

Freedom Revolution Event Script:

(Version 3.5 with FHS and Larger/Readable Font 8/1/18)

Who speaks?

- Host
- Representative(s)
- Optional guest storytellers

What does the HOST need?

- Juice Plus+® bottles/Chewables to show
- Juice Plus+® Complete shakes to show
- A Tower Garden picture or brochure to show

What does the REPRESENTATIVE need?

- Juice Plus+® Product Story
(written down, 30-45 seconds long)
- Juice Plus+® Business Story
(written down, 1-2 min. long)

A few reminders when doing this on Zoom:

1. Before starting the recording, ask the new representative to welcome everyone and introduce their guests.
2. Ask everyone to mute their microphones.
3. Remember to press **“Record.”**
4. Practice the script several times before the call. There is no need for memorization; just be familiar with it. Be excited and confident with a touch of humor!



On ZOOM: Remember to press “RECORD!”

Freedom
REVOLUTION

1. Introduction

Hello everyone! Welcome to our Juice Plus+® Freedom Revolution event! My name is _____ and I will be hosting along with _____. We are here in order to network with mission-driven people on the topic of family health. You have been invited because we respect you and would love for you to know what we are up to. This will be relaxed and fun—you won’t have to buy or sign up for anything—we’re just going to share some quick information and stories. We hope you enjoy listening, and perhaps you’ll think of someone in your life needing to hear this message, so thanks for coming!

To kick it off, I’d like to ask you a question. Would you agree that being healthy today can be challenging? Yes! We’d all love to look good, feel good, and live a long life. We know it’s our job to try and make this happen, but unfortunately it can be complicated, unpleasant, and even confusing. That’s where we come in. I’d like to introduce you to a movement called the Healthy Living Revolution. My friends and I, along with thousands of others, are part of a unique community, where together we are taking our health back in ways that are simple, doable, and fun.

The goal of the Healthy Living Revolution is to come alongside families who want better health, meet them where they're at, and empower positive changes along the way. Let me take you through the following three doorways we use to inspire healthy living around the world: (1) free resources, (2) nutritional support, and (3) the organization that makes it all possible.

Free Resources

The team at Healthy Living Revolution has created a selection of fantastic resources for families to use. We have a cookbook of clean and easy recipes, short webinars on trending health topics, a home fitness series, and our Start Strong Program which is designed to raise up a generation of active, healthy children with a positive body image and good nutritional habits. You may want to take a look at these resources, so the person who invited you will send you the link for the Healthy Living Revolution website!

Nutritional Support

The second way we are committed to helping others is through nutrition, which is the foundation of good health. **We have to flood our bodies with the most important foods we could ever eat, which are raw fruits, vegetables and berries.** They are not just good for you, they're absolutely critical. We're supposed to eat a wide variety of 9-13 servings every day but almost no one does. Think about it—how many days in the past week have you gotten in 9-13 servings of fruits, vegetables and berries? Even the best eaters need help, and that's why we are so thankful to offer the nutritional support of something called Juice Plus+.

2. Juice Plus+® Product Information

- Juice Plus+ is over 30 different raw, vine-ripened whole foods. It is non-GMO, certified Kosher and Gluten Free and it's NSF certified for purity. I like to call it a salad bar in a capsule. (Hold up trio capsules and show list of F, V, & B)
- It's important to understand the process that the plants go through to be encapsulated or put into chewable form:
- First of all, our fruits, vegetables and berries are completely vine-ripened. They remain attached to the plant until the nutrition is fully developed.
- Next, the fruits and vegetables are ground up, which is better than simply juicing. We use the entire whole food including peels, leaves, stalks and seeds whenever possible, which provides much more nutrition...

- For example, in an orange, up to 80% of the vitamin C is found in the peel. I don't know about you, but I don't eat orange peels very often!
- Then it is slowly dried at low temperatures, preserving the live nutrients—and finally put into Capsules and Chewables. The product is made from plants, including the capsule!
- Here's what I love about Juice Plus+:
 - ✱ It's scientifically proven. Juice Plus+ is the most researched nutritional product in the world with 38 published studies in peer-reviewed medical journals with several more on the way in the near future.
 - ✱ It's food, not a vitamin. (show food label) This is a nutrition label, not a vitamin label. It's the same label you'll see on a bag of frozen broccoli in the grocery store. The government considers this food.
 - ✱ There is NO warning label! It is safe for people of all ages, pregnant & nursing mothers, children, elderly, and even professional athletes

Along with the Juice Plus+ fruit, vegetable, and berry capsules, we have a few other products that I think are really exciting!

- The Juice Plus+ **Omega Blend** is made from six plant sources which makes it both sustainable and safe. They contain the full spectrum of naturally occurring Omega 3, 5, 6, 7, and 9 oils, which are encapsulated using brand new, low-temperature technology so none of the delicate oils in the capsules are damaged.
- The **Chocolate and Vanilla Complete** is a vegan, gluten-free whole-food --of protein, fiber, amino acids, fruits and vegetables in a shake. It's great as a quick breakfast, a post-workout recovery shake, or a healthy snack. There are Complete Bars for on-the-go nutrition as well, and then there's...
- The **Tower Garden** aeroponic growing system, which is another great way to get more whole food nutrition into your diet. While you grow food on your patio or deck outdoors or inside your house, you can help save the planet, too! Because Tower Garden uses 90% less water, 90% less space, grows 30% faster with up to a 33% greater yield! It is truly amazing! And the produce tastes INCREDIBLE!

(optional) **SHRED 10 Program**

- We also have a four-month program with a ten-day jumpstart called the Shred 10 that helps people jumpstart their health in a really fun, supportive community. You can do the 10-day jumpstart one time or join the community of people who love doing it on a monthly basis! Check out Shred10.com to learn more. The Shred10 program is for people who want to take control of their health and get results fast! You'll probably tell everyone about it, because you'll look and feel amazing!

(optional) **Healthy Starts for Families**

And finally, one of the things I love most about Juice Plus+ is the **Healthy Starts for Families Program**, where any adult can sponsor a child in their life by eating Juice Plus+ and any child age 4-18+ can get free product for up to 4 years. Isn't that wonderful? The Juice Plus+ Company and the all of the reps connected to that order all pitch-in to cover the cost of the child's product. Over a million kids and families around the world have participated with this study. It's the largest observational children's health study in the world.

3. Product Stories

Let's hear some stories about what Juice Plus+ has done!

- Share 2-3 Product Stories (30 -45 seconds each) _____

4. Business Information

Now we're going to talk about the Freedom Revolution, which is our business community. The main mission of the Juice Plus+ Company is to bring freedom through improved health. It's important to know that about 80% of Juice Plus+ is used by happy customers who have no affiliation with the company. Serving these customers are those of us who have partnered with Juice Plus+ as a business opportunity. We are paid well to do a lot of good, so as you listen to our stories perhaps you'll think of someone in your life who may need to hear what's possible.

First let's address two common questions about the Juice Plus+ Company:

How does it work?

- The business is open to anyone 18 years or older, it's called a virtual franchise, & it's \$50 per year to own.
- Representatives have an online office and personal website—You can run your business from any device, anytime, anywhere.
- Earn residual income by simply sharing Juice Plus+ by word of mouth, & the company does the rest.
- They manufacture Juice Plus+, deliver, bill & collect from customers, and pay us by direct deposit monthly.
- There is no inventory to keep; the only Juice Plus+ we touch is our own.
- All commission levels are permanent, no quotas or minimums, and freedom to choose individual pace.
- There is no glass ceiling on income or territorial restrictions—the Juice Plus+ Company is in over 20 countries!

What's so great about the Juice Plus+ Company?

- Formed nearly 50 years ago by President & Founder Jay Martin who is still at the helm today.
- We are a privately held, debt free, multi-billion-dollar company.
- Family benefits package at the top positions includes medical, dental, disability, life, long-term care, chiropractic, & prescriptions, along with college assistance, holiday bonus, & monthly expense allowance.
- This business can produce short-term cash or be a long-term wealth-building and retirement strategy. Oh, and by the way, not only does the Juice Plus+ Company inspire healthy living, but healthy **giving** as well:
 - Impacted over one million families so far by giving free Juice Plus+ for children through the Family Health Study.
 - We're the title sponsor of the St. Jude Memphis Marathon Weekend.
 - Highly involved in the Boys & Girls Club and the Volunteers of America.
 - Let us know afterwards if you would like to hear more details about how we're making a difference in these places.

5. Business Stories

Let's hear a few business stories._, could you please tell us why you decided to partner with the Juice Plus+ Company?

- Share 2-3 Business Stories (1-2 minutes each)

6. Conclusion

To wrap up, thank you again for joining us. We are excited to network with two types of people:

1. **People who are ready to take the next step in their health**, whether it's to check out our free resources, or to make life easier by adding Juice Plus+. It only costs a few dollars a day, kids can get it for free, and it's the simplest, most convenient and affordable way to get massive amounts of nutrition into busy families.

2. **Anyone wanting to earn stable, residual income in order to expand their options while making a difference.** The Freedom Revolution gives parents the financial piece of mind to choose “Mom & Dad care” instead of daycare. Hard-working professionals can have the choice to build their own dreams instead of someone else’s. College kids can build a side gig to help pay for school without having to get a job. Empty-Nesters can increase retirement so there’s more than enough to enjoy life and give to future generations. This all takes place using a simple system within a positive, fun community we like to call the Juice Plus+ Family.

Maybe **you** could ask yourself, “**Who do I know** who needs to hear about this? **What if** Juice Plus+ could help them?” If you do think of someone, we would love to invite them to an event like this (ON ZOOM “or share the recording”).

After we’re done, the person who invited you will send you our Healthy Living Revolution website link, and you can touch base. Congratulations everyone, it’s been a blast!

Do you have any final thoughts for your friends?

Thanks so much and have a great day/night!

After the Event

- Follow up with everyone who came to your event and share the www.HealthyLivingRevolution.com website with them.
- Read through “How to Maximize Follow-Up” shown later in this document.

What about people I invited who didn't show up?

- There will almost always be people who you invite who don't make it to the live call. Use the script below to share the recording with them.

“We missed you at the event! It's totally fine though! I know life gets busy. We had such a great time; everyone said they were glad they came. We actually have a recording - would you like me to send you the link? You can just click and watch or listen sometime today as you're running around.”

NOTES FROM THE EVENT:

Tips for Freedom Revolution Zoom Call Success

1. Choose at least two dates in one month and schedule two calls on each date—perhaps at lunchtime and in the evening, totaling four calls.
2. Create an invitation with your picture on it and the Zoom information to send to guests after you initially invite them. Send a reminder the day before the call and 30 minutes before the call begins.
3. Invite personally. Your sponsor or upline support can help you craft a wonderful, natural invitation. You can also visit the “Getting Started” tab at www.TheFreedomRevolution.com for a helpful video about how to invite effectively.
4. Stick to the script word-for-word. It keeps the call focused, efficient, and duplicatable.
5. Limit Product Story length to **30-45 seconds**—this is the ideal length for this setting. Avoid a chronological account of the learning process or reflections of the journey. Instead, speak in “bullet points.” Simply list what your life was like before Juice Plus+® and then list what it’s like now. Don’t neglect to convey that Juice Plus+® just made sense to you and how valuable that peace of mind really is. The newest person will feel empowered to share from day one, regardless of outward experience. For an excellent training on how to create your Product Story, please visit the “Getting Started” tab at www.TheFreedomRevolution.com.
6. Limit Business Story length to **2 minutes or less**. Work with your upline support to craft your business story. Even if you are just starting, you do indeed have a business story! Be clear about where you see your life heading and share with confidence. For existing distributors, keep your business story simple as well, modeling what you teach new team members. For an excellent training on how to create your Business Story, please visit the “Getting Started” tab at www.TheFreedomRevolution.com.
7. Record each Zoom call and upload it to YouTube right away. Recordings should be 28 minutes or less; more people will watch if it’s shorter than 30 minutes.
8. Promptly after the call, reach out and thank everyone who attended while the excitement is still fresh. Offer to send the recording to those who did not attend the event or invite them to the next call.
9. If you want to build your business quickly, aim to have at least four events per month until you have a Qualified Business. Along the way, you will be hosting calls for your new team as well, with the help of your upline support. A new team member’s first two calls should spotlight only him/her in order to have those initial recordings to share. After that he or she can buddy up with you or other team members. Remember, these calls are less than 30 minutes long. They do not require a clean house or a babysitter and after a few times they become virtually effortless!
10. These zoom calls are a BEAUTIFUL way for existing distributors to bring in new customers or team. Anyone can host, anyone can share, it can feature one person’s business or multiple people. Just follow the script, understanding that we are always in a “new season of business,” and networking is powerful!
11. When following up, remember that your guests have had the most impactful, relatable, fun exposure to our mission. They will leave the call inspired and excited for you! Take advantage of that inspiration and have as many **brave conversations** as you can.
12. You can promote this event with different variations depending on your desired audience: “Moms on a Mission,” “Side Hustle for Millennials,” “Parents with a Purpose,” “Athlete Entrepreneurs,” etc. In order to adapt the event, simply create an appropriate invitation image, adjust the introduction in the script, and feature stories that your audience will identify with.

How to Maximize Follow-up

Transitioning from the Indirect Approach to Brave Conversations

You have just shared a powerful message of hope with important people in your life! Chances are, you had “dream team” friends who attended. When you thank your guests for coming, some may respond with, “I want this!” Some may say, “Not for me, but good luck!” Still others will say “I wish I could do that” or “I’m too busy but it would be great” or “I would love to but I’m just not a salesperson!” How do you transition from talking about who they know to actually considering Juice Plus+® or the business for themselves?

This will take a brave conversation that comes not from the head, but from the heart. The transition from head to heart happens when you shift your focus from what they can do to help **you**, to how Juice Plus+® can potentially change the course of **their future**.

Here is some verbiage to help you. This is most powerful in a live conversation; pick up the phone if you have their number.

- Thank you for coming- I hope you enjoyed it. Did anyone come to mind that might need to hear about Juice Plus+? I’d love the chance to have a quick conversation- something as simple as a three-way text or Facebook message to invite them to the next event we are having or to send them the recording. Would that be possible?
- I know this was a networking event, and we can absolutely keep this about other people, but did any part of this call resonate with you personally? What parts? (If they liked the product, then get them started! Continue on for business.)
- If we lived in a perfect world and you could build this business however you wanted, what might it look like? How might it have a positive impact for you? What would that mean for your family?
- Wow that would be awesome. It’s great to dream, isn’t it? Well, I know that nothing is completely perfect, but..
- Would it be okay if I share how I see Juice Plus could make a difference in your life?
- You are so _____. Here’s what I see about the person you are: (specific, deep compliments about their character).
- Here is what I know about your situation. You’ve told me that _____ (list pain/problem that Juice Plus+® could fix) and you know things could be better.
- I know there is a lot going on, and there’s never a perfect time, but _____ who hosted the call is really great at brainstorming ideas of how this can practically work for people. Would you like to hop on zoom with him/her for 15 minutes or so and just talk about it? You wouldn’t have to decide anything, but you might be glad we at least talked about it. (Make the appointment. If the prospect says no thanks, offer to keep in touch with resources that might be of benefit. If the prospect says “I need to think it over,” then continue on below.)
- It’s okay to decide to think it over. Timing is important, and I know that _____ (list hesitations, obstacles, etc)
- I remember how you lit up when you mentioned _____ (list what’s important, priorities, dreams) So when the time is right for you, we could work together to make this business as close to your perfect scenario as possible. Do you see it happening soon or at some point in the future?
- Okay sounds good. In the meantime, can I send a few things your way you might find interesting? Great! And I look forward to those three-way messages with your friends to invite them to our next call.

Certainty is powerful. Even if you are brand new, the more certain you are, the better your outcomes. However, it’s not just certainty about your future, it’s certainty of what Juice Plus+® can do for them. Their future is more important than their current opinion of you or what you’re doing. They deserve to know what’s possible.

Should Hesitations Arise...

“I know how you **feel**. I **felt** like that too: _____. (Try to throw in some humor.) But here’s what I **found**: _____. If we could move through these hesitations would you want to go for it? We can take it one step at a time with no strings attached. I’m pretty sure this could be fantastic for you.”