

Freedom REVOLUTION



S U C C E S S G U I D E

UNITED STATES VERSION 2020

www.TheFreedomRevolution.com

My Name _____ My FIN _____
Sponsor's Name _____ Sponsor's Phone _____
Sponsor's Email _____ Sponsor's Voxer ID _____
Name of my Upline NMD _____

SETTING UP YOUR BUSINESS

This is a "learn as you earn" business; you do not need to be an expert! The primary way that you earn income and make an impact is through connecting with others. Make it a personal priority to focus your valuable time on truly building relationships and reaching out to others to share resources, our products, or our business opportunity.

In addition to this, you will need to spend a few minutes getting set up. Complete these steps and contact your Juice Plus+ sponsor if you have any questions.

- ___ Submit Juice Plus+ Partner Application online (\$52 annually)
- ___ Receive an email with your username and password to log into JuicePlusVirtualOffice.com
- ___ Place your own Juice Plus+ order
- ___ Watch the "Easy 8" Juice Plus+ video as you log in for the first time
- ___ Set up your virtual banking and direct deposit
- ___ Set up your own personalized <http://yournamehere.juiceplus.com> and <http://yournamehere.towergarden.com> websites in your Virtual Office.
- ___ Download "Voxer" (a free app) and set up an account and get connected with your sponsor in a chat

NEXT STEPS: FAST TRACK TO QSC AND BEYOND

1. Consider what an additional \$500-\$1,000 would mean for you and your family. How would this make a difference for you?

2. MEMORY JOGGER Who else comes to mind that needs to hear about Juice Plus+, our Mission, and/or our business?

3. It's important to meet people where they are. What's the best way for you to connect with those on your list? Here are a few suggestions.

SUGGESTIONS

- Schedule a three-way chat
- Schedule a launch Zoom Call and/or an in-home event
- Attend and invite to a Juice Plus+ event
- Share a video
- Create a "curiosity post" on social media
- Share a personal "Juice Plus+ Endorsement" video

4. Work with your sponsor to create your Juice Plus+ story. (See pages 4 & 5)

"Where do I find Juice Plus+ videos to share?"

1. www.TheFreedomRevolution.com
2. Click "Videos"
3. Copy the link under the video you want to share.

"What health resources can I give away?"

1. www.HealthyLivingRevolution.com
2. Feel free to share cookbooks, videos, webinars, or children's resources with anyone you wish. Giving gifts builds relationships!

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 getting started with taking Juice Plus+!

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 make changes later. If you are new to taking Juice Plus+, and haven't had your own experience yet, 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+!

SHARING YOUR PRODUCT STORY CONTINUED

Now that you've drafted your Product Story, please make sure that it is compliant with the industry guidelines established by the Federal Trade Commission. Below are suggestions that will help your story be both compliant, and maintain the integrity and emotion of your Juice Plus+ experience.

- Do not make absolute health claims (ex. Don't say things like "I never catch colds anymore!")
- Use language that communicates improvement and also include at least one other lifestyle change that you added along with Juice Plus+ (ex. "When I started eating better and added Juice Plus+ to my diet, I stopped getting as many colds!")
- Regarding specific medical improvements (ex. reducing/eliminating Rx, change of disease condition, etc.), do not imply that Juice Plus+ was solely responsible for these improvements or cured them. Instead, communicate that Juice Plus+ was a contributing factor along with other healthy lifestyle changes. (ex. "When I added Juice Plus+ and began exercising more, over time my doctor noted that my blood work had improved and was able to adjust my treatment plan.")

If you have specific questions about compliance or your story being compliant, feel free to refer to **this guide** or email compliance@juiceplus.com.

Now, rewrite your product story as a paragraph from beginning to end.

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!

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 make changes later.

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.) If you are new to the business, focus on your triumph on the positive anticipation you have about exactly what this business will do in your life.

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?

SHARING YOUR BUSINESS STORY CONTINUED

Now that you've drafted your Business Story, please make sure that it is compliant with the industry guidelines established by the Federal Trade Commission. Below are suggestions that will help your story be both compliant, and maintain the integrity and emotion of your Juice Plus+ experience.

Do not make absolute income claims. Instead, communicate general ways that the additional income has helped you or made it possible for you to say "yes" more often. For the official Earnings Summary, visit your Virtual Office.

Avoid phrases that could imply "get-rich-quick" or "never have to work again" such as "residual income, unlimited income, glass ceiling, quit your day job, time freedom." Instead, use more general phrases like "extra income, job flexibility, time flexibility, say 'yes' more often, gave me more choices, helped pay for _____, etc."

If you have specific questions about compliance or your story being compliant, feel free to refer to **this guide** or email compliance@juiceplus.com.

Now, rewrite your business story as a paragraph from beginning to end.

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? _____

What do you love, 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? _____

What do you love, 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? _____

What do you love, 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? _____

What do you love, 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? _____

What do you love, respect, or admire about them? _____

Person who is: A JP+ raving fan • Having good results on JP+ • Struggling financially • Dissatisfied at present job • Looking for a Plan B • Wants more time freedom • Interested in tax benefits • Into personal growth • An empty nester • Changing marital status • Entrepreneurial • A self-starter • Servant-hearted • A natural networker (loves people) • Health oriented • A natural leader • Looking for a sense of community • Facing imminent retirement • Needing money for holiday fund, travel, tuition, etc.

PRICE AND EARNINGS GUIDE UNITED STATES VERSION 2020

	PRODUCT	PRODUCT VOLUME	PRICE	MTHLY INSTALL PRICE	SALES PROFIT 10%	COMMISSIONS		
						5%	10%	15%
JUICE PLUS+ CAPSULES	Fruit + Vegetable + Berry	300.00	\$300.00	\$75.00	\$30.00	\$15.00	\$30.00	\$45.00
	Fruit + Vegetable	200.00	\$200.00	\$50.00	\$20.00	\$10.00	\$20.00	\$30.00
	Berry	100.00	\$100.00	\$25.00	\$10.00	\$5.00	\$10.00	\$15.00
	Omega	120.00	\$120.00	\$30.00	\$12.00	\$6.00	\$12.00	\$18.00
	Fruit + Vegetable Blend NSF for Sport	205.00	\$205.00	\$51.25	\$20.50	\$10.25	\$20.50	\$30.75
	Berry Blend NSF for Sport	105.00	\$105.00	\$26.25	\$10.50	\$5.25	\$10.50	\$15.75
JUICE PLUS+ CHEWABLES	Fruit + Vegetable + Berry	306.00	\$306.00	\$76.50	\$30.60	\$15.30	\$30.60	\$45.90
	Fruit + Vegetable	204.00	\$204.00	\$51.00	\$20.40	\$10.20	\$20.40	\$30.60
	Fruit + Vegetable (child)	102.00	\$102.00	\$25.50	\$10.20	\$5.10	\$10.20	\$15.30
	Berry	102.00	\$102.00	\$25.50	\$10.20	\$5.10	\$10.20	\$15.30
	Berry (child)	51.00	\$51.00	\$12.75	\$5.10	\$2.55	\$5.10	\$7.65
	Fruit + Vegetable Pocket Packs (child)	125.00	\$125.00	\$31.25	\$12.50	\$6.25	\$12.50	\$18.75
	Berry Pocket Packs (child)	70.00	\$70.00	\$17.50	\$7.00	\$3.50	\$7.00	\$10.50
COMPLETE BY JUICE PLUS+	Shakes - Four 15-Serving Pouches	140.00	\$140.00	\$35.00	\$14.00	\$7.00	\$14.00	\$21.00
	Shakes - 60 Single Serve Sachets	140.00	\$140.00	\$35.00	\$14.00	\$7.00	\$14.00	\$21.00
	Shakes - Combo Pack	140.00	\$140.00	\$35.00	\$14.00	\$7.00	\$14.00	\$21.00
	Bars - 60 Count	140.00	\$140.00	\$35.00	\$14.00	\$7.00	\$14.00	\$21.00

Prices do not include state and local tax. For a full list of products, see your JuicePlus.com personal website.

	PRODUCT	PRODUCT VOLUME	PRICE	MTHLY INSTALL PRICE	SALES PROFIT 25%	COMMISSIONS		
						5%	10%	15%
TOWER GARDEN	FLEX	310.00	\$620.00	\$51.67	\$155.00	\$15.50	\$31.00	\$46.50
	HOME w/Lights	485.00	\$970.00	\$80.83	*\$167.50	\$24.25	\$48.50	\$72.25
	HOME No Lights	335.00	\$670.00	\$55.83	\$167.50	\$16.75	\$33.50	\$50.25
	Family Garden	1,000.00	\$2,000.00	\$166.67	\$500.00	\$50.00	\$100.00	\$150.00
	Community Garden	3,120.00	\$6,240.00	\$520.00	\$1,560.00	\$156.00	\$312.00	\$468.00
	LED Grow Lights	150.00	\$300.00	NA	NA	\$7.50	\$15.00	\$22.50
	Mineral Blend	30.00	\$60.00	NA	NA	\$1.50	\$3.00	\$4.50
	Support Cage	42.50	\$85.00	NA	NA	\$2.13	\$4.25	\$6.38
	Extension Kit	44.50	\$89.00	NA	NA	\$2.23	\$4.45	\$6.68
	Baby Greens Ext. Kit	54.00	\$108.00	NA	NA	\$2.70	\$5.40	\$8.10

*Sales profit calculated on HOME unit only. There is no sales profit on lights.

PICTURE THE POSSIBILITIES

COMPENSATION PLAN

USA

5 WAYS TO CREATE INCOME

- TITLE REWARDS
- BENEFITS/INCENTIVES
- BONUSSES
- COMMISSIONS
- SALES PROFIT

<div>5 WAYS TO CREATE INCOME</div> <div><div>• TITLE REWARDS</div><div>• BENEFITS/INCENTIVES</div><div>• BONUSES</div><div>• COMMISSIONS</div><div>• SALES PROFIT</div></div>									PRESIDENTIAL MARKETING DIRECTOR+ \$30,000
									PRESIDENTIAL MARKETING DIRECTOR \$25,000
									EXECUTIVE MARKETING DIRECTOR \$20,000
									INTERNATIONAL MARKETING DIRECTOR \$15,000
									Benefits Package
				QUALIFYING SENIOR SALES COORDINATOR \$1,000	SENIOR SALES COORDINATOR \$2,500	QUALIFYING NATIONAL MARKETING DIRECTOR \$5,000	NATIONAL MARKETING DIRECTOR \$10,000		
				Leadership Development Course	Holiday Check	Benefits Package	Benefits Package	Benefits Package	
					Boot Camp Voucher	Holiday Check	Holiday Check	Holiday Check	
						Leadership School			
				Leads	Leads	Leads	NMD Support	NMD Support	
				Business Investment Bonus Up to \$500/mo.	Business Investment Bonus Up to \$750/mo.	Business Investment Bonus Up to \$1,000/mo.	Business Investment Bonus Up to \$3,000/mo.	Business Investment Bonus Up to \$3,000/mo.	
				3% Promote Out Bonus	3% Promote Out Bonus	3% Promote Out Bonus	3% Promote Out Bonus	3% Promote Out Bonus	
				3% Performance Bonus	3% Performance Bonus	3% Performance Bonus	3% Performance Bonus	3% Performance Bonus	
PARTNER	5% Commission	10% Commission	15% Commission	15% Commission	15% Commission	15% Commission	15% Commission	15% Commission	
Sales Profit	Sales Profit	Sales Profit	Sales Profit	Sales Profit	Sales Profit	Sales Profit	Sales Profit	Sales Profit	

PARTNER+ PLANNING WORKSHEET

Compensation Plan: *Effective April 2021*
UNITED STATES

Name: _____ FIN: _____ Start Date: _____
(First order ship date)

___ 1. I have generated 900 in Promotional Product Volume (PPV) from my orders and my customers' orders within 30 days of my first order ship date. (3 Trios = 900 PPV)

___ 2. I have at least 2 Customers, Tower Gardens can be included.

Customers	Product	Ship Date	PPV	Sales Profit (SP)
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____

Total: _____

PARTNER+ TITLE REWARD OPPORTUNITIES

Express Track: Achieve Partner+ in first 10 days (from your 1st order ship date) and earn a \$100 Title Reward.

Fast Track: Achieve Partner+ in 30 days and earn a \$50 Title Reward.

Partner+ Title Reward: _____

SP & Title Reward: _____

Below are examples of what P+ may look like. Examples include the products, points & sales profit.

EXAMPLE 1: 3 Trios = 900 PPV



The Power of 3



PPV: 300
SP: \$30



PPV: 300
SP: \$30



PPV: 300
SP: \$30

Total PPV: 900
Sales Profit: \$90
Title Reward: \$50 or \$100
***Total Earnings: \$140 / \$190**

+ Juice Plus+ LIVE ticket
+ 5% Com effective next month

EXAMPLE 2: 946 PPV



PPV: 306
SP: \$30.60

PPV: 140
SP: \$14



PPV: 200
SP: \$20



PPV: 300
SP: \$30

Total PPV: 946
Sales Profit: \$94.60
Title Reward: \$50 or \$100
***Total Earnings: \$144.60 / \$194.60**

+ Juice Plus+ LIVE ticket
+ 5% Com effective next month

EXAMPLE 3: 925 PPV



PPV: 310
SP: \$155



PPV: 220
SP: \$22

PPV: 200
SP: \$20



PPV: 125
SP: \$12.50

PPV: 70
SP: \$7.00

Total PPV: 925
Sales Profit: \$216.50
Title Reward: \$50 or \$100
***Total Earnings: \$266.50 / \$316.50**

+ Juice Plus+ LIVE ticket
+ 5% Com effective next month

* Above and beyond this, you will continue to earn monthly income on your customer re-orders.

** For complete details consult the "Phase 1 Compensation Plan" document.

QSC PLANNING WORKSHEET

Compensation Plan: *Effective April 2021*
UNITED STATES

Name: _____ FIN: _____ Start Date: _____
(First order ship date)

- ___ 1. I have 3,600 in Promotional Product Volume (PPV) from my orders, my customers' orders, and my Level 1 Team Members customers' orders within 60 days of my first order ship date.
- ___ 2. I have maintained the required minimum of 600 Promotional Product Volume from my Customer Volume.
- ___ 3. I understand a maximum of 1,300 PPV can count from my own household orders for this promotion.
- ___ 4. I have added at least 5 new Customers, Tower Gardens can be included, from me and my Level 1 Team Members (for a total of 7).

Customers	Product	Ship Date	PPV	Sales Profit (SP)
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____
4.	_____	_____	_____	_____
5.	_____	_____	_____	_____
6.	_____	_____	_____	_____
7.	_____	_____	_____	_____
8.	_____	_____	_____	_____
9.	_____	_____	_____	_____
10.	_____	_____	_____	_____

Level 1 Partners	Partners' PPV	Customer SP:
1.	_____	_____
2.	_____	_____
3.	_____	_____
		Customer PPV: _____
		Level 1 Partner PPV: _____
		Total PPV: _____

Your Level 1 Partners' PPV counts for your QSC Title, add PPV here.

QSC TITLE REWARD OPPORTUNITIES

Express Track: Achieve QSC in first 30 days (from your 1st order ship date) and earn a \$400 Title Reward.

Fast Track: Achieve Partner+ in 60 days and earn a \$300 Title Reward.

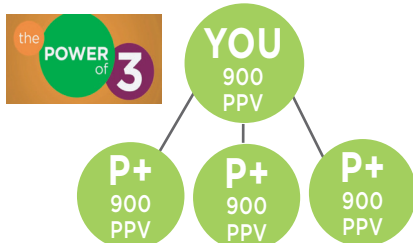
P+ & QSC Title Rewards: _____

SP & Title Reward: _____

Below are examples of how 3,600 PPV can be created by either your own orders or the orders of you and your Level 1 Partners. It also shows how to calculate earnings on your customers once you achieve QSC. (*Sales Profit on TG is 25%)

EXAMPLE 1 "The Power of 3"

The simplest way to create 3,600 PPV is to duplicate your P+ with 3 P+ Team Members!



EXAMPLE 2



1 Trio = 300 PPV
12 Trios = 3,600 PPV

12 Trios between you and Level 1 Partners

Your Commission Rate Increases as a QSC

How to calculate QSC earnings on your Trio Customers

Type of Income	% Rate	
*Sales Profit:	10%	\$30
QSC Commission:	10%	\$30

QSC Earning on each Trio Customer: **\$60**

EXAMPLE 3



1 Quad = 420 PPV
9 Quads = 3,780 PPV

9 Quads between you and Level 1 Partners

Your Commission Rate Increases as a QSC

How to calculate QSC earnings on your Quad Customers

Type of Income	% Rate	
*Sales Profit:	10%	\$42
QSC Commission:	10%	\$42

QSC Earning on each Quad Customer: **\$84**

Title Rewards also include: \$300/\$400 Active Sponsor Award, Juice Plus+ LIVE Ticket. For more details on earnings ask your sponsor for our compensation plan resources. ** For complete details consult the "Phase 1 Compensation Plan" document.

SC PLANNING WORKSHEET

Compensation Plan: *Effective April 2021*
UNITED STATES

Name: _____ FIN: _____ Start Date: _____
(First order ship date)

- ___ 1. I have generated 10,800 in Promotional Product Volume (PPV) from my orders, my customers' orders and my team (Ps, P+s and QSCs) within 6 calendar months or less.
- ___ 2. I have created team structure of at least 1 P+ and 2 QSCs in 3 separate lines.

SC TITLE REWARD OPPORTUNITIES

Express Track: Achieve SC in first 90 days (from your 1st order ship date) and earn a \$700 Title Reward.

Fast Track: Achieve Partner+ in 6 months and earn a \$600 Title Reward.

1. PPV generated from my orders, my customers' orders and team (Ps, P+s, and QSCs): _____
(Must be at least 10,800 PPV from the past 6 months)
2. Name of P+ or above team member: _____ (Must be a separate line)
3. Name of QSC or above team member: _____ (Must be a separate line)
4. Name of QSC or above team member: _____ (Must be a separate line)

Below are examples of how to achieve SC. Example 1 shows our success strategy "The Power of 3".
Example 2 shows the minimum structure required to achieve SC.

The right column calculates the Title Rewards and Sponsor Awards that can be earned in both examples and how to maximize your earnings by Express Tracking to SC.

EXAMPLE 1 THE POWER OF 3

DUPLICATE 3 QSC TEAM MEMBERS



DO IT - DUPLICATE IT

We recommend maximizing your income by helping 3 team members achieve QSC on your way to Sales Coordinator.

There is no limit to how many team members you can sponsor!

EXAMPLE 2 STRUCTURE REQUIRED

1 PARTNER+ 2 QSC TEAM MEMBERS



SALES COORDINATOR BENEFITS

- Sales Profit on all customers
- SC Commission Rate increases to 15%
- Now Eligible for both QSC (\$300/\$400) and SC (\$600/\$700) Sponsor Awards
- Free Juice Plus+ Live Conference Ticket
- Leads from the Company

EXAMPLE 1: TITLE INCOME 2 Tracks: Fast Track and Express Track

Fast or Express Track:	Fast	Express
Partner+ Title Reward	\$50	\$100
QSC Title Reward	\$300	\$400
SC Title Reward	\$600	\$700
QSC Active Sponsor Award #1	\$300	\$400
QSC Active Sponsor Award #2	\$300	\$400
QSC Active Sponsor Award #3	\$300	\$400
TOTAL:	\$1,850	\$2,400

EXAMPLE 2: TITLE INCOME 2 Tracks: Fast Track and Express Track

Fast or Express Track:	Fast	Express
Subtract QSC Active Sponsor Award #3	- \$300	- \$400
TOTAL:	\$1,550	\$2,000

* Maintain 1,800 PB volume each month to have a Qualified Business and earn the 3% Performance Bonus on your team.

** For complete details consult the "Phase 1 Compensation Plan" document.

OFFICIAL JUICE PLUS+ RESOURCES

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.

_____.**JuicePlus.com** and _____.**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

HealthyLivingRevolution.com

A website to share free health resources with others. Free cookbook, children's program, educational webinars, and more.

Shred10.com

A website to share information with others about the Shred10® health program.

TheFreedomRevolution.com

A website to share information and stories with others about the Juice Plus+ business. To log in to "Getting Started," "Training," "Compensation Plan," and other sections, please use the password "revolution"

JuicePlusPromotions.com

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

JuicePlusInsights.com

Up-to-the-minute updates and resources to help you build your business. You will also receive an email from the Juice Plus+ Company each Wednesday with news and updates!

Contact the Juice Plus+ Company

UNITED STATES OFFICE

Customer Care: 1-800-347-6350

Business Support: (901) 850-3000

distsupp@juiceplus.com

CANADIAN OFFICE

Customer Care: (905) 624-6368

Business Support: (905) 624-6368

info@juicepluscanada.com