

Freedom REVOLUTION



SUCCESS GUIDE

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 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?

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.

UNITED STATES VERSION 2020



5 WAYS TO CREATE INCOME

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

[illegible]

EXPRESS TRACK-

- LEADERSHIP TRACK:

Effective July 2020

PARTNER+ PLANNING WORKSHEET

Compensation Plan: Effective July 2020

UNITED STATES

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

1. I have generated 1,000 in Promotional Product Volume (PPV) from my orders and my customers' orders within 30 days of my first order ship date.
2. I have at least 2 Preferred Customers: at least one of them is an order of my own and at least one of them is new within 30 days of my first order ship date.

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 and earn \$100 Title Reward.

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

Partner+ Title Reward: _____

SP & Title Reward: _____

Below are examples of what this may look like and how much you could earn:

EXAMPLE 1



PPV: 420
SP: \$42



PPV: 300
SP: \$30

PPV: 300
SP: \$30

Total PPV: 1,020
Sales Profit: \$102
Title Reward: \$50 or \$100
***Total Earnings: \$152 / \$202**

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

EXAMPLE 2



PPV: 300
SP: \$30

PPV: 300
SP: \$30



PPV: 300
SP: \$30

PPV: 140
SP: \$14

Total PPV: 1,040
Sales Profit: \$104
Title Reward: \$50 or \$100
***Total Earnings: \$154 / \$204**

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

EXAMPLE 3



PPV: 200
SP: \$20



PPV: 220
SP: \$22



PPV: 310
SP: \$155

PPV: 306
SP: \$30.60

Total PPV: 1,036
Sales Profit: \$227.60
Title Reward: \$50 or \$100
***Total Earnings: \$277.60 / \$377.60**

+ 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.

QSC PLANNING WORKSHEET

Compensation Plan: Effective July 2020
UNITED STATES

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

1. I have 4,000 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 one or more Level 1 team members with 1 or more Preferred Customer orders.
3. I have added at least 5 new Preferred Customers, Tower Gardens can be included, from me and my Level 1 Team Members (for a total of 7).
4. I have generated the required minimum of 1,000 Promotional Product Volume from my Customer Volume
5. I understand a maximum of 1,500 can count from my own household orders for this promotion.

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

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

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

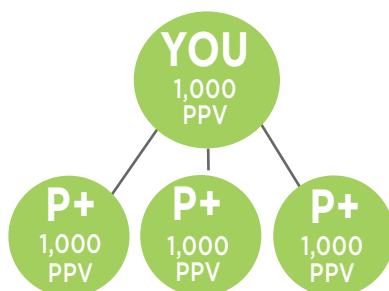
Express Track: Achieve QSC in first 30 days and earn \$400 Title Reward.
Fast Track: Achieve QSC in first 60 days and earn \$300 Title Reward.

P+ & QSC Title Rewards: _____
SP & Title Rewards: _____

Below are examples of how 4,000 PPV can be created between 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

For easiest way with best results create 4,000 PPV with you and 3 P+ Team Members!



EXAMPLE 2



1 Trio = 300 PPV
14 Trios = 4,200 PPV

Your 10 Trios + Partner's 4 Trios = 14

Your Commission Rate Increases as 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 Trio Customer:		\$60

EXAMPLE 3



1 Quad = 420 PPV
10 Quads = 4,200 PPV

Your 7 Quads + Partner's 3 Quads = 10

Your Commission Rate Increases as 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 Quad Customer:		\$84

Title Rewards also include: \$300/\$400 Active Sponsor Award. For more details on earnings ask your sponsor for our compensation plan resources.

SC PLANNING WORKSHEET

Compensation Plan: Effective July 2020

UNITED STATES

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

1. I have generated 10,000 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.
3. I have at least 1 new 30 or 60 day Level 1 QSC who was promoted within the 6 month window.
4. I have generated at least 1,800 in Performance Bonus (PB) volume to qualify my business for the 3% Performance Bonus.

Express Track: Achieve Sales Coordinator in first 90 days and earn \$700 Title Reward.

Fast Track: Achieve Sales Coordinator in first 6 calendar months and earn \$600 Title Reward.

1. PPV generated from my orders, my customers' orders and team (Ps, P+s, and QSCs): _____
(Must be at least 10,000 PPV from the past 6 months)
2. My P+ team member: _____ (Must be a separate line)
3. My QSC team member: _____ (Must be a separate line)
4. My New 30 or 60 day Level 1 QSC team member: _____ (Must be a separate line)
5. My monthly Performance Bonus (PB) volume: _____ (Must be at least 1,800 in PB volume)

Below is a diagram of SC Structure, a chart showing Fast & Express Track opportunities and an example of how a SC could create a monthly income of about \$700 as they add customers & team.

MINIMUM STRUCTURE OF A SALES COORDINATOR TEAM



(At least one Fast Track to QSC in the past 6 months)

Maximize your income by helping all 3 team members achieve QSC on your way to Sales Coordinator.

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

TITLE REWARDS: 2 TRACKS

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
TOTAL:	\$1,550	\$2,000

ADDITIONAL SC BENEFITS

- Promotion to Sales Coordinator
- Eligible for \$600 SC Active Sponsor Award
- Free Juice Plus+ Live Conference Ticket
- Leads from the Company

EXAMPLE: MONTHLY INCOME

Your customer orders: 8,000 PPV (27 Trios)
(8,000 PPV / 4 month installments = 2,000 PV)

- Sales Profit: 10% of 2,000 PV \$200.00
- Commission: 15% of 2,000 PV \$300.00

Your P+ team member orders (1,000 PPV)
(1,000 PPV / 4 month installments = 250 PV)

- Commission: 10% of 250 PV \$25.00
- PB*: 3% of 250 PV \$7.50

Your QSC #1 team member orders (4,000 PPV)
(4,000 PPV / 4 month installments = 1,000 PV)

- Commission: 5% of 1,000 PV \$50.00
- PB*: 3% of 1,000 PV \$30.00

Your QSC #2 team member orders (4,000 PPV)
(4,000 PPV / 4 month installments = 1,000 PV)

- Commission: 5% of 1,000 PV \$50.00
- PB*: 3% of 1,000 PV \$30.00

Total Monthly Income: \$692.50
x 12 months: \$8,310.00

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

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

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CANADIAN OFFICE

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