



20/20 Look @ Juice Plus+®

JUICE PLUS+® FALL 2013 LEADERSHIP CONFERENCE

20 / 20 Look

@

Juice
PLUS[®]+

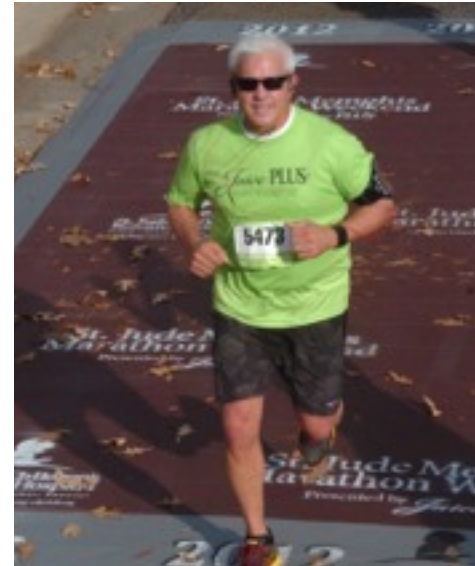
Here to stay

Generation to Generation

Almost 30



~~Almost~~ 50



@curtbeavers



<http://GodMadeAFather.com>

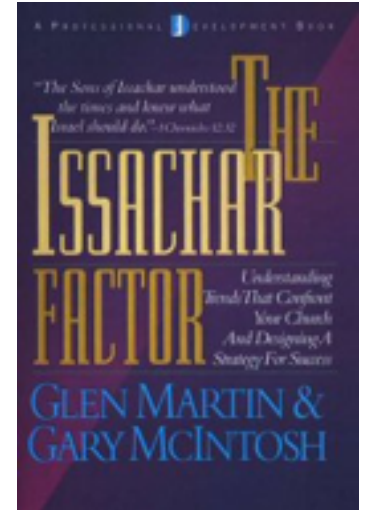
<http://curtbeavers.com>

<http://theBeavers.net>

Here to stay

Issachar

“knew the signs of the times and acted accordingly”



Generation Y & iY



- 1. Hear me out.**
- 2. Keep it real.**
- 3. Let's have fun.**
- 4. My way now.**
- 5. Make it count.**
- 6. Let me know.**
- 7. Plug me in.**
- 8. Just do it.**

These young adults have had a say in how things go since they were five. They expect to express themselves, to upload, vote, blog or update and they believe they'll be heard.



Generation Y & iY



1. Hear me out.
2. **Keep it real.**
3. Let's have fun.
4. My way now.
5. Make it count.
6. Let me know.
7. Plug me in.
8. Just do it.

The only thing worse than being “uncool” is being unreal. They demand authenticity. Anything that smells “plastic” is a turn-off. They value genuine people and leaders.



Generation Y & iY



1. Hear me out.
2. Keep it real.
3. **Let's have fun.**
4. My way now.
5. Make it count.
6. Let me know.
7. Plug me in.
8. Just do it.

They believe work and fun can be combined; they don't want to separate the two. In fact, they may stop working midday to have fun and work again at midnight. It's a continuum.



Generation Y & iY



1. Hear me out.
2. Keep it real.
3. Let's have fun.
4. **My way now.**
5. Make it count.
6. Let me know.
7. Plug me in.
8. Just do it.

They've not heard the word "no" very often growing up. As a student or new employee, they expect to get their way and don't see why adults can't understand their perspective.



Generation Y & iY



1. Hear me out.
2. Keep it real.
3. Let's have fun.
4. My way now.
5. **Make it count.**
6. Let me know.
7. Plug me in.
8. Just do it.

They want to do things that matter. Meaning is as important as money at work. They don't think small. They like projects that are very important and almost impossible.



Generation Y & iY



1. Hear me out.
2. Keep it real.
3. Let's have fun.
4. My way now.
5. Make it count.
6. **Let me know.**
7. Plug me in.
8. Just do it.

They're used to constant feedback. They got trophies on teams just for showing up. They got lots of kudos from parents for years and today want it instantly from their leaders.



Generation Y & iY



1. Hear me out.
2. Keep it real.
3. Let's have fun.
4. My way now.
5. Make it count.
6. Let me know.
7. **Plug me in.**
8. Just do it.

You already know this. They're a connected generation. They can't imagine a day without constant connection with friends. Technology is an appendage of their bodies.



Generation Y & iY



1. Hear me out.
2. Keep it real.
3. Let's have fun.
4. My way now.
5. Make it count.
6. Let me know.
7. Plug me in.
8. **Just do it.**

Words that describe their world are immediacy and convenience. They're not prone to waste a lot of time with committee red tape or protocol. Stuff should happen fast.



NOW
MYSTERIOUS
FRUSTRATING
OLD
YOUNG
BREATHING

SOCIAL MEDIA IS **LIVING**

To Get this presentation and
video

Just text **“orlando”** to
404-620-2624

And you'll have it before we're
done!

50th Prayer Breakfast

56% of Reservations came from Facebook!



1989



2013



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20 Years: PRODUCT

1993



2013



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20 Years: RESEARCH

1993



2013



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The Whole Truth Revisited

In 1995, a physician from Atlanta, Georgia, named Dr. Richard DuBois first told people "The Whole Truth" about fruits and vegetables and a new product called Juice Plus®. Now he takes a fresh look at "The Whole Truth" – 13 years and 13 clinical studies later.

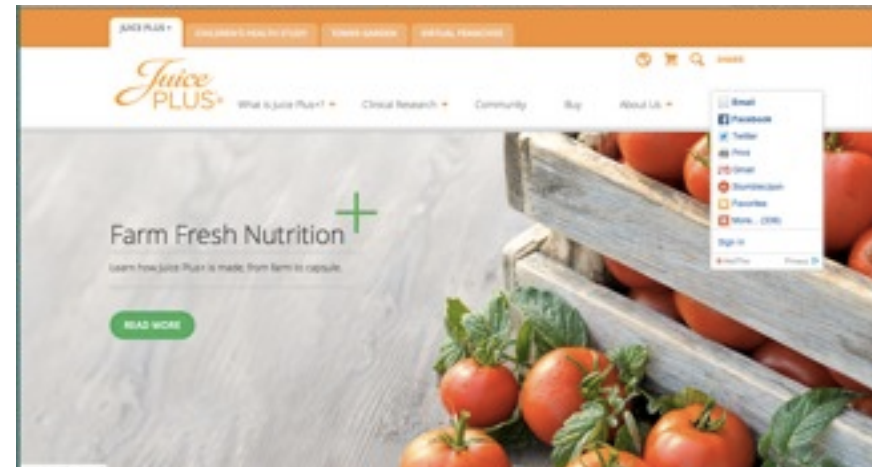


20 Years: WEB & TECHNOLOGY

1993



2013



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Here to stay

20 Years and Getting Worse

1993

\$1.11

Per Gal



2013

\$3.69

Per Gal

Here to stay

20 Years and Still Getting Better

Juice PLUS+[®] availability to children and students

1993

\$179.00

2013

FREE



Juice Plus+[®] & Children's Health

The next best thing to fruits and vegetables

The United States Department of Agriculture (USDA) recommends we eat 7 to 13 servings of fruits and vegetables every day. Most people don't come anywhere close. That's why there's Juice Plus+[®].



20 Years and Still Getting Better

An Apple is Good for you yesterday and today!

1993



2013

What's in an apple?

This is an example of the many elements and compounds that have been identified in a domestic apple:

A photograph of a whole apple is shown, with a dense list of chemical compounds overlaid on it. The list is organized into two columns. The compounds include various acids, alcohols, aldehydes, and other organic molecules. At the bottom of the list, there is a small line of text: "Reference: Datta, J.K., Major domestic apple. Handbook of Phytochemical Constituents of Cereal, Herb and Other Economic Plants, CRC Press, 2001, Boca Raton, FL."





Some things never change.....
Our need for fruits and vegetables

SIMPLE
is Always Better

5 Simple Steps



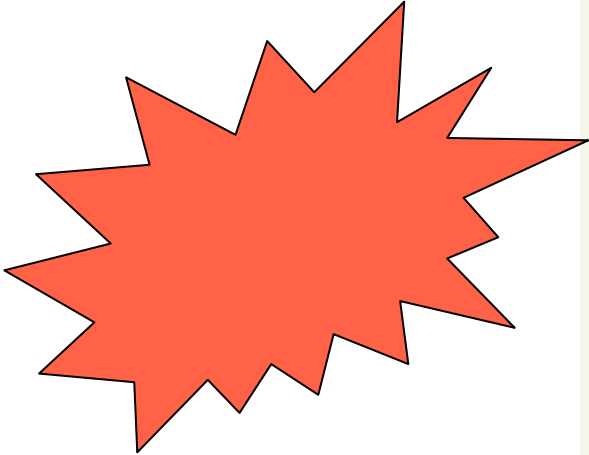
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5 Simple Steps

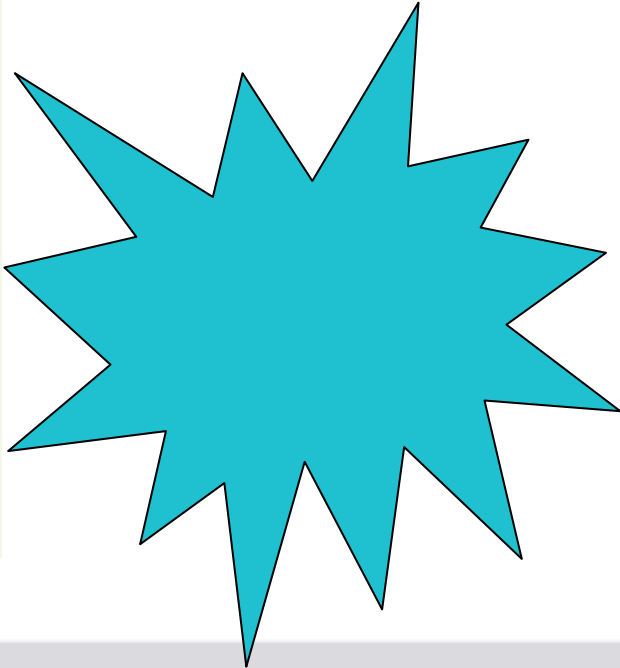
1. Memory Jogger
2. Story
3. Events
4. Customer Care
5. Build a Team



What You Need To Know...



Keep
It
Simple
Sweetie



Step



Memory Jogger

Be a Good Steward



“I didn’t even get my starter kit until my sponsor got my memory jogger”
- Sharron Rankin



“After we signed up, we were told to go home and write down 300 names”



Here to stay

People Investment Advisor



Relational Capital



Here to stay

Jog Your Memory

MEMORY JOGGER IDEAS - WHO DO YOU KNOW?

By Tiffany Radtke

LIST YOUR WARM MARKET

Acquaintances
Child Care Provider
Closest friends
Co-workers
House cleaner/Maid
Interior Decorator
Neighbors (All around you)
Teachers

WHO ARE YOUR RELATIVES

Aunts
Brother-in-laws
Brothers
Cousins
Daughter/Daughter-in-law
Father-in-law
Grandkids
Grandparents
Mother-in-law
Nephews
Nieces
Parents
Retired relatives
Sister-in-laws
Sisters
Son/Son-in-law
Uncles

I KNOW SOMEONE WHO'S A

Agriculturalist

Music Teacher
Notary Public
Nurse
Office Manager
Pampered Chef/Tupperware Rep
Pilot/Stewardess
Policeman/woman
Probation Officer
Restaurant owner
Scuba instructor
Seamstress
Secretary
Security Guard
Sheriff
Speech Therapist
Sports Team member
Student
Supermarket manager
Teacher
Tire or Auto Part employee
Title Agent
Trash collector
Truck Driver
Tupperware Rep
UPS Driver
Waitress/Waiter
Welder
Yoga/Work out instructor

WHO IS MY

Accountant
Association member

Jeweler
Kid's teachers
Landlord
Landscape
Lawyer
Leasing Agent
Mailman
Maintenance Person
Manicurist
Minister/Pastor & wife
Nutritionist
Optometrist
Paperboy
Party Planner
Personal Trainer
Pet Groomer
Pharmacist
Photographer
Piano Teacher
Previous co-workers
Previous neighbors
Property Manager
Real Estate Agent
Retired Co-workers
Retired Friends
Scrapbook/quilting friends
Veterinarian
Wedding planner

WHO SOLD ME MY

Appliances
Refrigerator

<http://thebeavers.net/jog-your-memory.pdf>

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Creating Your Memory Jogger



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Memory Jogger

STEP ONE FILL IN YOUR MEMORY JOGGER

From the 50 names you list below, your goal is to get at least 10 Juice Plus+® customers – and then find ONE of those customers who wants to join your Juice Plus+® team. You and your new team member then find 10 more customers (any combination will do). Do these three things – “10-1-10” – within your first 60 days to reach the Virtual Franchisee position. (You will want to work with your new team member and their 50 Memory Jogger names to begin their Wellness Presentations, too.)

	Customer Name	Phone Number & Email	RSVP Result	RSVP Result	Date of Order	Products Purchased	Promo PVC
1							
2							
3							
4							

Here to stay

Learn the Process

Memory Jogger Training - Terry Luongo - Rebroadcast

by Beth Bates on May 15, 2011 in Audio



Memory Jogger Training/20-20 Tracker Training



Download mp3 file [here](#).

[20x20-form](#)

[20-20 FTSC TRACKING SHEET Long Beach to Orlando](#)

<http://thebeavers.net/memory-jogger-training-terry-luongo-rebroadcast/>



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FILL IN YOUR MEMORY JOGGER

From the 50 names you list below, your goal is to get at least 10 Juice Plus+® customers – and then find ONE of those customers who wants to join your Juice Plus+® team. You and your new team member then find 10 *more* customers (any combination will do). Do these three things – “10-1-10” – within your first 60 days to reach the Virtual Franchisee position. (You will want to work with your new team member and their 50 Memory Jogger names to begin their Wellness Presentations, too.)

	Customer Name	Phone Number & Email	RSVP Result	RSVP Result	Date of Order	Products Purchased	PVC
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							

SUSPECTS & PROSPECTS

10 LISTS FROM JACK HOLLIF

- (1) Tim Kohl
- (2) Linda King DDS
- (3) Bill Dillinger DDS
- (4) Debbi Helton
- (5) Debbi's Friend Ross
- (6) Robert Mack
- (7) Bob DePriest
- (8) Iris Flowers
- (9) Lucy Wilson
- (10) Jim Lewis
- (11) Sandra Lewis
- (12) David Stewart
- (13) Jim Renwick
- (14) Rick Ballew - daughter Alexa
- (15) Jackie - Friend of Allison
- (16) Brad Van Vleet - Grand Son & Daughter
- (17) Brian Van Vleet
- (18) Tim Nichols
- (19) Mary Cook - Charles Cook - P/c
- (20) Karen Holston - Lee Holston - P/c
- (21) Wayne Hightower
- (22) Pat Hightower
- (23) Emily Faulk & daughter

File Edit View Insert Format Data Tools Help

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Formula: NAME

Show all formulas

	A	B	C	D	E	F	G
1	NAME	LOCATION	Info-Relation-Background	Plan of Action	Follow-up		
2	Mike Abramson	Chicago	power lifter, lawyer	3 way call with Tom Owen 5/12/10, David Phillips info, Jack Medina CD	Called 5/24 vm		
3	Caroline Allen	Chicago	investment banker, micro finance	3 way call with Curt			
4	Malia Aycock	Austin	mom, 2 & 5 yr old, part time work at college	3 way call with Curt			
5	Amanda Barlow	Chicago					
6	Leah Barrett		new baby, husband Jeff eats no fruits and vegg	send prostate cancer prevention article and children's research... capsule in cereal	Call on Sunday		
7	Lea Bechard	St. Louis	accountant,	find out about St Louis events			
8	Anita Brown	Oklahoma	2nd cousin	will connect and share story			
9	Lisa Bynum	Oklahoma	H.S. friend, works for parents,	call and ask her help to find "super mom" to work with you	call 5/24		
10	Brittani Campbell	chicago	roomate Chicago	share story... help for Chicago			
11	Amy Cates	Oklahoma	wants career change	3 way call with Curt	spoke with 5/23 will follow up with email info on dist and jp 5/24. Call with Curt 5/30		
12	Aaron Chevalier	Austin/Seattle	Biomed Scientist	Share product and info with him			
13	Ashley Chronister	Oklahoma	Rx sales top seller	share story... Curt wants to help you get OK docs, 3 way call with Curt	customer		
14	Kim Dawson	Oklahoma	fitness instructor hometown	3 way call with curt, get jack medina CD, share nutrition research	Called on 5/13, call again 5/19		
15	Brynlee DOBBINS	Oklahoma	mom out in country	share story, customer, maybe local country lead for distributor			
16	Kat Duncan	Chicago	hair stylist Wheaton	college program, Chicago leader need help, 3 way call with Curt	Talk to about Complete. Sent email on 3/23/11. Will follow up.		
17	Wade Floyd	Austin	sw books, knows college students	explain college program, 3 way call with Curt			
18	April G Khalic	Oklahoma	mom	share story, need help,			
19	April Gamble	Austin	9 wks preg, DHA from doctor	email and info from dr odom			
20	Becky Geiser	Chicago	College counselor	Share product, do a online presentation	Email 5/19		
21	Corbin Heard	Austin	twins IT		email 5/19		
22	Carelton Heard	Austin	twins IT		fb'd 5/19 to set up meeting		
23	Dan Hem	Kansas City	pilot, cesna, college	3 way call with curt	email 5/19		
24	David Hexum	Austin	kayaking buddy	will share story	Finding time to hang out		
25	Lindsey Kirkbride	Chicago	best friend, pregnant prenatal doctor	3 way john saran, md delivered baby in plane	Sending dad JP -Called 5/16		
26	Amy Levin	Austin	trying to get pregnant, prenatal leave	inform email and follow up			

Sheet1



NAME

iPhone Memory Jogger

AT&T 3G 5:01 AM 100%

NAME	LOCATION	Info-Relation-Background
(All)	(All)	(All)
Rita Fish	Beaver OK	mom - would like to lose weight; maintain healthier diet; smoker
Eddie Fish	Beaver OK	stepdad - diabetic; high blood p; heart stint; dr orders lose about pounds; mom died of heart disc; diabetes runs in family
Will Cates	San Diego CA	brother - skin cancer nearly 6 y ago; works out regularly; works 12 hr/day

Navigation icons: back, forward, share, book, search

AT&T 3G 5:01 AM 100%

Plan of Action	Follow-up	C
(All)	(All)	(All)
send printed materials and DVD then follow up with 3-way call with M	w/o 1/10/11	
send printed materials and DVD then follow up with 3-way call with M	w/o 1/10/11	
Use juicing angle. Tell him Juice plus is juicing taken to another level. It's just simpler and less time intensive. Same benefits, great quality, great results.	w/o 1/10/11	

Navigation icons: back, forward, share, book, search

49	Patrick Prinz	1	prinz@uga.edu	Graz	Austria
----	---------------	---	--	------	---------

College (UGA)	do 3 way phone call with Herbert Bronnenmeyer, MD in Austria	buddy from Austria, still student...finishing school
---------------	--	--

Needed Dr. Bronnenmeyer to SHARE HIS STORY!

Step

2

**Share Your
Story**

What's Your Story???



Insert Wedding pic

Emotion or Logic???



Seven-Up is so pure...so wholesome!



Today! Start Helping
Your Child Grow Bigger and
Stronger **12 Ways** with
WONDER BREAD



Change is PAINFUL?

Not ALWAYS!

Here to stay



1993



2013





at&t

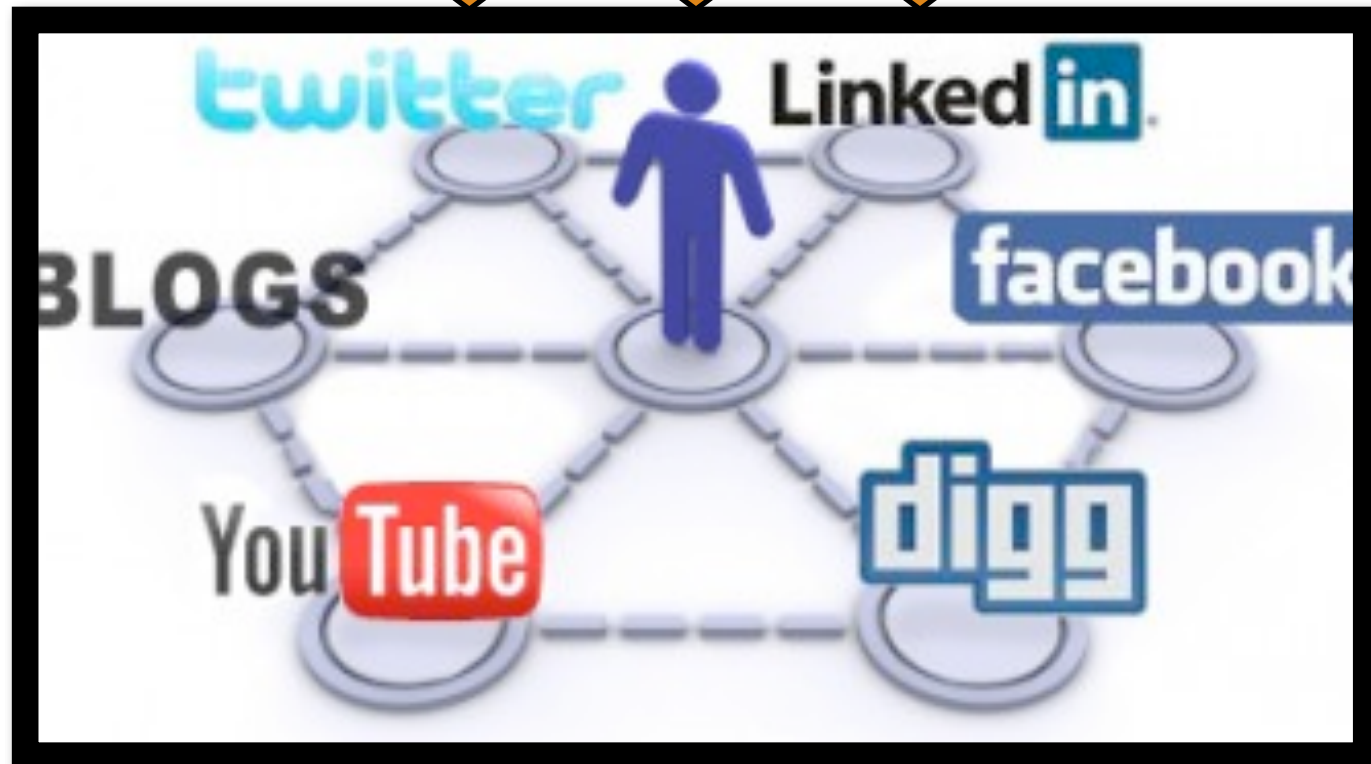
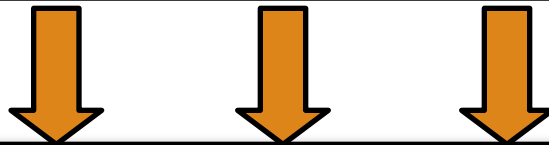
Reach out and touch someone.





at&t

Reach out and touch someone.





- Facebook
- Twitter
- Email
- Print
- Gmail
- StumbleUpon
- Favorites
- More... (339)
- Sign In
- AddThis
- Privacy

Juice Plus+ for Kids: Part of a Healthy Diet for Children

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- StumbleUpon
- Favorites
- Tumblr
- Pinterest
- Google
- Email App
- LinkedIn
- Blogger
- Delicious
- Y! Mail
- Hotmail
- PrintFriendly
- AOL Mail

Juice Plus+® - Juice Plus Official Homepage
<http://mislape.juiceplus.com/>



Sharing Juice Plus+® Keeps Getting Easier...

Juice PLUS+

iPad
with Retina display



iPad mini

Here to stay

Instagram! Share your story visually!



Show
people how
Juice Plus+[®]
fits!



Facebook – Reconnect with old & new friends to share your story!



JuicePlus.com/youtube



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- My subscriptions 1
- Social 2
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 - OfficialJuicePlus
 - Chris Patrick
 - Elizabeth Rider
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Official Juice Plus+

Subscribed 3,376

Home Videos Discussion About

1 in your circles subscribed

What to watch next



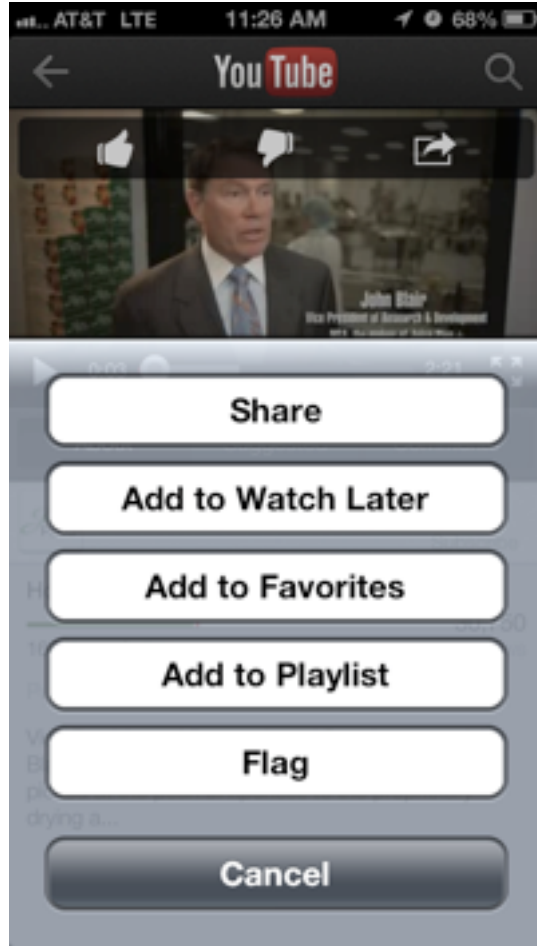
Bridge the Gap (English Captions)
by OfficialJuicePlus 2,756 views

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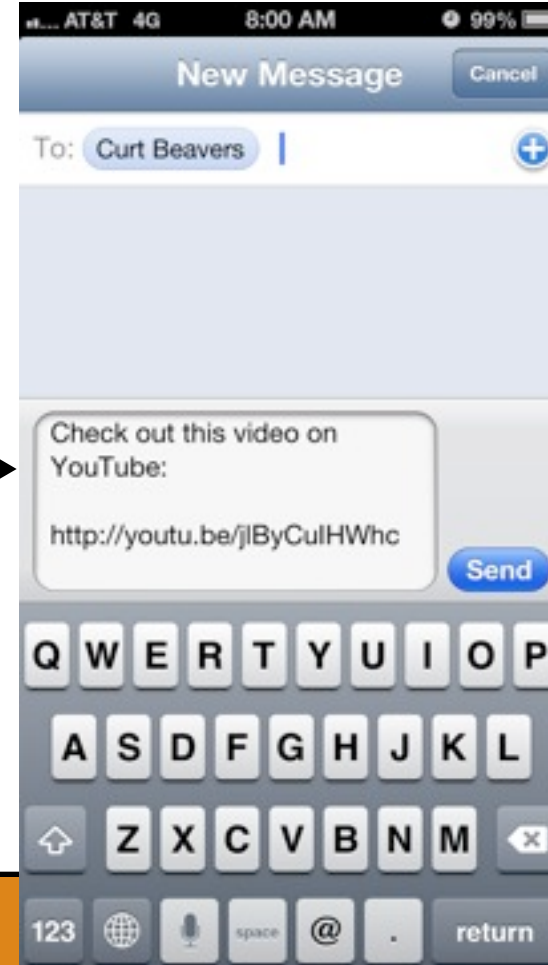
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uploaded 2 months ago
- Bridge the Gap (Spanish Captions)
uploaded 2 months ago
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Curt...what did u think of that video?



Sharing Made Simple!

If you say what you BELIEVE and
DO what you BELIEVE,
you will attract people who
BELIEVE what you BELIEVE!

Here to stay

Step

3

Events

Events

Come in all shapes and sizes

Offline



Nothing beats face to face for trusted conversations.

Homes



“there are more kitchen tables than hotels”

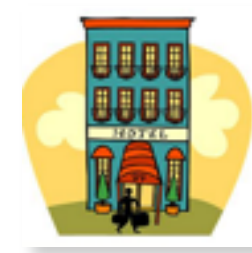
- Wendy Campbell

Online



The world is your backyard. Reach out and touch someone.

Hotels



Professional environment for larger events

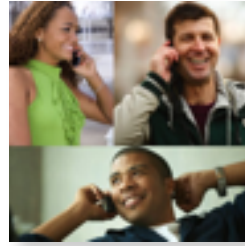
Events - Inspiring Healthy Living

One-on-One



Face to face or on the phone, sometimes that personal interaction is best.

3 Way Call



No tool in our business is more effective than a 3 way call with an "expert".

HLP



NMDs give HLPs credit for the growth of their business more than any other.

PPL



Respected physicians from across the country share their expertise!

VF Overview



Our fantastic business explained so that others can take a look.

Regional



One day, Saturday event filled with training on our 5 Simple Steps.

Bootcamp



A weekend get-away at the venue of your choice. From back woods to ritz!

Conference



Quality people from around the world gather to learn and get inspired.



Resources:

- JuicePlus.com
- JuicePlusConference.com
- JuicePlusVirtualOffice.com
- theBeavers.net
- Local CoOp events page or facebook group/page

If you don't know your options,
You can't PROMOTE the event!

As you communicate with people you
Come in contact with, you must be
aware

Of the events on the horizon!

go to your...juiceplus.com site

Use the share button to post the event to facebook or twitter

Latest Posts Meet the Authors Live Life to the Plus

LATEST POST TOP STORIES



July 12, 2013 2:38 PM Skin Health: New study shows Juice Plus+

July 2, 2013 10:37 AM For aerobic pilot Julie Clark and Juice Plus+

Step

4

**Customer
Care**

It's Called Customer...CARE



Customer Care

CALL



Juice PLUS+
effec+

Text



Postcard



Social
Media

Email

JUICE PLUS + CHILDREN'S HEALTH STUDY TOWER GARDEN VIRTUAL FRANCHISE

Have a question about Tower Garden?
Call 866-235-0414 or [Email Us >](#)

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TOWER GARDEN
BY JUICE PLUS+®

THE BUZZ
People are talking about Tower Garden, the aeroponic vertical gardening system.
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THE BALANCING ACT
The New York Times



Grow good health.

Tower Garden® simplifies traditional gardening, using a unique vertical garden system that makes it easy to grow your own fresh fruits and vegetables at home.

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Michelle Slape

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SUBSCRIPTIONS

OfficialJuicePlus

Chris Patrick

Elizabeth Rider

edbassmaster 1

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towergarden.com



Official Tower Garden

Subscribe

1,696



Videos

Discussion

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2 in your circles subscribed



The Tower Garden Experience

43,014 views 10 months ago

Find out why Tower Garden by Juice Plus+ is one of the best purchases you'll ever make.



Tower Garden

7,589 likes · 758 talking about this

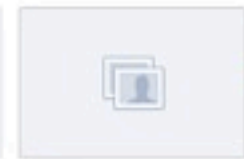
✓ Liked

Message ✖

Patio/Garden

Get growing tips and share your experiences with Tower Garden—the healthier, easier, smarter way to grow your own produce.

About - Suggest an Edit



Photos



Photo Contest



Likes



Tower Garden Vid...

Highlights ▾

Tower Garden Customer Emails

[Tips for maintaining your Tower Garden »](#) | Ensure delivery! Add info@towergarden.com to your address book.



BY JUICE PLUS+®



Dear (customer name),

We hope you are discovering the joy and excitement of Tower Garden®. Perhaps your seedlings are emerging, and you have assembled your Tower Garden.

For instructions on transplanting your seedlings into your Tower Garden, [watch this video](#).

You can also read [how to place your crops](#) for optimal growth.

Juice PLUS⁺
effec+

90 Days After 1st
Shipment
Quick Survey
Free Product

=

Happy, Loyal Customers &
New Rock Stars



Good
Customer
Care
=
Team Building



Step

5

**Build Your
Team**

T.E.A.M.



Here to stay



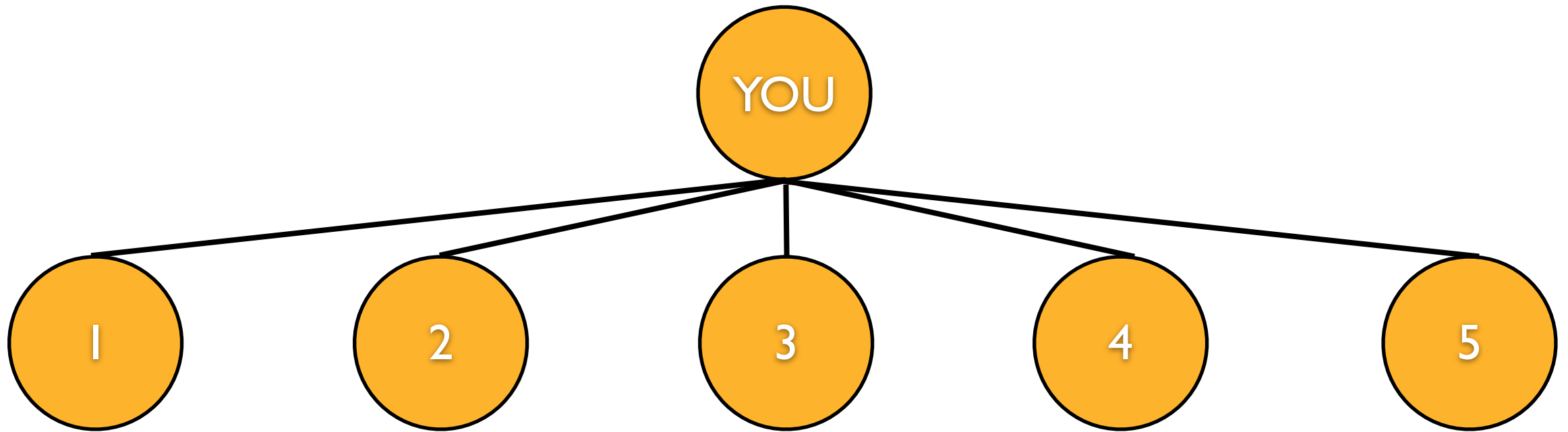
DREAM TEAM



Striking Gold!



Your Dream Team

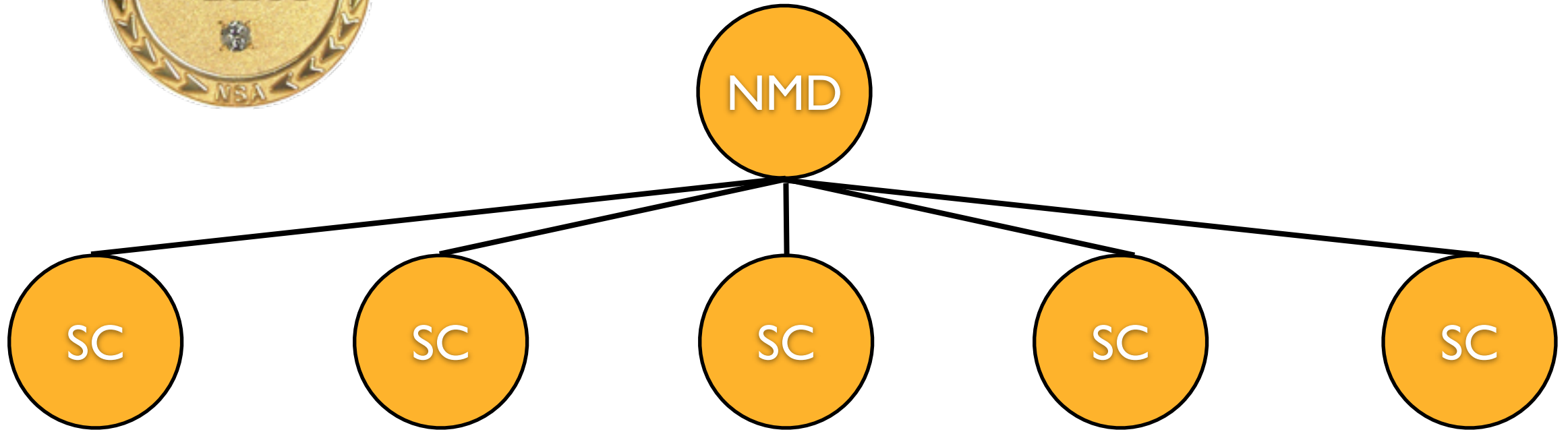


<http://thebeavers.net/power-of-5.pdf>

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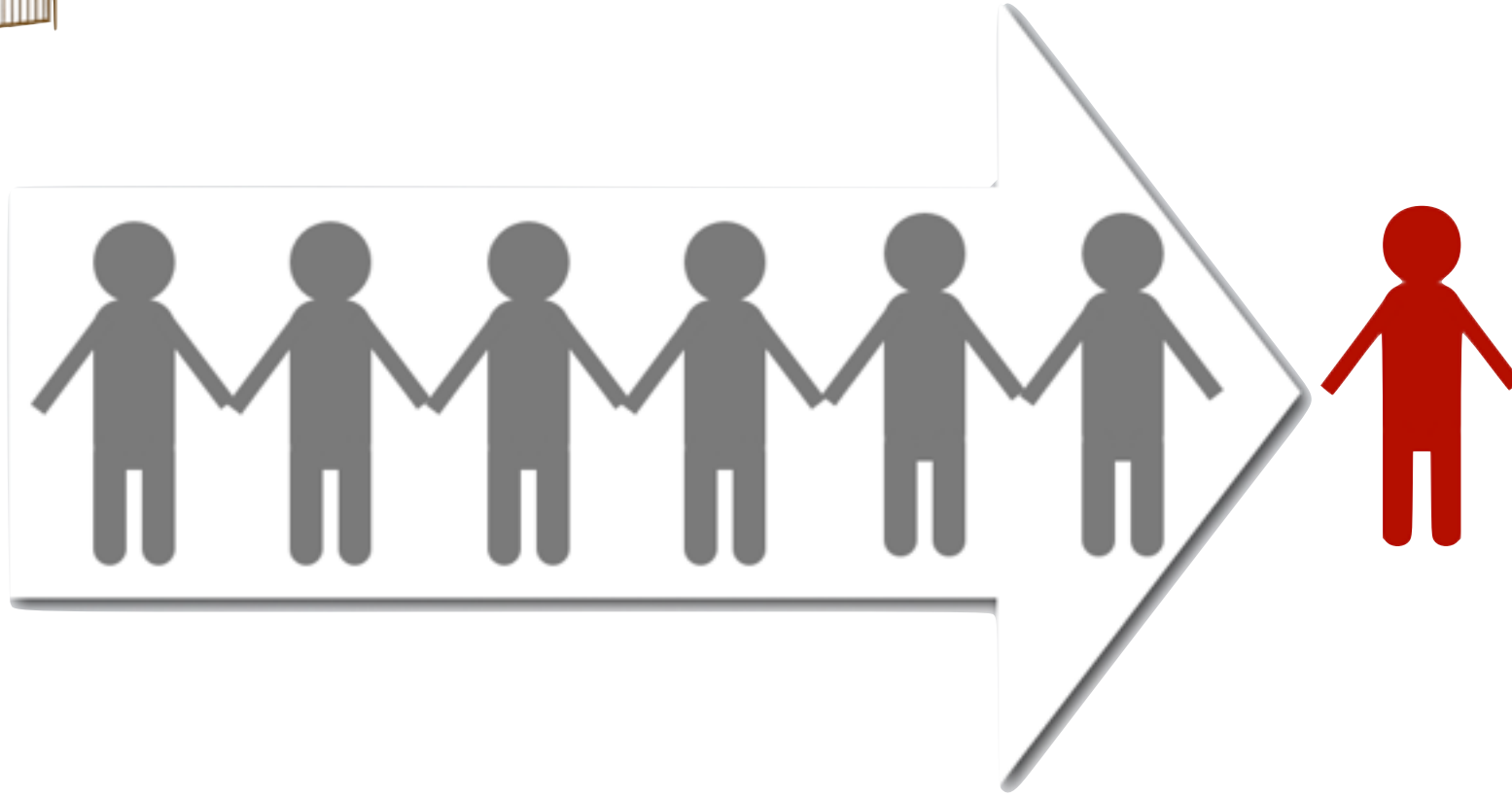


Striking Gold!





“Gate Keepers”



Here to stay

Every DUD Knows a STUD!

YOU

I

2



Here to stay

Terri



Jeff



Wendy



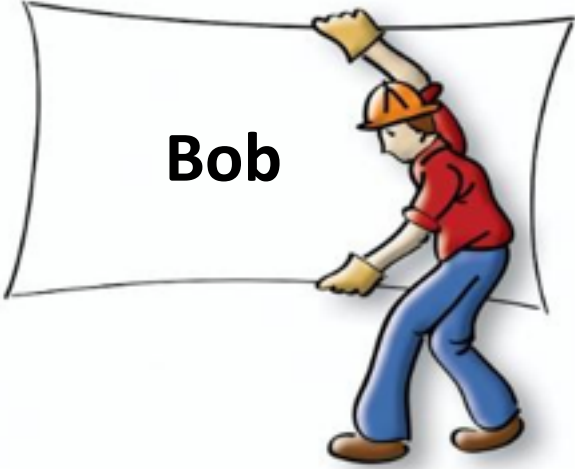
David



Mick



Bob



Cheryl



Julie



Here to stay

Unlock Your

Juice PLUS+
VIRTUAL
FRANCHISE





“Live this day as if it will be your last. Remember that you will only find "tomorrow" on the calendars of fools. Forget yesterday's defeats and ignore the problems of tomorrow. This is it. Doomsday. All you have. Make it the best day of your year. The saddest words you can ever utter are, "If I had my life to live over again. Take the baton, now. Run with it! This is your day! Beginning today, treat everyone you meet, friend or foe, loved one or stranger, as if they were going to be dead at midnight. Extend to each person, no matter how trivial the contact, all the care and kindness and understanding and love that you can muster, and do it with no thought of any reward. Your life will never be the same again.” *Og Mandino*

A close-up photograph of a hand holding a white baton with a black tip. The hand is positioned as if about to pass the baton to another hand, which is partially visible on the left side of the frame.

Here to stay



THE REST OF THE STORY...

