

SYSTEM GUIDE



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SYSTEM GUIDE

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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 your customers' expectations for the Shred10®.
- Do the Shred10® with them.
- Provide incredible daily customer care to help them have a successful experience.

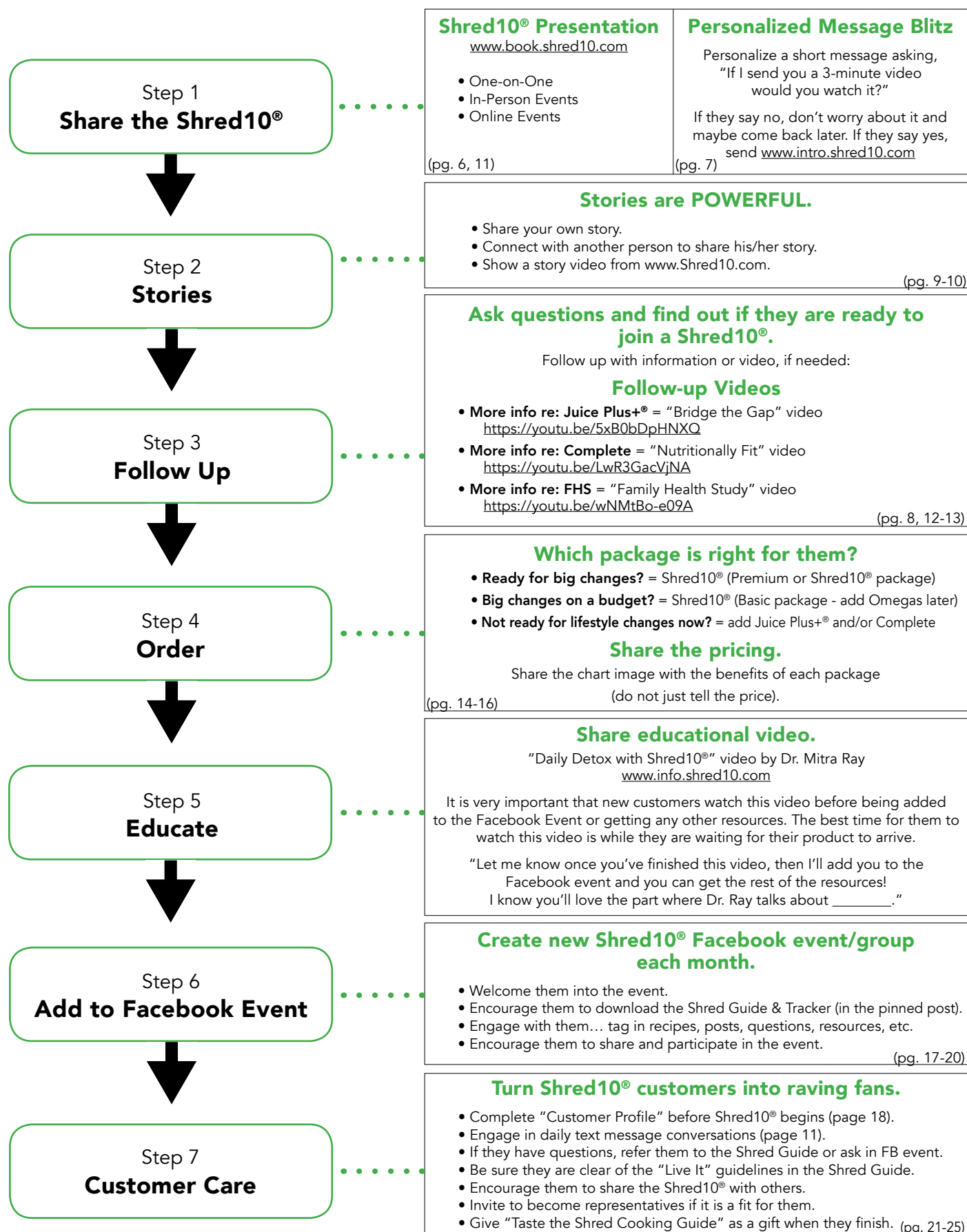
Mid-Month **FOLLOW UP AND ADD TEAM MEMBERS**

- Talk with customers about their experience with Shred10® and Juice Plus+®.
- Let them know that normally when customers do Shred10® and have a great experience, they want to do it again and invite others to join them.
- 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.

SHRED10® CUSTOMER JOURNEY



SHRED10® PRESENTATION

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

GET READY!

- Use the online version at www.book.shred10.com.
- Download eBook PDF from the Resource Center at www.HealthyLivingRevolution.com.
- Save it on your tablet, smartphone, and/or print it out.
- Order Shred10 Took Kits from www.JuicePlusPromotions.com, which contain a Presentation Book, System Guide, Shred Guide, and Cooking Guide.

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.
 - “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® package. 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 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. (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 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!

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 an informational table at a vendor event
16	17 Facebook Live Event	18	19	20 Facebook Live Event	21 "Taste the Shred" Party	22
23 Facebook Live Event	24 Deadline to order products	25	26	27	28	29

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 call 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 & Facebook Live Event with them	23 Help them make their first FB post & teach presentation book	24 Help them with personal invitations to friends	25 They do a Text Message Blitz & FB Live event with you	26 Text Message Blitz	27
28	29 Deadline to order products	30	31 Achieve promotion!			

 Ongoing Customer Acquisition

 Customer Care

 Conversion to Team

PLAN IT!

WHO WILL I INVITE?

1. _____
2. _____
3. _____
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37. _____
38. _____
39. _____

WHAT TOOLS WILL I USE AND WHEN?

Text Blitz _____

Facebook Live Event _____

Facebook Party _____

Table at a Gym/Vendor Show _____

Coffee Appointment _____

"Taste the Shred" Party _____

Salad in a Jar Party _____

Other _____

Other _____

Other _____

NOTES:

[illegible]

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 gauge the progress of 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'd like?"
- "Would you ever consider taking 10 days to focus on jumpstarting your health and create 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** Shred10®?
- Were there any negative emotions associated with that? What were they?
- What attracted you to Shred10®?
- What changes have you noticed since Shred10®?
- How do you feel now because of these changes?

SHARE SOMEONE ELSE'S STORY:



- "My friend Elizabeth had an awesome experience with 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 examples:

"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 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 example:

"My friend John did the Shred10® and was able to get off of his allergy medications!"

Positive examples:

"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 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 to 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.

Or create your own event! Do you have an event in mind that would be simple and fun for your guests? Connect with your sponsor to plan it and get it on the calendar!

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’s at a gym, vendor event, 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’s 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://youtu.be/5xB0bDpHNXQ>
 2. More info re: Complete = "Nutritionally Fit" video <https://youtu.be/LwR3GacVjNA>
 3. More info re: FHS = "Family Health Study" video <https://youtu.be/wNMtBo-e09A>
 4. More info re: Shred10® = "Daily Detox" video info.shred10.com

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://youtu.be/RearC9mIYKg>

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."
- The others who didn't reply can be contacted later or in a different way.

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."

WHAT TO SAY

"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+® 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 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 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 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, and 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 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 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 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's time for your customer to select which package is right for them, it's important that you're 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® 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 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® package. It will help you _____. Shred10® sure helped me! All we need to get started is a shipping address and a credit card."

PACKAGES & ORDERING

WHERE DO **YOU** SEE YOURSELF GETTING STARTED?

BASIC PACKAGE*



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

PREMIUM PACKAGE*



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

SHRED10® PACKAGE*



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

OR DESIGN YOUR OWN PACKAGE

* When you purchase this package for yourself, you could be eligible to receive free Juice Plus+ for your child for up to four years as part of the Healthy Starts for Families program.

PACKAGES & ORDERING

SHRED PACKAGE

- WHAT TO SAY: “This is a great package! You’ll get your Juice Plus+® trio capsules, Omegas, 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 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 enroll you in the Healthy Starts for Families program 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 + Omega blend capsules
 - Optional: Family Health Study

PREMIUM PACKAGE

- WHAT TO SAY: “This is where many people decide to start. You’ll get your Juice Plus+® trio capsules, Omega blend, and enough Complete shake mix to have one shake a day for four months. Now keep in mind that for 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 enroll you in the Healthy Starts for Families program 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 + Omega blend capsules
 - Optional: Family Health Study

BASIC PACKAGE

- WHAT TO SAY: “This is a good starting point for some people. You’ll 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 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 enroll you in the Healthy Starts for Families program with this package. You can add on the Omega blend in the future.”
- 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: Family Health Study

FACEBOOK EVENT/GROUP

When starting your Shred10®, you will need to create a **PRIVATE** Facebook event or a **SECRET** Facebook group that will start on the first day of your Shred10® and finish afterward. 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/shred10customer care> to learn more.

Some benefits of setting up a new **PRIVATE Facebook Event** for each Shred10®:

- Populates your customer's Facebook calendars and other linked calendars with the Shred10® information.
- Events can be easily deleted after Shred10® has finished.
- These events should be deleted after 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 Shred10® has ended.
- Creating many groups with the same name (i.e. Shred10) may be "red flagged" by Facebook.

AS YOU SET UP THE FACEBOOK EVENT/GROUP, HERE ARE SOME TIPS:

Event Settings: Private Event/Secret Group

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 follow up with customers after the 10 days is over.

Suggested Description: Join 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!



FACEBOOK EVENT/GROUP

Example Pinned Post:

Welcome to the Shred 10® private Facebook Group. This is going to be an awesome experience for you! Every person here will be doing Shred10® with you and will 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 a noticeable difference in 10 days.
2. Download and read the "Shred Guide" here: http://bit.ly/Shred_Guide
3. Download the "Taste the Shred" Cooking Guide here: <http://bit.ly/TasteTheShred> (optional- you may prefer to give this resource out as a gift on Day 10 of the Shred10®)
4. Print off and fill out the Shred10® Tracker form here and take measurements: http://bit.ly/Shred10_Tracker
5. Print off your Shred10® Daily Checklist and keep track of your compliance every day: http://bit.ly/Shred10_Checklist
6. 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. The password is "revolution"



RUNNING YOUR EVENT/GROUP

Get together with people on your team, or partner up with sideline friends to run your Shred10® event/group 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/group. 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 with some great tips! <https://vimeo.com/212934610>
- 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 recipe*
- **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 Shred10® I'm still flooding my body with 45 different fruits and vegetables every day. Check out this video about____."
- Farm Fresh Nutrition: Cranberries from Wisconsin
<https://youtu.be/qGqXODm9X9k>
- Farm Fresh Nutrition: Family Farm Grown
<https://youtu.be/AlpNVGLuzU8>
- How Juice Plus+® is Made
<https://youtu.be/jzWHTGc9Wmc>

RUNNING YOUR EVENT/GROUP

ON DAY 0:

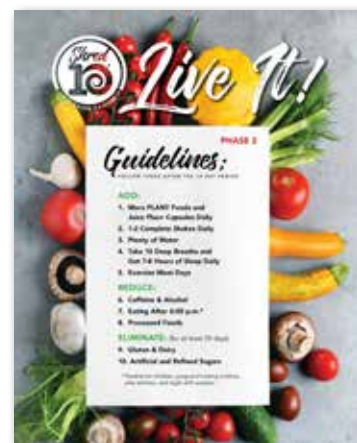
- **Last minute reminders:** Remind your customers to take a “before photo” (even just a headshot) and post it on the event page or at the very minimum give it to a trusted friend for accountability. Remind your customers to track their starting measurements and ratings on the Shred10® tracker, found in the Shred Guide and in the event pinned post at http://bit.ly/Shred10_Tracker.
- 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've 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's 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, report 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.
- **What now:** Encourage the following long-term changes in your customers:
 - Follow the “Live it!” Guidelines in the Shred Guide.
 - Watch the continuing education videos on www.Shred10.com if they have not done so already.
 - Commit to continuing to take Juice Plus+® capsules and Complete shakes every day
 - Consider giving a printed copy of the “Taste the Shred Cooking Guide” as a thank you gift! Link to download the eBook directly is <http://bit.ly/TasteTheShred>
These can be purchased through www.JuicePlusPromotions.com



ON DAYS 12-20:

- **Find out your customers' experiences and invite them to join you:** Contact all of your Shred10® customers and complete the bottom section of the Customer Profile. Invite them to share the Shred10® with others in their life and see if partnering with the Juice Plus+® Company is a good fit for them.



EXCELLENT CUSTOMER CARE

During 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 three times a day for the first five days, and once a day after that. For returning participants, one text a day is great. Give them 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/212934610>. 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 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!

Extra Credit Text: For EXTRA CREDIT, invite a friend to do the Shred10® with you! Share the <http://intro.shred10.com> video as an introduction!

Extra EXTRA Credit Text: As you notice changes in your health, share them with your friends who have seen the intro video. Then send them <http://info.shred10.com>



SAMPLE TEXT MESSAGES

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's a quick video about how to handle eating out during 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

DAY 6:

We are over the halfway point! Are you feeling like you're 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're 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:

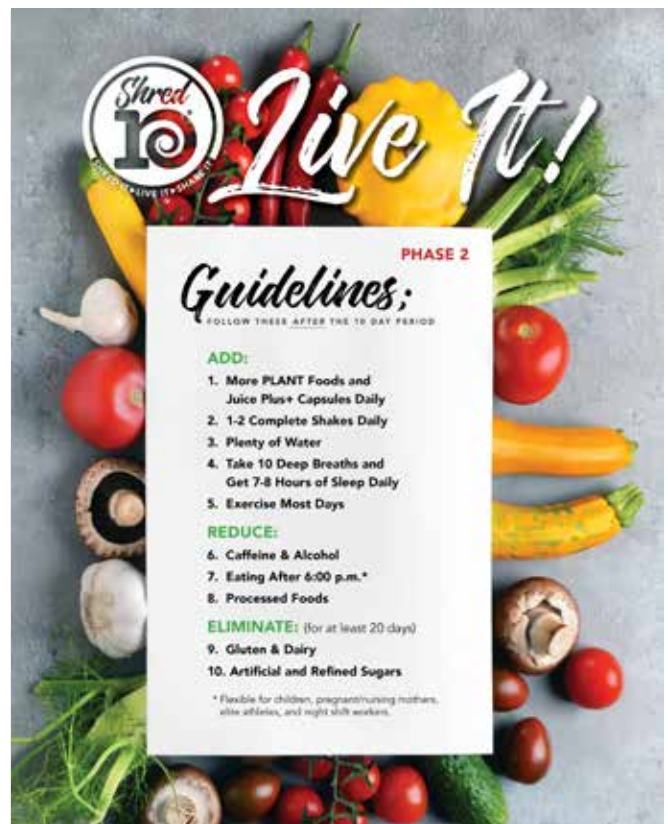
<https://vimeo.com/197141200>

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 (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)
- ☐ Juice Plus+® Omega Blend
- ☐ Complete Shakes (Chocolate / Vanilla / Variety)
- ☐ Complete Bars (Cherry / Chocolate / Variety)
- ☐ Tower Garden
- ☐ Shred10® Package (Juice Plus+® Trio + 2 shakes/day)

Is this also a Family 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? (Yes /No)

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:

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

Who have you told about Juice Plus+® or Shred10®? _____

