

Starter Guide



Inspiring Healthy Living
Around the World



“To build a stable and lasting company that will help as many people as possible to realize their dreams.”

*Founder and CEO
Jay Martin*



Welcome to the Juice Plus+® Virtual Franchise®!

We're happy you've decided to help us “Inspire Healthy Living” by sharing Juice Plus+® with your family and friends.

Our unique business model allows you to build your own Juice Plus+® business at your own pace, just as thousands of others have done before you for the past 20+ years. Whether your dreams are big or small, following our simple business system allows you to build a Juice Plus+ customer base of your own and a team of like-minded people whose businesses you benefit from as well.

Whatever your goals, you can feel confident that you are sharing highest-quality products that have been proven to change people's lives by helping them “bridge the gap” between what they should eat, and do eat, every day. You can also feel confident in the knowledge that you are supported by a multi-million dollar international company - the Juice Plus+ Company - that's been in business since 1970.

Please don't hesitate to let us know if we can help you any way. Our Business Support department is ready to serve you at BusinessSupport@JuicePlus.com or by calling 901-850-3000 Monday-Friday, 8 a.m.-5:00 p.m. Central time.

Thank you for joining us in our mission of “Inspiring Healthy Living Around the World.”

Jay Martin
Founder and CEO
The Juice Plus+ Company



LET'S GET STARTED!

Healthy Living Plan (HLP)

You do this:

- + Make a personal commitment to a Healthier Lifestyle by taking the Juice Plus+® Products!
- + Inspire Healthy Living in others by sharing Juice Plus+® with at least 2 households outside your own.
- + Achieve a minimum of 500 Points—within your first 30 days

You get this:

- Retail Sales Profit
- Reach First Commission Level of 6%
- Qualify to receive a Healthy Living Plan bonus

HLP TRACKER

PERSONAL PRODUCTS

POINTS

CUSTOMER PRODUCTS

TOTAL

--



ACHIEVE

2000 PLUS+

You do this:

- + Complete the HLP requirements (\$100 Bonus)
- + Add at least one team member to help share the Juice Plus+® Products.
- + Together, add customer orders to reach a minimum total of 2000 Points within your first 60 days (or first 30 days if you want to go faster!)
- + Customer orders must come from at least 7 separate households
- + Maximum of 600 total Points can come from your own personal household orders
- + Your initial HLP Points and Households count toward your 2000 PLUS+ Goal

You get this:

- Retail Sales Profit
- Reach 14% Commission Level
- Qualify to receive a Team Building Bonus

The following chart shows the Points on all Juice Plus+® products:

Juice PLUS+ PRODUCT POINTS:

Juice Plus+® Capsules (Orchard, Garden, Vineyard).....	169.50	Juice Plus+ Complete® Shake Mix (4 Pouches).....	70.50
Juice Plus+® Capsules (Orchard and Garden).....	106.50	Juice Plus+ Complete® Nutrition Bars (60 Bars)	70.50
Juice Plus+® Capsules (Vineyard)	63.00	Juice Plus+® Chewables Sample Packs.....	63.00
Juice Plus+® Chewables (Orchard, Garden, and Vineyard)	181.50	Tower Garden® Growing System	352.50
Juice Plus+® Chewables (Orchard and Garden)	111.00	Tower Garden® Family Garden	1,132.50
Juice Plus+® Chewables (Orchard and Garden)		Tower Garden® Mineral Blend (A and B)	20.00
Child Serving	55.50	Extension Kit.....	35.00
Juice Plus+® Chewables (Vineyard).....	70.50	Tomato Cage.....	30.00



Juice PLUS+ VIRTUAL FRANCHISE®

5 Simple steps

Below are five tried and proven simple steps to help you reach 2000 Plus+ in 60 days. Remember to focus on talking to people and sharing information about fruits and vegetables and Juice Plus+®. The support materials in your Starter Kit will assist you in keeping this process simple – and easy to duplicate with your new team member(s). Your primary task is to get someone to watch a DVD or online video and/or attend a Juice Plus+® product event. These 5 Simple Steps will help you do that.

Step One: Create your own personal Juice Plus+® product story.

It should be between 30 to 45 seconds.

Step Two: Create your own Juice Plus+® events – and plug in to existing events.

An event is making a connection with your prospects. Use your Memory Jogger list and have a three-way connection call, send a video/YouTube, meet for coffee. Make it FUN! Plan two Healthy Living Parties of your own and start inviting. Use your Virtual Office Events calendar to know what other events are happening in your area so that you can invite your prospects to them as well.

Step Three: Fill in your Memory Jogger with at least 30 names.

List family, friends, neighbors, social networking friends (e.g. facebook, LinkedIn), co-workers, church friends, fellow hobbyists, classmates, etc.

Step Four: Get ready to take care of your new Juice Plus+® customers.

Learn how to place orders and use Juice Plus+® Effect program .

Step Five: Design Your Juice Plus+® Team.

Select and prioritize five people from your Memory Jogger that you believe might also be interested in the Juice Plus+® business and that you would want as members of your Juice Plus+® team.

Step One

Create Your Own Juice Plus+® Product Story

You want to be able to share your personal Juice Plus+® product story from the very beginning and become so comfortable with it that you can share it with anyone, any place, and any time. Your goal is to share enough information to get someone to watch a DVD or a video on your personalized JuicePlus.com website, and/or want to attend one of your in-home Healthy Living events.

Answer the following questions to create your own 30 to 45 second 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.

+ Juice Plus+® made sense to me because _____

If the first thought that came to your mind when you first heard about Juice Plus+® was that you didn't eat enough fruits and vegetables, for example, then that is what you say — because that will likely be what the person you're talking to will probably be thinking as well ... just like you! Remember, you want the person you're talking with to be able to relate to what you are telling them.

+ Since I have added Juice Plus+® to my diet _____

"I will take Juice Plus+® for the rest of my life. I feel good knowing that I'm complementing my diet with added nutrition from 17 different fruits, vegetables and grains, every single day. I try to eat as many fruits and vegetables as I can, but I don't come close to getting the daily recommended 7 to 13 servings. Juice Plus+® helps me bridge that gap every day. And the clinical research confirms that it really works!"

+ Don't you find it difficult to eat 7 to 13 servings of fruits and vegetables each and every day?

+ Would you be open to learning more? If so, do at least one of the following:

Option #1 Give/Send them a DVD from your Starter Kit.

Option #2 Direct them to your own personalized Juice Plus+® website to watch the video there. (You should have received a user name and password to access your Virtual Office at www.JuicePlusVirtualOffice.com and "create" your own website - it's easy. If you didn't, contact Juice Plus+® Business Support at 901-850-3000 or support@juiceplus.com.)

Option #3 Invite them to an in-home Healthy Living Party.



If You are Sharing Your Story with a prospect via phone:

Ask "Is this a good time to talk?" If not, find a better time to call back.

Keep it short and respect their time and you'll get more accomplished.

Ask their permission to send a DVD or a link to an online video, and establish a follow-up time (or invite to a Healthy Living Party).

Refer their product questions back to the DVD (i.e. "The doctors on the DVD can explain that much better than I can.")



Whether you share your story by phone or in person, you always need to make a follow-up call.

Ask "Is this a good time to talk?" Have you had a chance to watch the DVD?

Get their feedback - How did you feel about what you heard on the DVD? What did you like best? Does Juice Plus+® make sense to you?

Ask for the "sale": Would you like to get started on Juice Plus+® today?

Share the cost: You can get the nutrition from 17 different fruits, vegetables and grains for less than \$1.50 a day. The most effective way to get Juice Plus+® is to have the company ship it directly to you. All I need is a credit card number.

Orders can be placed via your Virtual Office or by using the forms included in your Starter Kit.

Consider a three-way connection call with your prospect.

Consider doing a three-way connection call with any potential customer that is overwhelming you with questions. This is a great way to introduce a more knowledgeable person (usually your sponsor) that can answer any questions they have. This will also be a very important tool that you and your sponsor will use to build your team. Ask your sponsor for details on how to use this tool.

5 Most Frequently Asked Questions (and answers) About Juice Plus+®

1 What does it cost?

I've found if people can't afford to stay healthy they really can't afford to be sick. It's amazing how doctor's visits and medications can add up. At less than \$1.50 per day, Juice Plus+® is less than a cup of coffee or a bottle of water.

2 Why can't I just buy it a month at a time (instead of making a four-month commitment)?

Poor health doesn't happen overnight, the same applies to good health. The four-month commitment will give you a reasonable amount of time to fully recognize the benefits of eating Juice Plus+®.

3 Why do I need Juice Plus+®? I Already Take Vitamins.

Juice Plus+® is very, very different from vitamins. It's whole food based, so you are getting the benefit of thousands of plant nutrients that are not present in multivitamins. Remember, this very important difference was discussed on the DVD I shared with you.

4 Why do I need Juice Plus+®? I Eat Lots of Fruits and Vegetables.

That's great! I strive to eat 7 to 13 servings a day, too, but like most people I find that impossible to do. And I definitely don't eat the variety I should, like kale and beets... Do you like beets? I see Juice Plus+® as an insurance policy that complements my diet every day.

5 Is Juice Plus+® a Substitute for Fruits and Vegetables?

NO! Everyone should try to eat as many servings of fruits and vegetables as they can, every day, as recommended by nutrition professionals. Juice Plus+® complements your diet and helps you "bridge the gap" between what you should eat and what you actually eat every day.



Step Two Fill in Your Event Planner

Nothing will solidify the belief and confidence of your prospects and customers in Juice Plus+® more effectively than attending a Juice Plus+® event, such as an in-home Healthy Living Party or Prevention Plus+ health education lecture. Events often help people see “the bigger picture” and create an “experience” beyond what occurs from simply reading a brochure or watching a DVD. List below all upcoming events in your area, so that you are aware of what’s coming and are prepared to invite guests. Visit your Juice Plus+® Virtual Office for tips and resources to host a Healthy Living Party.

Juice Plus+® Product Events

(for anyone and everyone) _____

+ Healthy Living Parties: Select Two Dates.

You should schedule your two in-home Healthy Living Parties on dates that are close together. Doing these is essential in reaching the Virtual Franchisee position in your first 60 days. The best location is your own home, preferably on a Tuesday or Thursday starting between 6:30 and 7:30 pm.

Date: _____

Time: _____

Location: _____

Date: _____

Time: _____

Location: _____

+ Prevention Plus+ Lectures

Health lecture featuring speaker with health credentials who shares useful information about health, wellness, and Juice Plus+®. Find out about events in your area by visiting JuicePlusEvents.com or logging on to your Juice Plus+® Virtual Office.

Date/Time: _____

Location: _____

Speaker: _____

+ Conference Calls

Product and business calls designed to train and educate — from the convenience of your home.

Date/Time: _____

Phone #: _____

Speaker: _____

Juice Plus+® Business Events

(for you and your business prospects) _____

+ Local Trainings

Variety of topics covered, usually at a representative’s home.

Date: _____

Time: _____

Location: _____

+ Virtual Franchise® Regional Trainings

Saturday event geared to teach the basics of how to build your Virtual Franchise®. Find out about Regional Trainings in your area by logging on to your Juice Plus+® Virtual Office.

Date: _____

Time: _____

Location: _____

+ Virtual Franchise® Boot Camp Trainings

Weekend event that allows for more in-depth training and interaction with others. Often a more rural, resort-like, or more intimate setting. Find out about Boot Camps in your area by logging on to your Juice Plus+® Virtual Office.

Date: _____

Time: _____

Location: _____

+ Juice Plus+® Leadership Conference

The Super Bowl of ALL Juice Plus+® business events with attendees from around the globe. Find out about the Juice Plus+® Leadership Conference by logging on to your Juice Plus+® Virtual Office.

Date: _____

Time: _____

Location: _____

+ Sign Up for Voicemail

Voicemail is a voice mail system that allows you to receive and send messages on YOUR schedule. Voicemail will help keep you “plugged in” to what’s happening in other places and with other representatives – especially when it comes to events. You will find a Voicemail application in both your Starter Kit and your Virtual Office.

Step Three

Fill In Your Memory Jogger

List as many names as you can think of from as many different categories and groups. List family, fiends, neighbors, co-workers, church friends, fellow hobbyists, classmates, social network friends, etc. Set a goal to list at least 30 names from these groups to get started. From this list of prospects, list at least one from each group that may want to join your team (see page 13). Together, you will build your Juice Plus+ Virtual Franchise®. Develop a plan of action or specific form of connection with each of the people on your list with your Sponsor.

Customer Name	Address	Phone Number & Email	Personal Info	RSVP Result	RSVP Result
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					

If you'd like to list more names than this space allows, simply duplicate these concept pages on your own.

Juice Plus+® Product Points Tracker

This form allows you to track your Product Points that count toward your 2000 Plus+ Qualification. Once a customer order is placed, fill in the information on the form below and use the number under Juice Plus+® Product Points on page 3 to fill in your Product Points column.

	Customer Name	Date	Products Purchased	Product Points	Cumulative Product Points
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					

	New Team Member Name	Date	Products Purchased	Product Points	Cumulative Product Points
1					
2					
3					

				Total Product Points	
				Total Product Points Goal (60 Days)	2,000

JUICE PLUS+® WHOLE FOOD BASED NUTRITIONAL PRODUCTS



	Product Points	4 Month Installment (Shipping Included)	Preferred Customer Price	Wholesale	Retail Profit
Juice Plus+® Capsules (Orchard, Garden, and Vineyard)	169.50	71.25	265.00	226.00	39.00
Juice Plus+® Capsules (Orchard and Garden)	106.50	44.50	165.00	142.00	23.00
Juice Plus+® Capsules (Vineyard)	63.00	28.25	100.00	84.00	16.00
Juice Plus+® Chewables (Orchard, Garden, and Vineyard)	181.50	76.75	280.00	242.00	38.00
Juice Plus+® Chewables (Orchard and Garden)	111.00	47.50	170.00	148.00	22.00
Juice Plus+® Chewables (Orchard and Garden)-Child Serving	55.50	24.50	85.00	74.00	11.00
Juice Plus+® Chewables (Vineyard)	70.50	30.75	110.00	94.00	16.00
Juice Plus+ Complete® Shake Mix (4 Pouches)	70.50	30.75	110.00	94.00	16.00
Juice Plus+ Complete® Nutrition Bars (60 Bars)	70.50	32.50	110.00	94.00	16.00
Juice Plus+® Chewables Sample Packs	63.00	—	—	84.00	—



TOWER GARDEN PRODUCTS

	Product Points	Preferred Customer Price	12-Month Installment Price	Preferred Customer Price
Tower Garden® Growing System	352.50	525.00	45.25	55.00
Tower Garden® Family Garden	1,132.50	1,690.00	142.33	180.00
Mineral Blend (A and B)	20.00	40.00	—	—
Extension Kit	35.00	70.00	—	—
Tomato Cage	30.00	60.00	—	—



Step Four Take Care of Your New Juice Plus+® Customers.

Great customer care lies at the heart of the “Juice Plus+® experience” and your success in the Juice Plus+® business.

+ 90 Day Customer Care Plan

We help you keep track of each and every one of your customers during their first 90 days of Juice Plus+® with a program called Juice Plus+® Effect. It is all virtual so you don't have to worry with your own forms or paperwork.

All you need to do is include a phone number and an email address for each Juice Plus+® Preferred Customer order that you submit to Juice Plus+®. We will take care of the rest by helping you stay in touch with your new customer by providing 10 friendly, non-intrusive follow-up connections with your new customer in the first 90 days – seven from Juice Plus+® and (at least) three from you.

+ Seven E-mails (one every 1-2 weeks)

These e-mails focus on the many positive benefits of adding whole food nutrition to your diet. Your customers will not only receive tips on adding more fruits and vegetables to their diets, but also learn to recognize the ways that Juice Plus+ may be positively impacting their health.

+ Three Telephone Calls from You (but we'll remind you)

In addition to the automatic e-mails, we will send YOU a weekly e-mail reminder of which of your new customers need to be called that week, along with an outline of what you will want to cover in your conversation. The e-mail will provide your customer's contact information, the date their product originally shipped, and whether you are making follow-up call #1, call #2, or call #3.

+ The 90 Day Survey

Many of our customers tell us that Juice Plus+® has also helped them make other healthy changes — something that we call the “Juice Plus+® effect.” If your customer tells us about their experience with Juice Plus+®, we'll send them another Juice Plus+® product, absolutely free. After about three months of taking Juice Plus+®, we will ask your customer to complete our Juice Plus+® Effect survey. It's just a few questions, and we promise that it will only take a few minutes. This survey will be sent to your customer on Day 90 in e-Customer message #7.

Juice Plus+® Effect

90 Day “Personal Touch”
Customer Care Plan

Day 1	e-Customer message #1
Day 10	Phone Call #1
Day 15	e-Customer message #2
Day 20	e-Customer message #3
Day 30	Phone Call #2
Day 45	e-Customer message #4
Day 60	e-Customer message #5
Day 80	e-Customer message #6
Day 90	e-Customer message #7
Day 90	Phone Call #3

Step Five “Design” Your Juice Plus+® Team

Your capacity to affect the health of large numbers of people is limited by the hours in a day. But by inspiring others to join you in touching the lives of people they care about, you can impact hundreds and even thousands of others. Start by identifying five people from your Memory Jogger that you admire and respect and would like to spend more time with.

+ Name: _____ Phone: _____
 City/State: _____ Occupation: _____
 Family: _____ Hobbies: _____
 Special Notes: _____
 Three-Way Call Date & Time: _____

+ Name: _____ Phone: _____
 City/State: _____ Occupation: _____
 Family: _____ Hobbies: _____
 Special Notes: _____
 Three-Way Call Date & Time: _____

+ Name: _____ Phone: _____
 City/State: _____ Occupation: _____
 Family: _____ Hobbies: _____
 Special Notes: _____
 Three-Way Call Date & Time: _____

+ Name: _____ Phone: _____
 City/State: _____ Occupation: _____
 Family: _____ Hobbies: _____
 Special Notes: _____
 Three-Way Call Date & Time: _____

+ Name: _____ Phone: _____
 City/State: _____ Occupation: _____
 Family: _____ Hobbies: _____
 Special Notes: _____
 Three-Way Call Date & Time: _____



Develop Your Business Story

by Answering the Following Questions

- + Juice Plus+® has meant so much to my family...
- + I was excited to share Juice Plus+® with others because

(Examples: "Once I understood the value of nutrition, I felt a responsibility to share this knowledge with other families." or "Everyone needs to eat more fruits and vegetables, and so I found myself already sharing information about Juice Plus+® with others.")

- + I was attracted to the Juice Plus+® business because

(Examples: "I've always wanted to work from home." "I need a financial "Plan B." "I want more control over my own life." "I see it as a wonderful opportunity to make a difference in the world.")

- + What I see for myself and my family is

(Examples: extra income, more family time, stay at home with my children, college education, make an additional \$500 a month, retirement income.) How would you spend an extra \$300 to \$500 each month?



Sample Business Approaches

"I know Juice Plus+® makes sense to you (since you're already a customer). Would you be interested in learning more about how you can share Juice Plus+® with others - like I do?"

OR

"I don't know if you would be interested or not, but I'd love to share what I do with you."

+ Option #1

Invite them to watch the Juice Plus+® Virtual Franchise® DVD (included in your Starter Kit - or watch it at JuicePlusVirtualFranchise.com).

+ Option #2

Invite them to sit down with you and review the Juice Plus+® Virtual Franchise® Presentation (also included in your Starter Kit).

+ Option #3

Invite them into a three-way call with your sponsor (or your sponsor's sponsor). This allows you to put your potential team member on the phone with another successful member of your support team.

When someone is ready to go,
simply duplicate these 5 Simple Steps.

Juice PLUS+
VIRTUAL
FRANCHISE®



Juice PLUS+[®] Corporate Directory

Mailing Address: The Juice Plus+[®] Company
140 Crescent Drive
Collierville, TN 38017

Hours: Monday-Friday
8am-5pm (CST)

Telephone & Fax Directory:

Main Number 901-850-3000
 Business Support 901-850-3000, press 3 • Fax: 901-850-3058
 Customer Care Department 800-347-6350 • Fax: 901-850-3061
 Wholesale Order Department 800-347-5947 • Fax: 901-850-3059
 Tower Garden[®] 866-235-0414 • Fax: 901-850-3061

E-mail Directory:

Juice Plus+[®] Customer Care customercare@juiceplus.com
 Business Support support@juiceplus.com
 Juice Plus+[®] Children's Health Study info@childrenshealthstudy.com
 Tower Garden[®] info@towergarden.com

Website Directory:

Juice Plus+[®] www.JuicePlus.com
 Juice Plus+[®] Virtual Franchise[®] www.JuicePlusVirtualFranchise.com
 Juice Plus+[®] Virtual Office www.JuicePlusVirtualOffice.com
 Juice Plus+[®] Children's Health Study www.ChildrensHealthStudy.com
 Juice Plus+[®] Promotions www.JuicePlusPromotions.com
 Voicecom (Intelliverse) www.JuicePlus.Intelliverse.com
 Tower Garden[®] by Juice Plus+[®] www.TowerGarden.com

Other Important Contact Information:

Juice Plus+[®] Promotions 888-719-7796
 Voicecom (Intelliverse) 800-327-8898

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