

General Guidelines for Marketing Juice Plus+ via Booths at Fairs, etc.

General Fair Guidelines:

Never give out CDs or DVDs - that can be done as a follow-up, if needed, but not at the fair... They are too expensive for that.

Do bring to give out:

Business Cards

Clinical Research Summaries with your contact info on them

Brochures photocopied in black and white on color paper with your contact info on them

Full Color Brochure Samples in plastic sheet protectors or laminated to be read at the booth

Chewable Samples to give away

Optional: Samples of the smoothies, especially if Seniors are involved

Also print out and bring the "Prize Entry" Customer Contact slips - this is how you get your leads to follow up on. However, in order to get people to fill-out the slips, you have to offer them a "Prize" to win. This can be a gift bag or basket that contains:

Free Product: A Can of Complete or a bag or bottle each of Orchard and Garden Blend

Also a related health gift, like a book by Mitra Ray, or if you are targeting "Healthy Skin" a bag of good, natural skin care sample products, like Burt's Bees, etc.

A CD or DVD about Juice Plus+ and don't forget to enclose your business card in the basket!

Banners, Balloons, Posters, etc are always a bonus as well!

Great job and Good Luck! Take Care ~ Karen