

# CRAFTING A COMPELLING STORY

## Do you work / What do you do?

I am a wellness coach, a nutrition educator, and a single mom. I love helping families get healthy. When people can't figure out how to eat right I offer Juice Plus® as a solution. Have you heard of it?

## What is Juice Plus®?

Juice Plus is an extraordinary f & v concentrate that has been put in capsule and a gummy for kids. I won't go a day without it. Would you like to know more?

## JUICE PLUS+ PRODUCT STORY

### I was attracted to Juice Plus® because...

I know how important f&v are and I know I don't get enough.

My kids don't eat anything green and...

I love the research. I've never seen anything like it.

### I decided to take Juice Plus® because...

It's the simplest way I know to get f&v in my kids

I have tried to eat right but I simply can't do it

It was something smart/good I could do for myself

I love the variety of fvg,g&b in my diet everyday

### I will continue to take Juice Plus® because...

I love the extra energy & stamina I get from it

The research proves that it's protecting my body

I love the way I feel and research demonstrates that it really works

I know it's the easiest thing to do to balance myself nutritionally

## BUSINESS STORY

I was **attracted to the J+ business** because

I **need** Juice Plus and it **made sense** that other people would too!

I love the people and I wanted to work with them

I was excited about being in business with my friends and working from home

I could start a business without changing my life

I **became** a Juice Plus **Distributor** because... **OR** I decided to share J+ because...

I am a mom and I knew I could make a big difference working p/t with Juice Plus and I'd still be able to spend the time I wanted with my family

I needed the extra money and I wanted to work from home

I like the idea of sharing health & wellness with others

I wanted to stay home and raise my own kids

I wanted a part-time business that would make a difference

**My goals** for my business **OR** What I want from this business are...

... to share J+ with my friends & family and make enough to stay home with my kids

...provide extras for my family w/o having to work outside the home

### **VISION BUILDING OPPORTUNITY and it's a critical part of the story**

...constantly changing. At first I wanted to get Juice Plus for the best price possible because I was putting my entire family on it. It wasn't long after sharing with my extended family that I was not only making enough to pay for my entire family's J+, but I was making the mortgage payment as well. Eventually I got brave enough to attempt to replace my corporate income and benefits. I am glad I did, because now I am a self supporting single mom and building the life of my dreams.

How about you, ... and I love how you are... have you ever thought about starting a home based business? If you have, I want you in mine. You'd be great at this!

## TRANSITION STATEMENTS

Have you heard that we should be eating 7-12 serving of f&v everyday?

Having good health is one of the most important things to you isn't it?

Is good nutrition a priority to you and your family?

What impact do you think diet has on your health?

What challenges do you face in eating healthy and getting your family to eat right?

How would you describe your current diet?

What are you doing on a daily basis to get the nutrition you need?

I don't know if this is for you, but it changed my life, would you be open to some info...

Let's listen/watch this CD/DVD / Come on along...

I pick you

I can't wait for you to meet...

Would you be open to some information on...

I understd how you feel, let me help you make an educated decision...

I need practice. It would help me if...

If I could show you a way... would you be interested ...?

Could you get excited about...?

Do you see the value in...?

Doesn't it make sense to...

Don't you deserve...?

Doesn't it give you confidence to know...?