

# SYSTEM GUIDE



Please make sure you have the most current version of this document, which are housed in the password protected Resource Center at [www.HealthyLivingRevolution.com](http://www.HealthyLivingRevolution.com) (password: "revolution")

This version of the  
Shred10™ System Guide was released on:  
**January 27, 2017**

Copyright © 2017, Mitra Ray & Brian Roes. All rights reserved. Permission granted to duplicate single copies for reference purposes, but not for re-sale.



# contents

- |    |                                     |    |                       |    |                             |
|----|-------------------------------------|----|-----------------------|----|-----------------------------|
| 04 | Monthly Rhythm                      | 09 | Plan It!              | 16 | Packaging & Ordering        |
| 05 | Customer Journey                    | 10 | Clarifying Questions  | 19 | Setting Up a Facebook Event |
| 06 | Shred10™ Presentation               | 11 | Sharing Stories       | 23 | Excellent Customer Care     |
| 07 | Personalized Message Blitz Training | 13 | Expanding Your Market | 27 | Customer Profile            |
| 08 | Sample Event Calendar               | 14 | What to Say           |    |                             |

# MONTHLY SHRED10™ “RHYTHM”

Here is a sample monthly “rhythm” that you can follow to maximize your business-building efforts surrounding the Shred10™.

## **Beginning of the Month** **RUN A SHRED10™**

- Find out what your customers’ expectations for the Shred10™ are.
- Do the Shred10™ with them.
- Provide incredible daily customer care to help them have a successful experience.

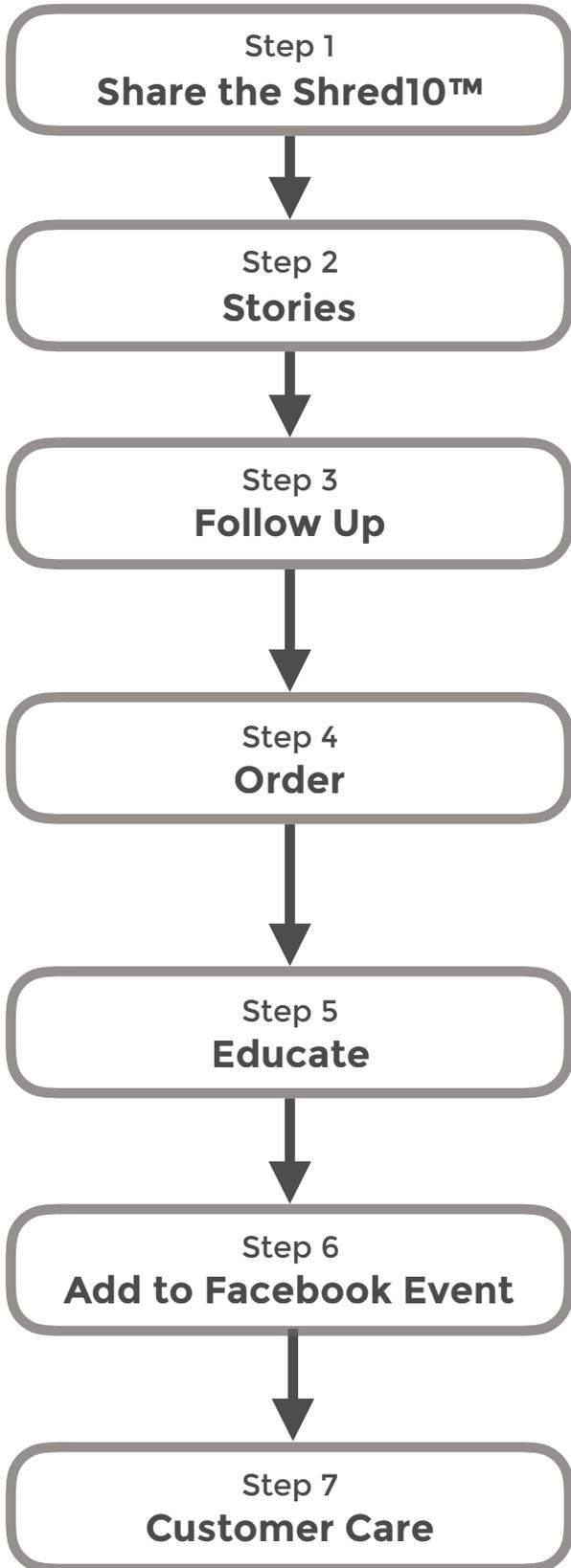
## **Mid-Month** **FOLLOW UP AND ADD TEAM MEMBERS**

- Talk with customers about their experience with Shred10™ and Juice Plus+®.
- Let them know that normally when customers do the Shred10™ and have a great experience, they want to do it again and invite others to join them... “word of mouth.”
- Share the Juice Plus+® Virtual Franchise with them and help them get enrolled as a representative.

## **End of the Month** **PROMOTE THE NEXT SHRED**

- Lock arms with your new team member and help them invite others to participate in the next Shred10™. Some people may just want to add Juice Plus+® and Complete® to their diets, which is great, too.
- When a few of their friends join by the end of the month, the new representative will receive a bonus and promotion.
- Repeat this process month after month.

# CUSTOMER JOURNEY



**Shred10™ Presentation**  
[www.book.shred10.com](http://www.book.shred10.com)

- One-on-One
- In-Person Events
- Online Events

(pg. 6, 11)

**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 [www.intro.shred10.com](http://www.intro.shred10.com)

(pg. 7)

**Stories are POWERFUL.**

- Share your own story.
- Connect with another person to share his/her story.
- Show a story video from [www.Shred10.com](http://www.Shred10.com).

(pg. 9-10)

**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>]

(pg. 8, 12-13)

**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).

(pg. 14-16)

**Share educational video.**

"Daily Detox with Shred10™" video by Dr. Mitra Ray  
[www.info.shred10.com](http://www.info.shred10.com)

It is very important that new customers watch this video before being added to the Facebook Event 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 event and you can get the rest of the resources! I know you'll love the part where Dr. Ray talks about \_\_\_\_\_."

**Create new Shred10™ Facebook event each month.**

- Welcome them into the event.
- Encourage them to download the Shred Guide and Tracker (in the pinned post).
- Engage with them... tag in recipes, posts, questions, resources, etc.
- Encourage them to share and participate in the event.

(pg. 17-20)

**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 event.
- 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.

(pg. 21-25)

# SHRED10™ PRESENTATION

Become confident with presenting the Shred10™ using the Shred10™ presentation book!

## Get Ready!

- Use the online version at [www.book.shred10.com](http://www.book.shred10.com)
- Download eBook.pdf from the Resource Center at [www.HealthyLivingRevolution.com](http://www.HealthyLivingRevolution.com)
- Save it on your tablet, smartphone, and/or print it out. Office supply stores will print and bind copies for you at a good price.

## Keep it Simple

- The Shred10™ presentation book is designed to do the presentation for you. Simply flip through the book one page at a time and read it. Give space for conversation if it happens.
- Ask questions that will get a positive response throughout like:
  - “Do you agree?”
  - “Isn’t that interesting?”
  - “Makes sense, right?”



## End with the MOST POWERFUL QUESTION

- “Where do you see yourself getting started?”
- Ask the question and then **be quiet**. Wait for them to reply and don’t fill the space with talking.

## What Next?

- One of four things will happen:
  - **They want to get started.** Pull out an order form and help them choose the package that’s best for them. “Let me make this easy for you. I recommend that you do what I did, which was the Shred10™ program. It could help \_\_\_\_\_. It helped me! All we need to get you started is a credit card and shipping address.”
  - **They have questions.** Send them a video and set an appointment to follow up with them. Share your own story and direct them to the stories of others.
  - **They will see value in the products, but the timing for the program may not be right.** Take their Juice Plus+ order, and treat them as a normal customer.
  - **They will say, “No thank you.”** Thank them for their time and ask if they know anyone who would benefit from the program.

# PERSONALIZED MESSAGE BLITZ

The personalized message blitz is an excellent way to reach a lot of people to see who might be interested in learning more about the Shred10™. When you're first starting out, we recommend working with someone who has done personalized message blitzes before to help you get your first few crafted. Here's how it works:

## 1. Make your list of 10-100 people:

- Who do you know who is health conscious, looking for a plan, or generally interested in you and what you are up to? Jot down a list.

## 2. Craft a personalized introduction (short and sweet):

- "Hi, Jen! Great to see you last weekend."
- "Hi John- hope you and your family are doing well."

## 3. Go right into asking them to watch the video (no more information than that):

- "Hey- if I send you a quick video, would you watch it?"

## 4. Send all 10-100 messages in a row, without stopping to respond:

- It is important that you send it to everyone on your list first and don't get side-tracked by replying to messages.

## 5. When someone says "Sure":

- Send them [www.intro.shred10.com](http://www.intro.shred10.com). (Say no more than that- just send the link.)

## 6. In 4-5 minutes, reply back:

- "Hey! Great video, huh? What parts did you like the most?"

## 7. Continue moving through the "Customer Journey" by sharing your story and pointing them to the stories of others. (page 5)

### What about the people who don't reply back?

- No problem! It may not be the right time for them.
- Focus on the ones who do reply and engage with them to enroll them in the Shred10™.
- The others who didn't reply can be contacted later or in a different way.

# SAMPLE EVENT CALENDAR



This is an example of how you could schedule your business-building activity with the Shred10. All items on this page are only ideas. Use your own creativity to craft a business plan that fits your schedule, demographic, and audience!

*Engaging Customer Acquisition*

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10 Text Message Blitz	11 Personal Invitations to friends	12	13 Text Message Blitz	14	15 Set up info table at gym or trade show
16	17 Facebook Live Event	18	19	20 Facebook Live Event	21 Taste of the Shred Party	22
23 Facebook Live Event	24 Deadline to order products	25	26	27	28	29

*Customer Care*

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30 Salad in a Jar Party	1 	2 	3 	4 	5 	6 
7 	8 	9 	10 	11 Phone convo with all Shred10 participants	12	13
14	15 Live event to share the business presentation	16	17 Facebook Live Event - business	18	19	20
21 Sign them up to get started with the business	22 Do Text Message Blitz and Facebook Live Event with them	23 Help them make first FB post and teach presentation book	24 Help them with personal Invitations to friends	25 They do a Text Message Blitz and Facebook Live event with you	26 Text Message Blitz	27
28	29 Deadline to order products	30	31 Complete HLP or 2000+			

*Conversion to Team*

# PLAN IT!

Who will I invite?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_
21. \_\_\_\_\_
22. \_\_\_\_\_
23. \_\_\_\_\_
24. \_\_\_\_\_
25. \_\_\_\_\_
26. \_\_\_\_\_
27. \_\_\_\_\_
28. \_\_\_\_\_
29. \_\_\_\_\_
30. \_\_\_\_\_
31. \_\_\_\_\_
32. \_\_\_\_\_
33. \_\_\_\_\_
34. \_\_\_\_\_
35. \_\_\_\_\_
36. \_\_\_\_\_
37. \_\_\_\_\_
38. \_\_\_\_\_

What tools will I use and when?

- Text Blitz- \_\_\_\_\_
- Facebook Live Event- \_\_\_\_\_
- Facebook Party- \_\_\_\_\_
- In-home event- \_\_\_\_\_
- Table at a gym/vendor show- \_\_\_\_\_
- Coffee appointment- \_\_\_\_\_
- “Taste of the Shred” party- \_\_\_\_\_
- Salad in a Jar Party- \_\_\_\_\_
- Other- \_\_\_\_\_
- Other- \_\_\_\_\_
- Other- \_\_\_\_\_

Notes:



# CLARIFYING QUESTIONS

Developing the skill of asking good questions is a key to your success. Good questions and verbiage will help you discover people's needs and take their temperature to see where they are at in your conversations.

## Discovery Questions

- "I'm curious- are you health conscious? What are your health goals?"
- "Wow! You seem really health conscious! Have you always been that way?"
- "What sorts of things are you doing to stay healthy?"
- "What are your biggest obstacles to being as healthy as you would like?"
- "Would you ever consider taking 10 days to focus on jumpstarting your health and create some new healthy habits?"
- "I don't know if this is for you or not, but based on what you just said, I may have something that could be pretty awesome for you."

## Let's Get Started

- "What was your favorite part?"
- "What stood out to you?"
- "Would you like to get started?"
- "Would you like to join us and do a Shred10™ with me? Does anyone else come to mind?"

## Invitation to Join the Mission

- "What were your results with your Shred10™?"
- "Are people noticing your results or asking what you're doing?"
- "What are you telling them when they ask?"
- "I can't help but ask, would you be interested in learning about this wonderful company and how you can share with others?"



# SHARING STORIES

There aren't many things people love more than a good, inspirational story! With Shred10™, we want to allow our friends to hear success stories that will inspire them to fully commit to the Shred10™ program and achieve their own health goals!

## Tell your own story:

- What was your life like before the Shred10™?
- Were there any negative emotions associated with that? What were they?
- What attracted you to the Shred10™?
- What changes have you noticed since the Shred10™?
- How do you feel now because of these changes?

## Share someone else's story:



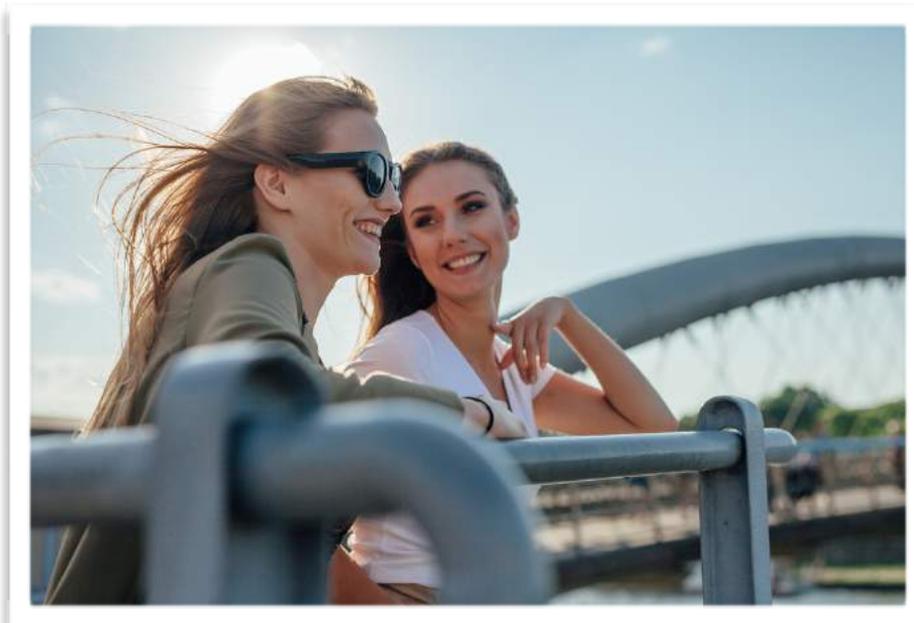
- "My friend Elizabeth had an awesome experience with the Shred10™. Here's a little video of her telling her story."



- "Jake, would you mind sharing your Shred10™ story with my friend?"



- "Do you have a quick minute? I have my friend Michelle on the phone with me because she's a busy mom like you and her family had a great experience with Shred10™. I thought you might enjoy hearing her story."



# GUIDELINES FOR SHARING STORIES

**Do not make weight-loss, disease-specific, or non-disease health challenges (ex. mental clarity, workout recovery, more energy, etc.) claims of any kind unless other lifestyle changes are specifically credited alongside Juice Plus+®. Juice Plus+® does not and cannot claim to mitigate or cure any specific disease or condition and is not a weight loss product.**

**- Negative examples:**

“When I added Juice Plus+ to my diet, my cholesterol dropped 23 points!”

“I started taking the Juice Plus+ capsules and drinking two Complete shakes a day and lost 4 pounds in two weeks!”

“Taking Juice Plus+ gave me so much energy in the afternoon!”

**+ Positive example:**

“I noticed big changes in my energy levels when I began eating more whole foods, drinking more water, and taking Juice Plus+ every day.”

“I started taking my health more seriously. Doing the Shred10™ helped me pay more attention to what I was eating and adding Juice Plus+® and Complete helped me get more fruits and vegetables in my diet. For the first time in years, my blood pressure is normal and I was able to get off of my medications.”

“I just finished the Shred10™ and I seriously need to buy new jeans! I’m down 4 pounds and I feel so much lighter. I am taking Juice Plus+® and drinking the Complete shakes to get more nutrition, and I also cut out gluten, dairy, artificial and refined sugars, and started exercising more. What a difference!”

**Do not share other people’s Juice Plus+® experiences publicly. This includes on your social media feeds (even just for your friends/followers) and at public events. Each person may only share their own experience. If you have a link to a video recording of someone sharing their story, this video is appropriate to share publicly (providing it complies with the guidelines above).**

**- Negative examples:**

“My friend John did the Shred10™ and was able to get off of his allergy medications!”

**+ Positive example:**

“When I did the Shred10™ and started exercising and watching what I ate, my blood pressure stabilized and I lost some extra weight.”

“My friend John had some great results when he did the Shred10™. Here, let me show you this quick video of him telling his story.”

# EXPANDING YOUR MARKET

Sharing the Shred10™ is usually done by word-of-mouth. What are some ways that you can expand your market to reach more people? Here are some ideas.

## Host a **LIVE SHRED10™ EVENT**

- **“Taste of the Shred” event** - A “potluck” where hosts bring a “Shred-approved” dish and a printed copy of the recipe. Guests can taste the delicious foods and take a picture of the recipes they would like to make on their own. At some point in the evening share Shred10™ experiences and invite guests to join.
- **“Tower Garden Party”** - If you have a Tower Garden in full bloom, invite friends over to enjoy salads with ingredients from the Tower Garden and talk about healthy living and the Shred10™ program.
- **“Smoothie Party”** - Guests bring ingredients for smoothies and assemble them into plastic bags to blend into smoothies later. Host makes a few different flavors of Complete shakes to try and shares Shred10™ stories. Show the video on [www.intro.shred10.com](http://www.intro.shred10.com).

## Host a **SHRED10™ Facebook Event**

- Create a Facebook event and invite prospects to it. During the event, one of the hosts goes “Facebook Live” inside the event and explains what the Shred10™ is, shows the capsules and Complete shakes, and shares his/her story. Post a video or two about the Shred10 in the event and have another friend or two go Facebook live in the event to share their stories.

## Set up a **SHRED10™ Informational Table**

- Whether it is at a gym, trade show, or community event, gaining visibility by setting up an informational table is a great way to meet new people. Keep your table very simple with printed copies of the resources to show, bottles of the Juice Plus+ Trio and packets of the Complete shakes, and order forms. It is best if you lead informational tables with a “buddy” so you can both share your own Shred10™ experiences with interested prospects.

# WHAT TO SAY

Sometimes it helps to have some verbiage in your back pocket. A few suggestions to get your wheels turning:

## **“What’s that health program I saw on your Facebook page?”**

- “Oh, you mean the Shred10? Have you heard of it before?”
- “Would you like me to send you some info?”

## **“You’re looking great! What have you been doing?”**

- “Thanks! It’s crazy-I discovered the simplest program that helped me so much with my health. Have you heard of the Shred10 program?”

## **“I watched that video you sent and I’m interested. How much does it cost?”**

- “Oh, that’s great! I can definitely send you the different package options. What was your favorite part of the video?”
- “So, what about the Shred10 video got your wheels turning?”

## **“I’m interested, but I need more information.”**

- “Great- what would you like to know?”
  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>]
  4. More info re: Shred10™ = “Daily Detox” video [<https://vimeo.com/200501883>]

## **I understand the guidelines, but can I do the Shred10™ without buying the products?**

- “Good question. There are a few really good reasons we include these particular products as part of the Shred10™. Would you be open to watching a video where Dr. Mitra Ray explains this?”
- “Okay, good- I’ll send you the link. Be sure to pay attention to the part in the middle where she talks about the difference between dieting and detoxing. After you watch it, I think you’ll understand why the products are a pretty necessary part of this.”
- Send the “Daily Detox” video [<https://vimeo.com/200501883>]

## **Can you just add me to the Facebook Event (or send me the materials) so I can check it out?**

- “Are there any specific questions I can answer for you? The Facebook event and resources are only for people who are committed to the Shred10™, but I might be able to help get whatever information you need if you still have questions.”

## **I’m not on Facebook! Can I still do the Shred10™?**

- “No problem. I’ll be your Shred10™ buddy and we’ll stay in touch over e-mail (or phone, text, etc.) Let’s connect with my friend \_\_\_\_\_ who is also doing the Shred10™ and maybe the three of us can stay in touch together. It’s easier to be successful when there are a few people doing this together.”

## **I want to just get 10 days worth of the products. Can I buy them directly from you?**

- “No- our products ship in a four-month supply, and I don’t want to mess with my family’s orders. Flooding your body with the fruits and vegetables in Juice Plus+ is key to maintaining the progress made during the 10 days. May I ask you why you only want 10 days worth of products?”
- “I see. It makes sense that \_\_\_\_\_, but I’ve found that the benefit of staying on the products after the initial 10 day jumpstart like the program recommends makes it so you really have lasting changes and don’t just go back to the way things were before the Shred10. Have you ever made good forward strides in your health and then rebounded? It’s not fun.”

**“I’m not ready for all of those lifestyle changes! I need something really easy.”**

- “I totally know how you feel! I could make it really easy for you-why don’t you get started on the Juice Plus+ trio and Complete shakes and skip all of the other guidelines for now. Sometimes you just need to make one simple change and adding Juice Plus+ and Complete could be a pretty awesome start. You can always jump in a Shred10™ event in the future if you want. How does that sound?”

**“This all sounds great, but I’m going on vacation in three weeks and I don’t want to miss all of the delicious food because I’m doing the Shred10™!”**

- “I hear you! Carpe diem, right? I have a suggestion-if this all makes sense, why don’t you get your products ordered now and you can just start taking the capsules and trying out your favorite Complete shake recipes. It will be a great way to start preparing your body for the Shred10™, and it won’t interfere with your vacation. In fact, you may find that you feel better and enjoy your trip even more. Then when you get home and settled, I can invite you to our next Shred10™ Facebook event. You’ll already have what you need. Lot’s of people do that, actually.”

**“I love the idea but there is absolutely no way that I could give up \_\_\_\_\_ (coffee, gluten, etc.)”**

- “I hear you. Can I ask a question? What improvements in your health would you love to experience because of the Shred10™?”
- “Those things would be great improvements! Why are those things important to you?”
- “Hey, I know how you feel about not wanting to give up \_\_\_\_\_. There was a time in my life when I never would have imagined myself making some of these health changes. But what I found is that it’s only 10 days, and actually after the first few days, it’s pretty smooth sailing. I think you could do it-we’ll help you.”

**“Thanks for trying to help me, but I absolutely cannot see myself giving up \_\_\_\_\_, even for only 10 days.”**

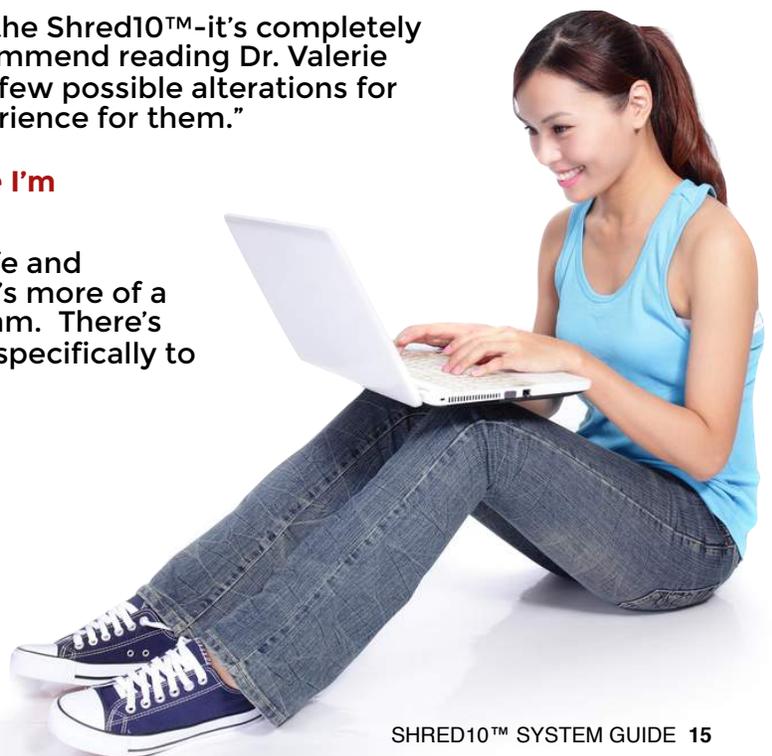
- “I understand. We’re all in different places, and timing is everything. I have an idea. What if you were to do the Shred10™ with us and make all of the other changes, but we can be flexible with this one thing this time around. I think you’ll still have a really good experience and maybe the next time we do a Shred10™, you might be in a different place and be able to join us with 100% compliance. Let’s give it a go!”

**“Can my children do this with me?”**

- “Yes! That’s one of the great things about the Shred10™-it’s completely safe for families - children included. I recommend reading Dr. Valerie Miles’ explanation in the Shred Guide for a few possible alterations for children, but it would be such a great experience for them.”

**“I’m not allowed to do a detox program because I’m pregnant/nursing.”**

- “The Shred10™ program is actually very safe and beneficial for pregnant/nursing women. It’s more of a “clean eating” program than a detox program. There’s even a page in the Shred Guide dedicated specifically to pregnant and nursing mothers!



# PACKAGES & ORDERING

When it is time for your customer to select which package is right for them, it is important that you are clear on the benefits and explanation of each.

## Helpful tips

- When possible, show the chart of our packages before your customer sees the prices. This will help them make their decision based on value and research, instead of only the price.
- All packages should be placed as four-month orders paid with four monthly installments. Unless your customer specifies, do not place pay-in-full orders or one-time shipments. This is helpful for several reasons:
  1. Reinforces that our products ship in a four-month supply.
  2. Establishes long-term commitment beyond just 10 days.
  3. Stabilizes your PVC and your paycheck.
  4. Makes it easier for your customer to budget from month-to-month.
  5. Reduces the cost of the credit card processing fees.
- Explain to your customer before they order that participating in the Shred10™ program means they will eat the Juice Plus+ trio capsules and drink two Complete shakes every day. If your customer orders the BASIC or the PREMIUM package, we have suggested verbiage on the next page for you to share with them explaining how this works.
- When ordering Complete shakes, encourage your customer to get half as big bags (15 serving pouches) and half as single serve packets. This will fit their busy lifestyle and will make it easy for them to share their Complete with others, which will help them if they choose to share the Shred10™ with others and/or join your team. You could say:

- Feel free to adjust the order installment and shipping frequency on a case-by-case basis for your customers when you place their orders.

“Trust me on this - you’ll be glad you have some of those single-serve packets. They’re easy for when you’re on the go or if you want to share with any friends. And it only changes the price a few dollars each month.”

“Let me make this easy for you. I recommend that you do what I did, which is the Shred10™ program. It will help you \_\_\_\_\_. Shred10 sure helped me! All we need to get started is a shipping address and a credit card.”



# WHERE DO YOU SEE YOURSELF GETTING STARTED?

**BASIC**



**One** shake per day  
(chocolate - vanilla - variety)

**PREMIUM**



Juice Plus+ capsules  
and **one** shake per day  
(chocolate - vanilla - variety)

**SHRED10™**



Juice Plus+ capsules  
and **two** shakes per day  
(chocolate - vanilla - variety)

## SHRED PACKAGE

- **WHAT TO SAY:** “This is a great package! You will get your Juice Plus+ trio capsules and enough Complete shake mix to have two a day for four months. If you want to really get into a rhythm with health changes, this is perfect for you. You’ll have the product you need to do the Shred10™ with us every month and maintain in between. Plus, if there are days when you don’t drink the shakes, you’ll have enough to share with family or friends or you can bake with it and make healthy pancakes, pudding, and other treats in our cookbook. We can also have your child receive Juice Plus+ for free with this package.”
- **WHAT TO ORDER:**
  - 4 orders of Complete shakes on 4-month installments.  
(Suggest 2 in single-serve packets and 2 in big bags)
  - Juice Plus+ trio capsules
  - Optional: Children's Health Study

## PREMIUM PACKAGE

- **WHAT TO SAY:** “This is where many people decide to start. You will get your Juice Plus+ trio capsules and enough Complete shake mix to have one shake a day for four months. Now keep in mind that for the Shred10™ you’ll need to double up on your Complete shakes for the first ten days. You may run out a little bit early, but that’s no big deal—we can always send more shakes if you need them. We can also have your child receive Juice Plus+ for free with this package.”
- **WHAT TO ORDER:**
  - 2 orders of Complete shakes on 4-month installments.  
(Suggest 1 in single-serve packets and 1 in big bags)
  - Juice Plus+ trio capsules
  - Optional: Children's Health Study

## BASIC PACKAGE

- **WHAT TO SAY:** “Not many people choose this option, but it might be a good starting point for now. With the Basic Package you’ll receive enough Complete shake mix to have one shake a day for four months. Now keep in mind that for the Shred10™ you’ll need to double up on your Complete shakes for the first ten days. You may run out a little bit early, but that’s no big deal—we can always send more shakes if you need them. The “pure” Shred10™ program includes the Juice Plus+ trio capsules, so it will be good for you to add those at some point in the future. For now this will be a good way to get started. You’ll have some good results, and you will enjoy the community and education!
- **WHAT TO ORDER:**
  - 2 orders of Complete shakes on 4-month installments.  
(Suggest 1 in single-serve packets and 1 in big bags)

# SETTING UP A FACEBOOK EVENT

When starting your Shred10™, you will need to create a **PRIVATE** Facebook event that will start on the first day of your Shred10™ and finish a few days after. This is to provide support, encouragement and accountability for the **active** shredders. We recommend watching the video training by Jamie Kuenzie and Jake Kelly available at <http://bit.ly/shred10customercare> to learn more.

We advise to set up a new **PRIVATE Facebook Event** each Shred10™ rather than a new Facebook Group because:

- Populates your customer's Facebook calendars and other linked calendars with the Shred10™ information.
- Events can be easily deleted after the Shred10™ has finished.
- These events should be deleted after the Shred10™ is over, so there is no confusion over which is the active one. Also members of the event should not have unlimited access to the other members after the Shred10™ has ended for privacy reasons.
- By creating many groups with the same name (i.e. Shred10) we risk the phrase getting "red flagged" by Facebook.

As you set up the Facebook event, here are some tips:

**Event Settings:** Private Event

**Suggested Event Name:** "Shred10™ Support (January 1-10)"

**Suggested Location:** "Right here on Facebook!"

**Date/Time:** Set the start date of the event as the **FIRST** day of the Shred10. Set the last day as exactly two weeks later. This will give you time to connect with people in the event after the 10 days is over to follow-up with customers.

**Suggested Description:** Join the Shred10 and commit to 10 days of shredding unhealthy habits and focusing on clean living! We are a supportive group of friends that lock arms with you to revolutionize your health! After the 10 days is over, you will continue to learn and flood your body with whole food nutrition with Juice Plus+ trio capsules and Complete shakes!



## Example Pinned Post:

Welcome to the Shred 10 private Facebook event. This is going to be an awesome experience for you! Every person here will be doing the Shred10 with you and are here to support and encourage each other. We would LOVE to see you post every day to tell us about your journey. Not only is it good for YOU to have the accountability, but the rest of us will be encouraged as we hear your progress through the 10 days.

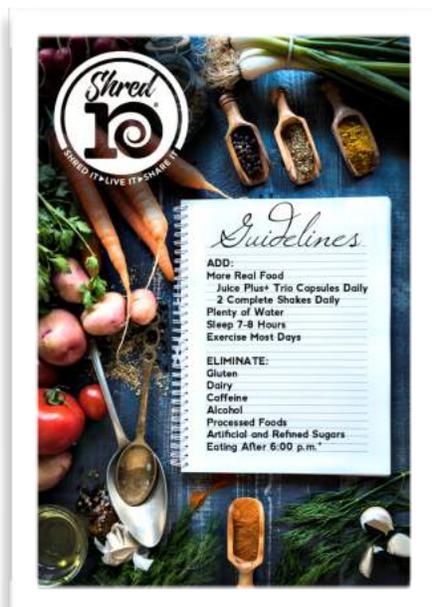
## Reminders:

1. Take a “before” photo of yourself so you can compare it to one taken at the end of your Shred10 experience. Send it to a trusted friend who is doing the Shred10 with you or post it in this Facebook event. Even a simple headshot can allow you to see such a noticeable difference in 10 days.
2. Download and read the “Shred Guide” here: [http://bit.ly/Shred\\_Guide](http://bit.ly/Shred_Guide)
3. Print off and fill out the Shred10 Tracker form here: [http://bit.ly/Shred10\\_Tracker](http://bit.ly/Shred10_Tracker)
4. Invite a friend or two to shred with you! Talk to your Juice Plus+ representative to help get them set up.



P.S. We will have another Shred10™ beginning on\_\_\_\_\_. Mark your calendar and stay tuned!

## PIN THE GRAPHIC OF THE SHRED10™ GUIDELINES:



This image can be found in the password-protected resource center at [www.HealthyLivingRevolution.com](http://www.HealthyLivingRevolution.com). The password is “revolution”.

# RUNNING YOUR FACEBOOK EVENT

Get together with people on your team, or partner up with sideline friends to run your Shred10™ event together (3-4 people leading it seems to work well). This helps spread out the support and posting “workload.”

**Options for posting in the event. Use your creativity!**

## WEEK BEFORE THE SHRED10™:

- It’s prep time! Planning & prepping for the week is key for shredding success! 😊 Check out this video by Michelle Ball with some great tips! [video link is: <https://vimeo.com/197141968>]
- Post any of your favorite prep ideas or host a “Taste of the Shred” party for local participants.

## DAILY:

- **“Check-in and motivate”** (How’s everyone doing? It’s Day 3 and you’re off to an amazing start! What are you excited about today?) \*post a motivational image\*
- **“Recipe Time!”** (I was on Pinterest last night and found this delicious recipe... and it’s ‘Shred10-approved!’ Can’t wait to make it tonight. Here’s the link if anyone else would like to try it.) \*post link to restaurant\*
- **“Workout”** (Today I’m going to go for a 30-minute walk on my lunch break. What are you all going to do to get in your movement today?)

## 3-5 TIMES DURING THE Shred10™:

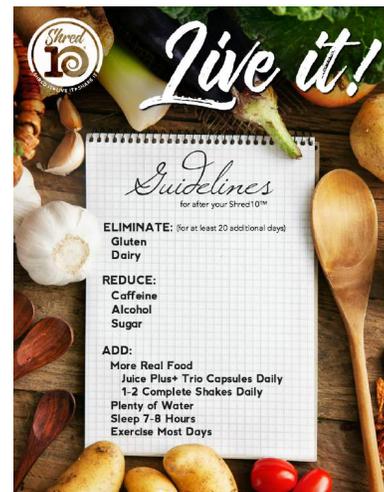
- **“Juice Plus+® Belief Building”** (I’m so thankful I found out about Juice Plus+ 6 months ago. I love the fact that even when I’m not doing the Shred10 I am still flooding my body with 45 different fruits and vegetables every day. Check out this video about\_\_\_\_\_)
  - Farm Fresh Nutrition: Cranberries from Wisconsin  
<https://vimeo.com/199458629>
  - Farm Fresh Nutrition: Family Farm Grown  
<https://vimeo.com/199459714>
  - How Juice Plus+® is Made  
<https://vimeo.com/199459967>

## ON DAY 0:

- **Last minute reminders:** Remind your customers to take a “before photo” (even just a headshot) and post it on the event page or at the very minimum give it to a trusted friend for accountability. Remind your customers to track their starting measurements and ratings on the Shred10™ tracker, found in the Shred Guide and in the event pinned post at [http://bit.ly/Shred10\\_Tracker](http://bit.ly/Shred10_Tracker).
- Also, post the video of Kristy Morrell sharing how to prepare for the Shred10™ here: <https://vimeo.com/197141633>

## ON DAY 7:

- Hey Shredders! It's Day 7! How is everyone feeling? We only have 3 days left! So proud of you all! This is a great time to start thinking about your plan after the shred. You have worked so hard for these results and to reset your habits so let's stay on track! I'm personally committing to the “Live it” portion of the Shred10 because I want to continue this journey and make the most of it. Who is with me?
- Post the “Live it!” image of what to do next.



## ON DAY 11:

- **Celebrate and track your progress:** Ask your customers to post their before and after photos if they have them, report in on the positive benefits of how they've been feeling in terms of sleep, energy, skin, hair, mood, gaining muscle, shedding fat, etc. Also, remind them to complete the second column on the Shred10™ tracker, found in the Shred Guide.
- **What now:** Encourage the following long-term changes in your customers:
  - Follow the “Live it!” Guidelines, listed in the Shred Guide.
  - Watch the continuing education videos on [www.Shred10.com](http://www.Shred10.com) if they have not done so already.
  - Commit to continuing to take Juice Plus+® capsules and Complete shakes every day

## ON DAY 12-20:

- **Transition customers and delete Facebook event:** After the Shred10™, set up your next Shred10™ Facebook event for the following month and invite the participants of the current event to plan ahead and join in on the next Shred10™. Announce that this Shred10™ Facebook event will be deleted at the end of the month to make way for the new Shred10™ event the following month. In addition to this, transition all Shred10 customers into your general Customer Care Facebook group as well.

# EXCELLENT CUSTOMER CARE

During the Shred10™ you will need to stay in touch with each of your customers individually. There is no shortcut to this. Every single day you will contact your customers one-on-one and provide support, resources, encouragement, and accountability.

This continual communication with your customers accomplishes a few things:

- It helps them stay on track with the Shred10™ guidelines (which will result in them having a more positive experience in 10 days).
- It shows that you are a person who cares and builds your relationships.
- It gives your customers value and education that will reinforce their decision to get started on Juice Plus+® and Complete® shakes.
- It is a model for excellent customer care if they ever decide to join your Juice Plus+® team.
- It shows them that if you are supportive in helping them be successful with the Shred10™, you will be supportive in helping them be successful with a Juice Plus+® Virtual Franchise.

Probably the most convenient way for most people to stay in touch is through text messaging or by using Facebook Messenger. There are several short videos that have been recorded for the Shred10™ participants to view, and these daily connections would be a great place for you to share them.

On the next page is a sample script of what you could text to your customers each day of the Shred10™. For first time participants, send them a message 3 times a day for the first five days, and once a day after that. For returning participants, one text a day is great. Do excellent customer care so when they join your team they will know exactly what to do!



# SAMPLE TEXT MESSAGES

## Day 0:

Did you see the prep video we posted on our FB event? Here's the link if you missed it: <https://vimeo.com/197141968>. Check it out for great tips! Are you ready to rock this Shred10?

(Remind them to post or send their before picture if they haven't done so yet. This is a huge piece to their success in the Shred10™!)

## Day 1:

**Morning Text:** First day! I'm so excited for you! When are you planning to do your shakes today?

**Midday Text:** Hey! I'm so glad to be doing the Shred10! How are you feeling?

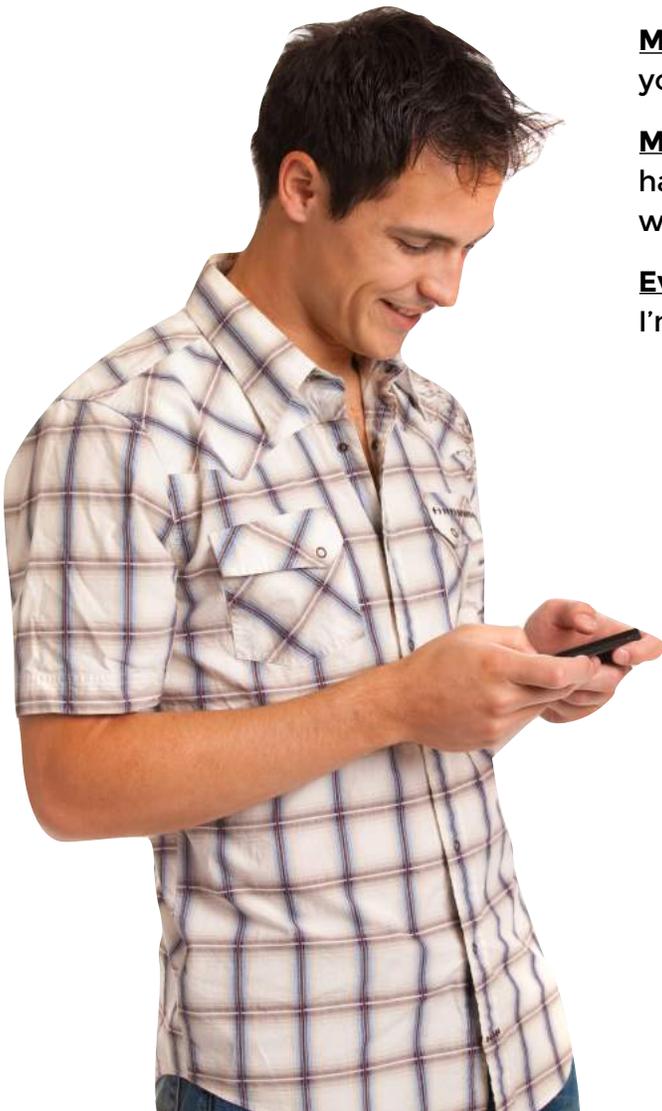
**Evening Text:** Checking in. Wanted to see if you are on track with the no eating after 6 pm. 😊

## Day 2:

**Morning Text:** Okay- time to conquer Day 2! How did you sleep last night!?

**Midday Text:** Feeling any detox yet? Some people have caffeine headaches on Day 2. Drinking more water can help. Stick with it!

**Evening Text:** Are you feeling strong? We got this! I'm so glad to be doing this together!



(Sample Text Messages, continued)

### Day 3:

**Morning Text:** Good morning! What's been your favorite shake recipe so far? I had (fill in the blanks) this morning and it was delicious!

**Midday Text:** How are you feeling? If you aren't feeling so hot - it's okay! Sometimes, day 3 is the hardest detox day but the good news is most people start feeling much better after today 😊 Here is a quick video about how to handle eating out during the Shred10. Not sure what your dinner plans are, but this could be helpful if you go out! Here's the link: <https://vimeo.com/197140872>

**Evening Text:** Still doing well with the no eating after 6 pm? It's getting easier isn't it?

### Day 4:

**Morning Text:** How's it going? I hope you got an awesome night's sleep! Remember... 7-8 hours each night!

**Midday Text:** Feeling good today? What snacks are working for you? Let me know if you want some more ideas! The energy bites that you can make with the complete are super good!

**Evening Text:** Yay! We've made it through 4 days! You are doing awesome! How is exercise going for you? Here is a quick video with some great exercise tips from Courtney: <https://vimeo.com/197140667>

### Day 5:

**Morning Text:** Morning! I don't know about you but I feel so much lighter when I wake up in the morning. Must be that no eating at night!! Here's to Day 5!!

**Midday Text:** We are halfway through!!! What's for lunch today? I'm eating... (fill in the blanks)

**Evening Text:** Me again! Here's another cool video from Courtney in case you are missing coffee or wine 😊 <https://vimeo.com/197140396>. We can do anything for 10 days, right?

## (Sample Text Messages, continued)

**Day 6:** We are over the halfway point! Are you feeling like you are really conquering your unhealthy habits? I'm so proud of you! I'm feeling really good about \_\_\_\_.

(Share a personal win like not being addicted to my morning coffee, not mindless snacking at night, exercising more, kicking my sweet tooth, not craving cheese, etc.)

**Day 7:** I can't believe it's been a week already! What would you say has been your biggest win so far? Day 7 is a good time to think about how you want to continue at the end of this jumpstart! Check out the FB post and let me know what you are seeing for yourself.

### Day 8:

We're on the home stretch! Are you feeling amazing? I wanted to share this video with you about being "mindful" when you're eating... lots of great tips in this one. Here's the link: <https://vimeo.com/197141200>

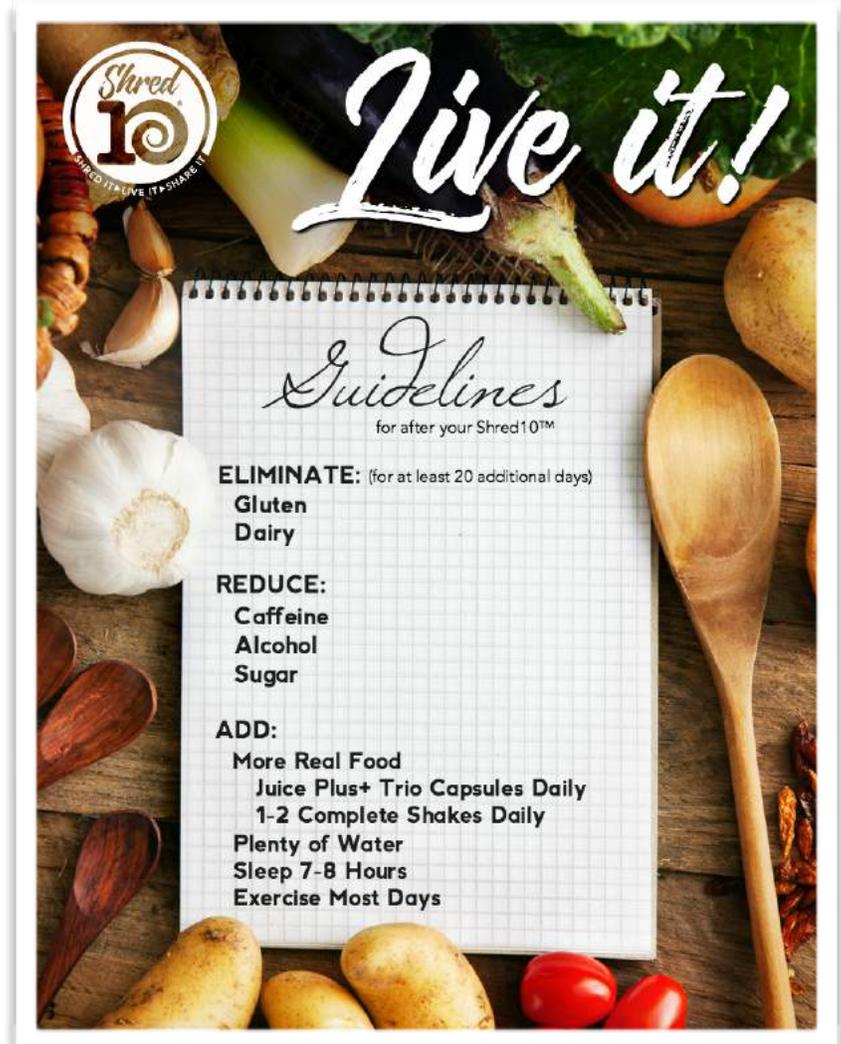
### Day 9:

The past 9 days have been so great for your body! I know you want to keep this momentum going, so here are the "Live it!" guidelines for what to do after the Shred10!

[Attach the "Live it!" image, found in the resource center at [www.HealthyLivingRevolution.com](http://www.HealthyLivingRevolution.com) (password: revolution)]

### Day 10:

Wow! Congratulations on reaching the final day of the Shred10! We did it! What change did you find the most challenging? And what change would you say was easier than you thought it would be? I'd love to have you share in the Facebook event! Don't forget to take your AFTER photo! I can't wait to see it!





# CUSTOMER PROFILE



Customer Name \_\_\_\_\_

Order Date \_\_\_\_\_ Phone/text \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Items Purchased:

- Juice Plus+ Trio (Capsules / Chewables)
- Complete Shakes (Chocolate / Vanilla / Variety)
- Complete Bars (Cherry / Chocolate / Variety)
- Tower Garden
- Shred10™ Package (Trio + 2 shakes/day)

Is this also a Children's Health Study order? (Yes / No)

Child's Name \_\_\_\_\_ DOB \_\_\_\_\_

## INSTRUCTIONS

Print out one Customer Profile form per customer and keep in a binder. Use this sheet when a customer orders and during follow-up conversations. Record customer's responses and refer back to them as you continue customer care.

- May I friend request you on Facebook?
- May I add you to our private Facebook group and welcome you?
- What is your favorite way to learn? (read / watch video / listen / attend live events)
- Would you like to be included on our list to be invited to live and online events?

## Pre Juice Plus+® / Shred10™ Survey →

Why did you order Juice Plus+® for your family?

What are the top three areas you would like to see improve most in your health?

1.

2.

3.

Where can you plan on putting your Juice Plus+ so you remember it every day?

May I contact you to see how you're doing? Which is best? (phone, e-mail, text, Facebook)

## Juice Plus+® / Shred10™ Experience Survey →

After the Shred10™ and every four months thereafter, ask customers about their experience such as:

- |  |  |
|--|--|
| <input type="checkbox"/> Eating more fruits & vegetables                     | <input type="checkbox"/> Decrease in junk food cravings                        |
| <input type="checkbox"/> Drinking more water                                 | <input type="checkbox"/> Increased mental clarity                              |
| <input type="checkbox"/> Better recovery from workouts                       | <input type="checkbox"/> Healthier teeth & gums (less bleeding or sensitivity) |
| <input type="checkbox"/> Improvement in sleep                                | <input type="checkbox"/> Healthier hair (thicker, faster growing, shiner)      |
| <input type="checkbox"/> Increased energy level                              | <input type="checkbox"/> Healthier nails (faster growing, stronger)            |
| <input type="checkbox"/> Increased stamina or quality of exercise            | <input type="checkbox"/> Improvement in complexion                             |
| <input type="checkbox"/> Weight loss (if you felt you needed to lose weight) | <input type="checkbox"/> Improvement in general sense of well-being            |
| <input type="checkbox"/> Improvement in regularity                           |  |

Who have you told about Juice Plus+® or Shred10™? \_\_\_\_\_

