

CUSTOMER JOURNEY



Step 1
Share the Shred10™

Shred10™ Presentation Book

One on One
In-Home Events
Online Events

Personalized Message Blitz

Personalize a short message asking, "If I send you a 3-minute video would you watch it?"

If they say, "no" don't worry about it and maybe come back later. If they say yes, send <https://vimeo.com/198061329>.

Step 2
Stories

Stories are POWERFUL

- Share your own story
- Connect with another person to share their story
- Show a story video from www.Shred10.com

Step 3
Follow-up

Ask questions and find out if they are ready to join a Shred10™

Follow up with information or video, if needed:

Follow-up Videos

1. More info re: Juice Plus+ = "Bridge the Gap" video [<https://vimeo.com/198148251>]
2. More info re: Complete = "Nutritionally Fit" video [<https://vimeo.com/198128490>]
3. More info re: CHS = "Children's Health Study" video [<https://vimeo.com/198128357>]

Step 4
Order

Which package is right for them?

- Ready for big changes? = Shred10™ (Premium or Shred10™ package)
- Big changes on a budget? = Shred10™ (Basic package - add trio later)
- Not ready for lifestyle changes now? = add Juice Plus+ trio and/or Complete

Share the pricing

Share the chart image with the benefits of each package (do not just tell the price)

Step 5
Educate

Share Educational Video

"Daily Detox with Shred10™" video by Dr. Mitra Ray
www.info.Shred10.com (coming soon)

It is very important that new customers watch this video before being added to the Facebook Group or getting any other resources. The best time for them to watch this video is while they are waiting for their product to arrive.

"Let me know once you've finished this video, then I'll add you to the Facebook group and you can get the rest of the resources!
I know you'll love the part where Dr. Ray talks about _____."

Step 6
Add to Facebook Group

New Shred10™ Facebook Group each month

- Welcome them into the group
- Encourage them to download and read the Shred Guide (files section)
- Engage with them... tag in recipes, posts, questions, resources, etc.
- Encourage them to share and participate in the group

Step 7
Customer Care

Turn Shred10™ Customers into Raving Fans

- Complete "Customer Profile" before Shred10™ begins (page 18)
- Engage in daily text message conversations (page 11)
- If they have questions, refer them to the Shred Guide or ask in FB group
- Be sure they are clear of the "Live It" guidelines in the Shred Guide
- Encourage them to share the Shred10™ with others
- Invite to become representatives if it is a fit for them