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# EVENT INVITING VERBIAGE

## MAKE A PERSONAL CONNECTION

**If you are inviting a busy mom:** "I think you'll love meeting some of my friends who have had the same challenges as you. I know you're a busy mom and getting enough fruits & veggies into your body when you're always on the go can be challenging! If I send you an invite, would you be open to coming?"

**If you are inviting a Gen Y who may be challenged with their job:** "Wow, I can't wait for you to meet some of my friends who have been able to avoid the job market by creating a business for themselves."

## STRESS THE URGENCY OF THE EVENT

"We only have these events twice a year and I'm so excited to have you be part of this one! I think it will be our best ever. Please leave your wallet at home. I can't wait for you to hear this wonderful information!

"This speaker has never been here before and I'm not sure when they will be here again."

## GET A COMMITMENT, NOT A "I'LL TRY TO MAKE IT"

"I'll reserve a ticket for you." or "I'll pick you up and we can ride together."

**If the event is at your home:** "Would you mind bringing me some bananas for the smoothies?".

## WHO WILL YOU INVITE?

Review your Memory Jogger. Make a specific invitation list for each event.  
Invite with a selfie video!



## ALWAYS FOLLOW UP WITHIN 48 HOURS AFTER THE EVENT

### Follow-up Questions:

1. What did you like best about the event?
2. Does Juice Plus+ make sense to you? What questions do you have for me?
3. Adding JP+ was the best decision I ever made. Would you like to get started?

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# EVENT INVITING VERBIAGE CONTINUED

## INVITING TO A PRODUCT EVENT

**Intro** - "Hi! I hope you're doing well \_\_\_\_\_ (i.e. I loved seeing your kids on Facebook!)

**#1** Well, you know how health conscious I am? As it turns out, I wasn't as healthy as I thought. I recently learned about a simple change I could make and it's made a huge difference for me! There's an event on Tuesday explaining more about what I'm doing and I'd love to have you join me to learn. If I send you details, would you tune in? (SEND FLYER)

**#2** We learned about a simple way to add over 30 fruits and vegetables to our diet and it has made a huge difference. I'm hosting an event to share more on Thursday night and I would love to have you join me. If I send you an invitation would you come/tune in? (SEND FLYER)

**#3** Tomorrow night my friend Kaley will be sharing her health journey on an online webinar and we will also be sharing the importance of whole food nutrition. It will be a great opportunity to learn more about Juice Plus+ too. I know you were previously interested so I thought this would be a fun way to learn more! If I send you an invitation would you come/tune in (SEND FLYER)

**#4** You know how much I love smoothies! This Sunday I'm having some friends over and I'd love for you to be one of them. I'll be making different kinds of smoothies and we'll talk about health. We made a simple change recently that's making a huge difference in our health, and I'm excited to share that with people I care about. If I send you an invitation would you come tune in? (SEND FLYER)

**#5** Oh my goodness, I think you'll love meeting some of my friends who have had the same challenges as you. In fact, one of the speakers has 2 children and she's going to have a lot of great tips on how to get them to eat healthier." or "I thought of you because I know you're a busy mom and getting enough fruits & veggies into your body when you're always on the go can be challenging! If I send you an invite, would you be open to coming?" (SEND FLYER)

**#6** Hi! Do you want to have a night out on Thursday and come with me to a nutrition talk? You know gut health is a hot topic right now that lots of people are talking about. But do you really know what it takes to have a healthy gut? Laura Dorsey will teach you simple things you can do every day to take care of your gut which can impact your energy, immune system, even your mental health!!! I have been listening to Laura teach about nutrition for the past few years now and every time I listen to her I'm on the edge of my seat! You will enjoy this talk so much! And if you have a friend or family member you think would like to hear her you're welcome to bring them too! I have 10 tickets reserved. How many would you like me to save for you? (SEND FLYER)

**#7** Hi Bill! I love all that I've been learning about nutrition! I'm so excited to share how we made one simple change in our health. It has made a huge difference! I'm having an event on Facebook this Thursday night at 8. Are you free for a few minutes? I'll add you to the private group and you can just jump on Facebook to see the posts. (SEND FLYER)

**#8** Hi Kelly! Each month I host a Salad in a Jar party at my home. It's so much fun! We each bring a topping and 5 mason jars, then we each make 5 salads to have ready for the week! Before we start making salads I will share a simple way our family adds 45 fruits and veg everyday and I'll make some smoothies, which I'm so excited to tell you about. I thought of you because I know you're a busy mom and you're always on the go! If I send you an invite, would you be open to coming? (SEND FLYER)

EXTRA COMMENT IDEA - I am so thankful I learned about this information and I want everyone that I know and care about to hear this too!

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# EVENT INVITING VERBIAGE CONTINUED

## INVITING TO A BUSINESS EVENT

**Intro** - "Hi! I hope you're doing well \_\_\_\_\_ (i.e. I loved seeing your kids on Facebook!)

**#1 Raving Fan Customer** - I know Juice Plus+ really makes sense to you (OR I know you love your Juice Plus!) and I love your story and I bet you are telling others about what you are doing. I wanted to share more with you about The Juice Plus+ Company and their mission to Inspire Healthy Living Around the World. I really believe you could make a difference by sharing your story! I'm hosting an event where you could learn more. I would love to have you join me on \_\_\_\_\_. If I send you an invitation would you come/tune in? (SEND FLYER)

**#2 Dream Team Friend** - I think the world of you and would love to spend more time with you. You have such a heart for others and you love health like I do! I would love to have you take a peek at what I'm doing to see why I love it so much. Maybe this could be a fit for you too. No worries if not. I'm hosting an event on \_\_\_\_\_. If I send you an invitation would you come/tune in? (SEND FLYER)

Hi, I was thinking about you because so many people have such respect for you. You are very thoughtful about what you become involved in and what you share with others. So many people listen to you and I just wondered if you might be open to seeing what I do. I would love to have your help in the mission of Inspiring Healthy Living Around the World. You have such influence and know so many people that I don't know... Would you be open to getting on the phone for a quick call to learn more from my friend who has been sharing JP for a long time. You will see that we are very real and authentic about sharing. (SEND FLYER)

**#3 Cost of JP+ issue** - I was thinking about our conversation about Juice Plus+. I know you see value in JP+, but you mentioned that cost is an issue. I would love to share with you how you could not only offset the cost of JP, but bring more money into your family's income by sharing this amazing gift with others. For \$50/year, you can join this awesome mission of inspiring others to healthy living. We could also spend more time together and have fun too! I'm hosting an event to share more. I would love to have you join me on \_\_\_\_\_. If I send you an invitation would you come/tune in? (SEND FLYER)

**#4 Dissatisfied with life** - I was thinking about you and the fact that you are \_\_\_\_\_ (i.e. unhappy with your job, don't have enough time with your kids, looking to make some extra income, wanting to be part of a positive community etc.). I don't know if you'd be interested, but I would love to show you what I just discovered. Maybe you could get excited too! I'm hosting an event to share more. I would love to have you join me on \_\_\_\_\_. If I send you an invitation would you come/tune in? (SEND FLYER)

**#5 Friend that you've already shared with** - I wanted to see if you would join me on \_\_\_\_\_ for an online event. I would love your support! I'll be sharing about Juice Plus+ and the company but I really want you to hear the stories that will be shared. They have encouraged me so much and I can't wait for you to hear them! (SEND FLYER)