

CREATING YOUR BUSINESS STORY

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

- **Pain**. What areas of your life are 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?(ex. "I realized that for things to change, I needed to change.")
- **Opportunity**. What are the features of the Juice Plus+ Company that seem exciting for you? Why is this an awesome opportunity for you (ex. I can fit it in my busy schedule, etc.)
- **Triumph**. What have you already accomplished with your business or what are you going to accomplish that will be a triumph to celebrate? (ex. stay-at-home mom, pay off credit cards, etc.)

PAIN / LESSON:

I used to / I am / I work as _____

I enjoy it because _____

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 and have fun doing it.

I loved that _____

TRIUMPH:

Now I'm _____

And I love that I get to help others realize their dreams, too! Would you like to take a look at what I do?

[They say "yes"]

At this point either invite them to an event, schedule a three-way call, share a business video with them, etc.

***Now write your story word-for-word on the back of this sheet and practice it a few times.**