

**WELCOME!** (give a warm, authentic, personal welcome)

If you're here for the live event or the recording, I want to say, first of all a big thank you for taking the time out to come and have a look of what we're up to.

We're not here to impress you, we're here to impress upon you that life can certainly be better and often all it takes is our ability to think outside of the box.

I want to share my story with you in a bit, because bottom line, I wanted to have more choices.

Whether you work for a traditional business or own a traditional business, you would be quick to tell me, like I would tell you, "owning your life" does not fit with either of these models. It took me \_\_\_ years to realize that traditional business couldn't really deliver on the hopes and dreams that I was ultimately looking for. I'll be honest with you, when I came to take a look at this, that although I knew a fair bit about the JP+ products, I was still skeptical. I honestly didn't know if this was going to be my thing. I came with an open heart and an open mind to consider maybe there's something better out there, and I hope that for you today as you're tuning live or watching the recording.

For many of us, traditional business is a great learning experience. But, there comes a time for many of us, where our values are torn between being ambitious, successful, getting ahead financially, and our family.

I want you to consider the perspective that our world has changed a lot in the last 10-20 years. Especially the way we come across products and services. With the rise of technology, some our behaviors are drastically different to those of our parents' generation, yet many of us are still living the life we saw them live...trading time for money, trying to get ahead, in a world that is so different.

What I love about the Juice Plus Company, is it's certainly a company that is moving with the times. This event right now is a perfect example of that. So what I want to do, to kick us off is to share a little bit about the Juice Plus products.

### **JP+ Product Intro**

I'm a pretty simple person and Juice Plus makes sense to simple people like me.

\*(Intro the Fruit, Veg, Berry, Omega and show the bottles.)

These are the foundation of our very narrow product line. It's literally 30+ fruits, vegetables and berries that are grown to peak ripeness, are non-GMO, pesticide, herbicide free. It's all that important stuff. It's then blended into a capsule. That's it! That's Juice Plus. Simple. I have yet to meet someone who doesn't know what fruits, vegetables or berries are, or someone who does not agree that they could benefit by getting more of them into their life every day. You know, we are certainly passionate about health, but we don't get it right every day. And I love that Juice Plus bridges the gap. It's not to replace fruits and vegetables. It is there to bridge the gap from what we should be eating and what we actually are.

### **Healthy Starts for Families**

One of the things I love most about Juice Plus is that we can sponsor a child for free. Any adult that takes the fruit and veggie capsules has an opportunity to sponsor a child. Even if you don't have kids, you can still sponsor a kid. The child will get 4 months of free product. And if the adult continues to take the product, the child will continue to get free Juice Plus for up to 4 years. Pretty incredible! There's like a million kids around the world that have participated with this study. It's the largest observational children's health study in the world.

**(Host shares 60 second product story NOW)**

### **Complete**

We also have a macronutrient product, these are our amazing complete shakes \*(show them). Macro nutrients are all about balancing our carbs, proteins and fats. This is essential to fat loss, muscle building and those sorts of results that people are looking for. It's often said that fitness is 20% exercise and 80% nutrition. You just can't out train a bad diet. These are perfect for meeting people where they're at.

\*(give an example of when you drink your protein shake vs going for an unhealthy option).

The complete shakes come in chocolate and vanilla, and if I didn't mention, it's a protein powder with loads of superfoods in it. It's vegan based, highly bioavailable and low glycemic. It's a great product! And for all of you snack bar fans, we have a bar version as well.

### **Omega**

Our newest product is the Omega Blend. This is a completely plant based omega, very different to most omegas on the market today. I'm not sure you guys know this, but fish actually don't produce omegas, they get them from the food that they eat. So ours is going straight to the source. It's in a vegan capsule, which is quite revolutionary in its own rights. We've only had this product for about a year. Again it's about bridging the gap to help get those omegas in, which I love.

### **HLR/SHRED10**

We have an amazing program that goes along with the products. So anyone that decides to get on the products, gets this massive added value program for free which includes an eating guide, recipes and amazing online support to help others get the results they are looking for.

For some of you, I know you love science. There's so much science on our products, we're the most researched whole food based product in the world. You can get with the person who invited you to learn more. But for me, it's more about the stories. It's about the stories, the results that people have gotten, and I'm so excited to share some of them with you right now.

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

**Share 2 Product Stories (30 -45 seconds each)**

### **Transition to BIZ**

Thanks for sharing your stories! It was awesome to hear why you respect the Juice Plus products and what they have done for you. I think to finish on the product side, because you took time to check in and see what were up to, AND you're open to taking your health to the next level, I think you should give it try. So get with the person who shared this with you and they certainly help you to get started.

Now I want to segway and share a little bit about the business. I love the business of Juice Plus! It has certainly changed my life in many ways.

\*(Give a couple of personal examples of how the Juice Plus business has changed your life. i.e. -To be more present and spend more time with my kids, wake up every day and literally design my day.)

### **Skepticisms**

I think the first things I want to cover are the skepticisms. When I share this with people, it's normal to be skeptical. If you're not skeptical, guys, I would be worried about you, to be honest.

The first one I want to address, is the difference between traditional business and our business.

- In most traditional businesses or if you work in big company or organization, the reality is, that it's cut throat. The further you want to work yourself up the ladder, the more competitive it becomes.
- Also, staff loyalty, sticking with the same company, isn't what it used to be. The same companies easily outsource outside their companies making it difficult for the in-house employees to move up. Basically, gone are the days from working yourself from the bottom to the top of a company.

What I love about the Juice Plus Company, is that we all start off at the same position and we all have the same opportunity. We have the ability to work ourselves up through the rankings, like any company, but what's very different about the Juice Plus Company is that there is no limitation to the amount of people that can get to the top. The pinnacle position in our business, is what we call National Marketing Director. It's very common for people to reach National Marketing Director. The cool thing is, that in order to have achieved this position, one has had to reach down and help other people rise.

The second thing I was quite skeptical about a business like this is, I thought the only way to be successful was that you had to hunt and annoy all of your friends. I can tell you this business has nothing to do with hunting or selling. What I have got from events like this, is it's more about helping people. We get to help people in two distinct areas.

- One area we get to help people, is in health. I think we'd all agree that there are so many people out there that are looking to take their health to the next level. By recommending a program, recommending the products, from our own personal experience, the experience of others, that's what we do. When I first took a look at this and decided I would give this a try, there were people that I thought of that I knew could benefit or who I knew were looking for better health. I knew people who wanted to lose

weight. I knew people that struggled with their energy, allergies, constipation, eczema. I'd heard their stories and I just took a genuine interest in them. I found out if they were still looking for a solution. And then I recommended the product and the program. That's what it's about!

- And then the other side of our business, is that we get to help people from a lifestyle and financial point of view. I don't know many people that an extra \$500-\$1000, or even \$2000 a month doesn't make a difference for. I know a lot of families where an extra income could make a huge difference.

My final concern was, I thought I needed to know a lot of people in order to be successful in this type of business. I think the way that I got started in the business proves to me that I actually didn't need to know many people.

\*(Use an example from your own organization, upline or downline. i.e- One of the first people I shared with was a best friend who had been laid off. She shared it with her sister who was looking for a way to stay home with her future kids. I shared an event with her, just like this one, and it made complete sense to her. She's now one of my strongest lines today.)

Before I knew it, there were many stories just like that one. My business was growing, and it was getting shared with people that had nothing to do with me, people that I would have never met otherwise. You guys, it would be hard for me to count on two hands the amount of them I knew before this journey. Bottom line, it's not who you know, but who you know and who they know.

### **How We Get Paid**

Once I understood those 3 things, it was important for me to understand how we got paid. We get paid 3 ways.

- The first way we get paid, is retail sales profit. When I talk about retail sales profit, all we are doing is connecting the customer with the company. The company ships the product straight to the customer. So I don't have to carry any inventory. The company bills and collects so I don't have to deal with any exchange of money. I can have customers in over 25 different countries around the world. I can build a global business with customers that I would have never known.
- The second way we get paid is bonuses. I love bonuses! Who doesn't love a bonus? And there are a lot of them in our business. I know for anyone who's working in a traditional business, bonuses are few and far between. It's rare that companies are giving up big bonuses unless you're giving away your life. In our business, not only do you receive bonuses yourself, but when you help others achieve them, you are rewarded too. So there's REAL encouragement about raising people up and helping them become successful in our business. Some of these bonuses start at \$100 and \$300 but some of those bonuses go up to \$10,000! It's pretty awesome to be a part of something like that.
- And the third way we get paid is called a performance bonus. This is the residual income that's possible in your business when you get paid on a percentage of the volume of sales that goes through your entire business. You're raising people up and helping them to build a business and you get paid a performance bonus. This is the thing that has us stand out from the crowd. You're getting paid a commission on that volume. So even when I'm traveling or life's happening and I can't tend to my business, my business is still open which is very different from traditional business where I had to show up in order to be paid. And because everyone in my team

has a vested interest in growing their own business, my business is growing with or without me and it has the potential to do that for you.

So now I want to share some stories with you of people who have been able to do just that

**(Share 2 Business Stories...1-2 minutes each)**

### **Close**

Thank you guys so much for being on! I appreciate it. It's these stories!

Like I said before, it's normal to be skeptical but I think you can't deny the stories. The stories are real.

**(Host shares 1 minute business story)**

In closing, I want to thank you all for joining us tonight. If anything resonated with you while you were on live or watching the recording, I urge you to reach out to the person who shared it with you to get your questions answered. For me, although I was still quite skeptical when I saw this, I asked myself one question, "What if?" What if this thing could work? What would an extra \$1-\$2000/month mean for us in our life right now? What could that be for us in the future? I'm so glad I did. I'm not sure where my life would be...time, money, relationships. So I want to say to you guys, if you're looking to break out of what you're doing, often we have to change for our life to change. We've got to look outside of the box. Right now, maybe this business is a little outside the box. I know it's becoming more and more the norm because of social media, internet, word of mouth, it's the way we find out about things. So until then, I want to say a big thank you and I hopefully will get to see you guys on the other side of this, maybe at a conference or at one of our big events. It's an amazing community. It's been an absolute pleasure to jump on and share with you guys what we're up to. Have a great night!