

A group of people are seen from behind, sitting in a convertible car. Their arms are raised high, with hands open, reaching towards a bright, hazy sunset sky. The car's interior and dashboard are visible in the foreground. The overall mood is one of freedom and joy.

# *Freedom* REVOLUTION

## STARTER GUIDE

[www.TheFreedomRevolution.com](http://www.TheFreedomRevolution.com)

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## VERY IMPORTANT

To ensure that you don't lose any text typed into this document, please do the following FIRST.

1. Download the file to your computer
2. Save the .pdf on your desktop with a unique name
3. Enter text into the copy of the file that you downloaded
4. Save your file frequently

## CASTING VISION

What's possible with the Juice Plus+ Company? What's is your passion and excitement about partnering with this company and joining this mission? In this short training, Loren Lahav, NMD will help you see the many ways this business can help you expand your options and realize your dreams.

We're all driven for different reasons. Jot down why you made the GREAT decision to partner with this company. What's your vision of what it could do for you?

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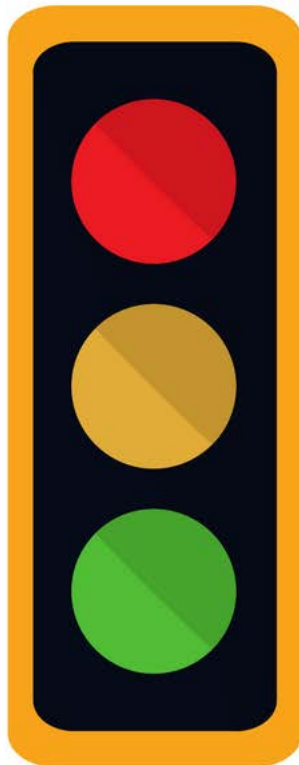
## MAKING YOUR LIST

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 brainstorm a list of people you can tell about Juice Plus+!

Start off by quickly filling out at least 30 names (minimum!) right now on your Memory Jogger. 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 first event and 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

[illegible]

## Memory Jogger

[illegible]

## Memory Jogger

[illegible]

## Memory Jogger

[illegible]



## Memory Jogger

[illegible]

## Memory Jogger

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## Memory Jogger

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## Memory Jogger

[illegible]

## Memory Jogger

[illegible]

## Memory Jogger

[illegible]

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# 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 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, rewrite 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 for your health over time.

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

- What was life like before you started taking Juice Plus+?
- Were there any negative emotions associated with that? What were they?
- What attracted you to Juice Plus+?
- Describe the changes you're experiencing since adding Juice Plus+ (or changes you're 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 over 30 fruits and vegetables every single day.

## END

Now I'm \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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



[illegible]

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# 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, rewrite 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 this acronym: P.L.O.T.**

- **Pain** – What is/was your background and what areas of your life were you dissatisfied with that made this business attractive to you?
- **Lesson** – What did you realize that you needed to do in order for things to get better? (ex. I realized we needed another stream of income in order to reduce financial stress.)
- **Opportunity** – What are the features of the Juice Plus+ Company that are 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 \_\_\_\_\_

The problem is/was \_\_\_\_\_

## LESSON

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?

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## 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 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
- Healthcare 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!)

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## EFFECTIVE INVITING

Now that you've made your networking list, developed your story, and created event ideas, it's time to invite! In this short training, Leslie Chermak, NMD will teach you some simple tips to effective invitations.

Jot down some key takeaways as you listen to this training.

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Write out a sample invitation that you would feel comfortable with based on what you learned in this training. Use your own authentic voice to create an upbeat, personalized message. Share this sample invitation with your sponsor during your Startup Meeting.

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## SOCIAL MEDIA SUCCESS

Social media is a powerful way to bring value to people and to share our message with the world! There's a specific way to effective sharing on social media. It's important that you understand the basic concepts before you begin posting about Juice Plus. In this short training, Deanne Roes, NMD will share how to effectively use social media to build your Juice Plus+ business.

Jot down some key takeaways as you listen to this training.

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What are four areas of personal interest that you could post about?

1. 

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2. 

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3. 

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4. 

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## THE ART OF FOLLOW-UP

After you've shared your story and your friends have possibly attended an event of some sort, you'll enter the follow-up phase in which you'll have conversations designed to encourage them to get started with Juice Plus. In this video, Andrea Bohn, NMD teaches you how to navigate and thrive in this process!

Jot down some key takeaways as you listen to this training.

[illegible]



## EXPANDING YOUR TEAM

In order to reach more lives with our message of hope, you'll want to invite more people to join your team! This will result in more lives being touched and an increase in your paycheck. Join Dany Martin, NMD as he teaches how to invite others to take a look at our business opportunity and join your team.

Jot down some key takeaways as you listen to this training.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## 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? \_\_\_\_\_

\_\_\_\_\_

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## WHAT'S NEXT?

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

### Make sure you've 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 and drafted a sample invitation.
- ☐ I made a list of areas of interest that I can post on social media and watched the training.
- ☐ I listened to the "Effective Follow-Up" training and took notes.
- ☐ I made a list of four people whom 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've 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!

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# OFFICIAL JUICE PLUS+ RESOURCES

## **www.JuicePlusVirtualOffice.com**

Your online office to place and manage orders and keep track of your team. If you are having difficulty accessing your Virtual Office, please contact the Juice Plus+ office at the number listed on the bottom of this page and they would be happy to assist you.

## **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 "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
- Much, much more!

To access these resources:

1. Go to [www.HealthyLivingRevolution.com](http://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."

## **www.JuicePlusPromotions.com**

Purchase Juice Plus+ brochures, clothing, and other promotional items.

### **Contact the Juice Plus+ Company**

#### **UNITED STATES OFFICE**

Customer Care: 1-800-347-6350  
Business Support: (901) 850-3000  
[distsupp@juiceplus.com](mailto:distsupp@juiceplus.com)

#### **CANADIAN OFFICE**

Customer Care: (905) 624-6368  
Business Support: (905) 624-6368  
[info@juicepluscanada.com](mailto:info@juicepluscanada.com)