

Developing, owning and using your product and business stories are the basis of all we do to build our Juice Plus Franchise.

An effective story enables us to share Juice Plus and our business in a way that people will receive the information *with an open mind*. Our goal is to have them be open, willing and excited to receive our powerful message through one of our tools such as a CD, DVD or Wellness Presentation. Then, it is up to them to decide if our product and/or business is right *for them* at this time. To do this well, we need to understand what makes a story effective.

If you think back to a movie or book or television program that stayed with you long after it was over, you'll begin to realize why that was so. It was not because it necessarily was just a good story, or written well. It was because YOU related to it. You either put yourself in the role of a character or else strongly identified with the story and/or a character. You were engaged. The story involved you. So it is when we develop our stories. We must remember when telling our story that it is not about us, but about how the receiver will relate to it for themselves. We want to create a connection for the person we are telling our story to. So let's begin with creating our Product Story.

**I first heard about Juice Plus from \_\_\_\_\_**

This should be a generic term...friend, brother, neighbor, co-worker, doctor. This is a critically important first statement because it tells the listener how we do our business...person to person.

**It made sense to me because \_\_\_\_\_**

If the first thought that came into your mind when you *first* heard about Juice Plus was that you didn't eat enough fruits and vegetables and so it intrigued you, then that is what you say. Because, that will be exactly what the person you're talking to will probably be thinking...just like you!!! It was later that you thought about family health history, or even saw any research. It may have been what convinced you but it wasn't what first intrigued you. Remember, you want the person to relate to you. It's about them, not about you or your family. And they will probably think just what you did initially, "that makes sense because I know I don't eat enough fruits and vegetables."

**Since I've been taking it (or since I've added it to my diet) \_\_\_\_\_**

Here again, remember this is about sharing information that the person you're talking to will relate to, and hence be engaged in your story. So you want to share 2 or 3 general honest results that they might also want. Most people want more energy. So if you've noticed more energy from taking Juice Plus, definitely share that. If you're healthier, sick less, share that, but not in absolutes. For example, you could say, "I hardly ever get sick," or "I'm healthier than I've been in a long time." Don't say, "I never get sick," or make claims to any specific illness or disease. Just keep it general and relatable. Another result, if you've experienced it, is to share that since taking Juice Plus you're more regular. Constipation is often a problem in our fast food society. But certainly things like sleeping better, reduced cravings also work. But the critical part here is to stick with general things that the person you're talking with might

relate to. They are not interested in the phenomenal results you've had. They are interested in what it could do for them. So it is critical to keep it general and down to 2-3 results that the majority of folks can relate to. You can even simply state that "Since adding Juice Plus to my diet, I feel good knowing that I'm getting all those fruits and veggies each and every day."

Immediately you'll want to ask, "Would you be open to some information?" If they say "yes," ask how they like to receive information...a CD, DVD, online or would they prefer to read something. Then make an appointment to follow up with them.

Now put your product story together AND MEMORIZE IT.

**I first heard about Juice Plus from** \_\_\_\_\_

**It made sense to me because** \_\_\_\_\_

**Since I've been taking it (or added it to my diet) I**

\_\_\_\_\_  
\_\_\_\_\_

**WOULD YOU BE OPEN TO SOME INFORMATION?**

### **When do you share your product story?**

You want to have your product story memorized so that when the appropriate time comes up for you to share, you are comfortable and secure. Below are some scripts that can be used to call people to invite them to receive Juice Plus information. And you'll see where you insert your story.

- **Wellness Presentation (Chapter 7):** Hi \_\_\_\_ what are you doing next \_\_\_\_? Great, add me to your calendar. I'm hosting a Wellness Presentation and I want you to come. I've been taking this product called Juice Plus for \_\_\_\_\_ and I love it. (or..."I've added something called Juice Plus to my diet and I love it!) Have you heard of it? Fruits and vegetables in capsules! **INSERT YOUR STORY** "I first heard about it from a friend. It made sense to me because I knew I wasn't eating enough fruits and vegetables and neither was my family. This was just a simple way to fill in the gaps. Well since I've been taking it, I have more energy, I hardly ever get sick and I'm regular." What I love is the company is all about education and making a difference. And these Wellness Conversations help us share ideas and support each other. It's going to be fun and I know you'll contribute so much. Will you come?

- **Sharing information over the phone to a friend (more on page 6.4):** Hi Mary...this is Carol. How are you? Do you have a minute? There's something I want to quickly run by you. I've been taking a product called Juice Plus for \_\_\_\_\_. Have you ever heard of it? Fruits and vegetables in a capsule. **INSERT YOUR STORY** "I first heard about it from a friend. It made sense to me because I wasn't eating enough fruits and vegetables and neither was my family. Since I've been taking it, I have more energy, I hardly ever get sick and I'm regular. I truly value what you think... Would you be open to some information?"
- **Prevention Plus+ Events (page 6.11):** Hi Mary. What are you doing next Wednesday evening? Great. There's a wonderful presenter coming into town and I'd love to take you as my guest. It's one of the community health talks sponsored by the company behind Juice Plus+. Have you ever heard of Juice Plus+? Its fruits and vegetables in a capsule. **INSERT YOUR STORY**. I'd love to have you come with me, it will be fun!

When you're out and about, create authentic conversations with folks. Ask lots of questions and when they ask you what you do, you need to develop an opening line that will lead into your story. Some examples are:

- ✓ I'm a rep for a company that figured out how to put fruits and vegetables in a capsule! It's called Juice Plus...have you heard of it? **INSERT YOUR STORY**
- ✓ I share Juice Plus...have you heard of it? Fruits and vegetables in a capsule! **INSERT YOUR STORY**
- ✓ I have a home based business in the wellness industry. We support a product line called Juice Plus...have you heard of it? Fruits and vegetables in a capsule! **INSERT YOUR STORY**
- ✓ I'm affiliated with a company that figured out how to put the nutrition from fruits and vegetables into a capsule. It's called Juice Plus...have you heard of it? **INSERT YOUR STORY**

## **YOUR BUSINESS STORY**

Your business story is very similar to your product story. Remember, our business is not for everyone, so you want to share your story in a way that they may relate to what it can provide for them and their family.

**I first heard about the business behind Juice Plus from \_\_\_\_\_**

Again, this is a generic category – friend, neighbor, brother. And it demonstrates how we do business.

## **It intrigued me because \_\_\_\_\_**

The decision to become a distributor initially may have been for a variety of reasons. It may have been to offset your costs. Or it may have been to share the gift of health. And it may have been a deliberate business decision right from the start. But somewhere along the line, you decided to embrace this as a business. So here you want to share authentically leading to why you embraced the business building aspect. So this can be a two-parter. First, “I was intrigued initially because I wanted to offset my family’s costs. But as this grew I realized that as a business it could provide \_\_\_\_\_ for me and my family.” This leads to a business building reason. You began to realize the income potential on some level for you and your family. Perhaps it was to offset the increase in cost of living expenses or maybe to create a part-time income to be able to send your kids to private school. It might have even been because you saw the possibilities of this as a vehicle to be able to create enough income to be able to stay home with your children. Whatever it was, keep it general and remember, your goal is to have the person you’re talking with relate to your story for themselves. It’s about them, not you. It could look like this. “While initially I simply wanted to offset our family’s Juice Plus costs, it began to grow and I realized that it was a way to supplement our family’s income so I could stay home with my kids.” Or if you saw the financial potential and that was why you signed up, share what it was that intrigued you. For example, “It intrigued me because I was looking for a way to build a business from home and have flexible hours.” Or, “It intrigued me because I saw it as a way to bring extra income into the household to keep up with all the rising costs.” Or, “it intrigued me because I saw it as a way to augment my retirement.” Keep it your truth but remember to keep it general and relatable. We get so excited we want to share everything with everyone, but that closes people’s minds. They must relate to what you’re saying for themselves.

## **Since I’ve starting sharing Juice Plus \_\_\_\_\_**

Here you’re sharing “relatable” results that our business works. So you definitely want to UNDERSTATE it. You could say,

- ✓ “I already have several customers and I’m looking to put together a team.”
- ✓ Or, “I feel like I am making a wonderful impact on the health of my friends and family. And at the same time I can see the potential of replacing my income that I once earned outside the home but work from home sharing Juice Plus.”
- ✓ Or if you’ve been around longer with results, you could say “I know that it really does work as a business and I’m right on track with my income goals.” Make sure again, to be general. The purpose here is to see if they’re open to some information on our business.

Then immediately you say,

“I’m building a team to help get the word out. Now I don’t know if this is of interest to you, maybe, maybe not. But would you be open to a conversation to see if this might be a fit for you?”

Another way is to say, “I don’t know if this is for you or not but I thought of you because \_\_\_\_\_ (fill in with why you thought of them...”you’re such a people person, or ”you’re so passionate about health, or about our kids”, or “you’ve shared with me how you wish you could stay home more”, or “I’d love to work with you,” or “we could have so much fun together”). Then ask, “Would you be open to a conversation to see if this might be a fit for you?”

Now put your business story together:

**I first heard about the business behind Juice Plus from**

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**It intrigued me because**

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**Since I’ve been sharing Juice Plus I \_\_\_\_\_**

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**Then: “I’m building a team to help get the word out. Now I don’t know if this is of interest to you, maybe, maybe not. But would you be open to a conversation to see how it works and if it’s a fit for you?”**

It is not up to you to sell Juice Plus or convince anyone to join you in business. Our job is to share information in a way that they will receive it with an open mind and then decide if it’s a fit for them.

- ***When Do You Tell Your Business Story?***
  - ***When, in the conversation, it is applicable***
    - ***How do you know.....***
      - **ASK QUESTIONS!!!!**
      - **LISTEN!**
      - **When they say things like:**
        - I just got laid off
        - My wife just got laid off
        - My company has no benefits

- I really need a change
- We just relocated here and are looking for a new jobs
- My job just doesn't pay the bills
- I don't know how we're going to make it
- I don't like my job
- I wish I could stay home with my kids
- Times are difficult
- I need to plan for retirement

Here are some other scenarios by way of example of how your business story might fit:

- ✓ *I don't know if this is for you or not, but my business is really taking off and I need some help and I'm looking to put together a team. INSERT YOUR STORY If you're open, I'd like to get together for a cup of coffee, show you what I do and see if it's a fit for you. What do you think?*
- ✓ *"I don't know if this is for you or not, but I know you value Juice Plus. I'd love to share with you more about the company behind Juice Plus. They are as amazing as Juice Plus! Would you be open to a conversation?"*
- ✓ *I don't know if this is for you or not, but my Juice Plus business is taking off and I'm putting together a team to grow this with me.... someone who could use some extra money and who could also get excited about helping other people. INSERT YOUR STORY Would you be open to a conversation to see how it works and if this might be a fit for you?*

*And here is one where you would combine both your product and business story. It's for when you're approaching your DREAM TEAM...folks you'd love to have in your business that might not know about Juice Plus yet.*

- ✓ *"Hi \_\_\_\_\_ this is Bill. How are you? Listen do you have a minute? There is something I want to quickly run by you. Great! Last year I decided I was working too hard and started looking around for another vehicle. I had been taking a product called Juice Plus..Have you heard of it? **TELL YOUR PRODUCT STORY** Anyways, as luck would have it, I found out that there was a business opportunity behind it, a Virtual Franchise. I did my due diligence and was impressed. I've decided that this year, it is going to be my vehicle to TIME FREEDOM (OR RETIREMENT OR WHATEVER IS APPLICABLE) At any rate, the reason for my call is this. I'm looking to put a team of partners together to get this thing going and I thought of you because...(FILL IN WHAT'S APPROPRIATE..You're sharp and the kind of person I'd like to work with, we could have fun together, I know you work as hard as me, you're into being healthy....) Now I don't know if this is for you or not, maybe, maybe not.*

***Then you immediately want to ask...*** “Would you be open to a conversation to see if this might be a fit for you at this time?” And if they are open, you have accomplished your goal of being able to offer a business exposure to them that they will view with an open mind. This can be over a cup of coffee where you go over the VF Brochure, or it could be taking them to a VF presentation, or it could be you setting up a 3 way call with your sponsor or upline.

- ***So whether you are sharing our products or our business, it all begins with your story. Remember, your story has to be:***
- ***Relatable***
- ***Simple - Short***
- ***Duplicatable***
- ***Welcoming***

***And the more often you tell your stories, the faster your business will grow!***

When sharing your story with your warm market or a new contact, the first rule in relationship building is to ask good questions. Asking good questions shows the other person that we are interested in THEM. . This builds trust and creates a warm response and a positive environment in which to share our gifts of health and opportunity. So often we just tell, tell, tell! You will be much more successful when you invest time in learning more about the other person and their needs. You should talk (mainly asking) not more than 30 percent of the time, and your prospect should be talking the rest of the time. Research indicates that when you use only sentences in sharing, people retain about 30 percent or less of what you are saying. By learning the art of asking questions, you can increase that to 70 percent and higher!

So remember, develop the habit of asking good questions, share with a smile, and truly listen with your head and your heart. People will tell you everything you need to know to interest them in better health or your business.

When someone starts talking, help them expand on what they're saying by asking:

What challenges do you face in eating healthy/getting your family to eat healthy?

Is good nutrition a priority to you and your family?

So what I'm hearing you say is:

Tell me more about that:

Then it's simple to say, "Have you ever heard of Juice Plus? It's fruits and vegetables in a capsule (and chewables/gummies if they have kids). **INSERT YOUR STORY** and ask "Would you be open to some information?"

Sharing your stories is the core of everything you will do in building your business. So it is the first and most important skill you need to develop. Write down your stories. Memorize them, practice them and tell them often.