

START *Strong* Event Series

The idea behind our community series is to add value, credibility and leverage as you are building your Juice Plus+® Virtual Franchise. A series of events works best with a few or more team members but can certainly be accomplished with one to two. The following outline is a suggestion on how to put these together. While summer is the ideal time, each season can bring fun and engagement for participation from the community along with you and your teams customer base.

Step 1: Plan

The first step is to decide how long you want your series to be. Think of local clubs, health business and establishments that have a space where you can host a class. You will want to invite them to gift a class in their expertise. The idea is to feature their business while building value to your community. This is an opportunity for the JP+ rep to build relationships within their community.

Here is a beginning list of businesses in your community you can partner with:

- Gymnastic
- Self Defense/Martial Arts
- Yoga
- Local Gardening Center
- Cross Fit
- Dance Studio's
- Historians
- Ninja Warrior Obstacle Course
- YMCA's
- Meditation Centers
- Parks Departments
- Cooking Classes
- Chiropractor
- Nutritionist/Dietician

Step 2: Partner

Contact prospective community businesses. Here is some verbiage to use when seeking partners for the series.

"Hi _____, my name is _____. I am part of a National Campaign called the Healthy Living Revolution. Our mission is to inspire healthy living with our and help our community to take healthy back. We have a passion in helping kids Start Strong. We would love to partner with your business and feature you in our ____ week series. It helps a common cause of bringing awareness to our community along with featuring businesses in the area that want to give back. Plus it is our hope to help bring more clients/customers in your door."

"Would you be open to partnering with us?"

Step 3: Promote

It is recommended to allow 2-3 weeks for event series promotion.

Create graphics/flyers for the events.

Create a public Facebook Group that can be ongoing series to series. You can create a Facebook event within the group to get an idea of who is attending. OR you could also create an Eventbrite link and offer free tickets.

***Keep in mind other JP+ reps might invite their prospects to your public event. It is customary to have a sign in sheet to ask who invited them to the event and send them back to that JP+ rep.

Step 4: Putting on the event

Set up JP+ display ~ Set up with upcoming Healthy Living Events in the area.

Welcome everyone and have them sign in.

OPTIONAL—Gift each child a ticket at each event for the opportunity to win a prize at the end of your series. The more events they attend the more opportunity they have to win. Prizes are at your discretion.

An opening statement may sound something like this:

“Hi everyone! My name is _____ and I want to thank you for coming to our Start Strong series sponsored by the Healthy Living Revolution! The Healthy Living Revolution is a national campaign to help inspire communities to take healthy back!! We are making a huge impact across the country because of establishments like _____ where we have locked arms together to make a difference in our future generations. These events would not be possible without Juice Plus+ representatives and their dedication to making a difference in this community. If you would like to learn more about Juice Plus+ get with the person who invited you today. We also have some information on the table in the back.”

“Now I am going to turn this over to _____(business).”

Once the event is over be sure to thank the establishment and the attendees and notify them of the next event.

~At the end of the series draw a winner for prizes. Go LIVE in the Series Facebook Group to announce the winner for fun!