complete product story as a paragraph. It doesn't need to be perfect- you can always improve it during your Startup Meeting. If you are new to taking Juice Plus+, focus on your peace of mind and what you are hoping Juice Plus+ will do in your health over time.

Think about these questions, then fill in the blanks below.

- What was life like before you started eating Juice Plus+?
- Were there any negative emotions associated with that? What were they?
- What attracted you to Juice Plus+?
- Describe the changes you are experiencing since adding Juice Plus+ (or changes you are hoping for).
- How do or will those changes affect the quality of your life? What is the emotional impact?

BEGINNING

_____ years/months/days ago, I was _____

MIDDLE

Then, I learned about a simple way to flood my body with 30 fruits and vegetables every single day. I can't believe the difference it has made in my health.

END

Now I'm _____

I'm so thankful that I learned about Juice Plus+!

SHARING YOUR BUSINESS STORY

Just like your Product Story will intrigue others to take a closer look at our products, your Business Story will attract others to consider joining your team! In this video Michelle Ball, NMD will teach you how to craft a powerful Juice Plus+ business story, even if you're brand new!

Think about the questions below and then fill in the blanks using descriptive, personal, and emotional language. Then, re-write your complete business story as a paragraph. It doesn't need to be perfect- you can always improve it during your Startup Meeting. If you are new to the business, focus on your vision for what this business will do in your life.

To create an effective business story use the Acronym, "P.L.O.T."

- **Pain** – What areas of your life were you dissatisfied with that made this business attractive to you?
- **Lesson** – What have you realized that you need to do in order for things to get better? (i.e. I realized we needed some financial relief in order to reduce stress.)
- **Opportunity** – What are the features of the Juice Plus+ Company that is exciting for you? Why is this an awesome opportunity for you? (i.e. I can fit it into my already busy schedule, while earning a part-time income.)
- **Triumph** – What have you already accomplished with your business or what are you going to accomplish that will be a triumph to celebrate? (i.e., pay off debt, be home with my children, etc.)

PAIN

I used to/I am/I work as _____

I enjoy it because _____

LESSON

The problem is/was _____

I realized that _____

OPPORTUNITY

Then, I found the Juice Plus+ Company and my life changed in a great way. I got healthier and decided to build a business helping others get healthier too! And, I'm having fun doing it!

I love that _____

TRIUMPH

Now I'm celebrating _____

And, I love that I get to help others realize their dreams too! Would you like to take a look at what I do or maybe you know someone who would like to join me in this mission!

EVENTS

Tapping into the power of events will make sharing Juice Plus+ easier and more fun! Events really are the lifeblood of our business and there are so many wonderful kinds that you can personally host or connect with. In this video Danette Blair, NMD & Lori Kendall, NMD will teach you about different types of events and how you can take advantage of each.

There are many kinds of events that you can do. Take a look at the list below and put a ★ next to the ones that you would find the most fun!

- Workshop on a health topic (smoothie prep, salad in a jar, etc.)
- In-home party/pot-luck
- Coffee conversations
- Health Professional event in your area
- Three-way connection with someone else in the business
- Online event
- Facebook group
- Zoom video call with family and friends
- Another type of event (describe it below... be creative and have fun!)

EFFECTIVE INVITING

Now that you have made a list of people you would like to share with, developed your story, and have some ideas for event, it's time to invite! In this short training Leslie Chermak, NMD will teach you some simple tips to invite effectively.

Jot down some "key take-aways" as you listen to this training.

Write out a sample invitation that you would feel comfortable with based on what you learned in this training. Remember to be authentic, sincere, excited, and keep it personalized for them. Share this sample invitation with your sponsor at your Startup Meeting.

SOCIAL MEDIA SUCCESS

Social Media is a powerful way to bring value to people and to share our message with the world! There is a specific way to share on Social Media that is very effective and it is important that you understand the basic concepts from the beginning, before you begin posting anything about Juice Plus+! In this short training you will learn how to effectively use Social Media to build your Juice Plus+ business.

MY “DREAM TEAM”

Person I would love to work with: _____

How do you know them? _____

Why do you think this would be a great fit for them? _____

What do you respect or admire about them? _____

Person I would love to work with: _____

How do you know them? _____

Why do you think this would be a great fit for them? _____

What do you respect or admire about them? _____

Person I would love to work with: _____

How do you know them? _____

Why do you think this would be a great fit for them? _____

What do you respect or admire about them? _____

Person I would love to work with: _____

How do you know them? _____

Why do you think this would be a great fit for them? _____

What do you respect or admire about them? _____

WHAT'S NEXT?

Now that you have finished the initial training series, Beverly Grandison will share the next steps on your journey with you!

Make sure you have completed the following:

- I wrote down why I made the decision to partner with this company and my vision of what it could do for me.
- I filled in at least 30 names on my Memory Jogger (and will keep adding to it!)
- I wrote out a draft of my Juice Plus+ Product Story.
- I wrote out a draft of my Juice Plus+ Business Story.
- I identified a few types of Juice Plus+ events that I would enjoy.
- I wrote out a sample invitation to these events.
- SOCIAL MEDIA - I listened to the "Effective Follow-Up" training and took notes.
- I made a list of four people who I would love to work with and described how I know them, why I think this would be a great fit for them, and What I respect or admire about them.
- I have scheduled a time for my Startup Meeting with my Juice Plus+ sponsor or upline support.

WELCOME TO THE JUICE PLUS+ COMPANY!

We wish you success, fulfillment,
and tons of fun!

OFFICIAL JUICE PLUS+ RESOURCES

www.JuicePlusVirtualOffice.com

Your online office to place and manage orders and keep track of your team.

www._____.JuicePlus.com and **www._____.TowerGarden.com**

Your personalized Juice Plus+ and Tower Garden websites to share with others. To set up your websites, log in to your Virtual Office ► My Personal File ► Websites

www.HealthyLivingRevolution.com

A website to share free health resources with others. Free cookbook, children's program, educational webinars and more.

www.Shred10.com

A website to share information with others about the Shred10® health program.

www.TheFreedomRevolution.com

A website to share information and stories with others about the Juice Plus+ business. To log in to the "Getting Started," "FAQ," "Marketing Plan," and other sections, please use the password "revolution."

Healthy Living Revolution Representative Resource Center

A password-protected website that houses many valuable resources for Juice Plus+ representatives including:

- Monthly Theme resources for social media
- Images to share online
- Power Point presentations
- Scripts for online and in-person events
- Shred10® program and promotional resources
- and much, much more!

To access these resources:

1. Go to www.HealthyLivingRevolution.com
2. Scroll to the bottom of the page
3. Click on the small wheel in the bottom right corner
4. Enter password "revolution"

Contact the Juice Plus+ Company

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Thank you to all of our contributors!

For more resources, please visit www.HealthyLivingRevolution.com.
