

CREATING *Your Story*

PRODUCT

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

- What was life like before you started eating Juice Plus+?
- Were there any negative emotions associated with that?
What were they?
- What attracted you to Juice Plus+?
- Describe the changes you are experiencing since adding Juice Plus+ (or changes you are 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 30 fruits and vegetables every single day. I can't believe the difference it has made in my health.

END

Now I'm _____

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

ADDITIONAL TOOLS AND RESOURCES
can be found at www.MissionDrivenModel.info

BUSINESS

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

- **Pain** - What areas of your life were 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? (i.e. I realized we needed some financial relief in order to reduce stress.)
- **Opportunity** - What are the features of the Juice Plus+ Company that is 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 _____

LESSON

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 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!