
SHARING YOUR BUSINESS STORY

Just like your Product Story will intrigue others to take a closer look at our products, your Business Story will attract others to consider joining your team!

Think about the questions below and then fill in the blanks using descriptive, personal, and emotional language. Then, rewrite your complete business story as a paragraph. It doesn't need to be perfect—you can always improve it during your Startup Meeting. If you are new to the business, focus on your vision for what this business will do in your life.

To create an effective business story, use this acronym: P.L.O.T.

- **Pain** – What is/was your background and what areas of your life were you dissatisfied with that made this business attractive to you?
- **Lesson** – What did you realize that you needed to do in order for things to get better? (ex. I realized we needed another stream of income in order to reduce financial stress.)
- **Opportunity** – What are the features of the Juice Plus+ Company that are exciting for you? Why is this an awesome opportunity for you? (i.e., I can fit it into my already busy schedule, while earning a part-time income.)
- **Triumph** – What have you already accomplished with your business or what are you going to accomplish that will be a triumph to celebrate? (i.e., pay off debt, be home with my children, etc.)

PAIN

I used to/I am/I work as _____

I enjoy it because _____

The problem is/was _____

LESSON

I realized that _____

OPPORTUNITY

Then, I found the Juice Plus+ Company and my life changed in a great way. I got healthier and decided to build a business helping others get healthier too! And, I'm having fun doing it!

I love that _____

TRIUMPH

Now I'm celebrating _____

And, I love that I get to help others realize their dreams too! Would you like to take a look at what I do or maybe you know someone who would like to join me in this mission?

Now that you've drafted your Business Story, please make sure that it is compliant with the industry guidelines established by the Federal Trade Commission. Below are suggestions that will help your story be both compliant, and maintain the integrity and emotion of your Juice Plus+ experience.

Do not make absolute income claims. Instead, communicate general ways that the additional income has helped you or made it possible for you to say "yes" more often. For the official Earnings Summary, visit your Virtual Office.

Avoid phrases that could imply "get-rich-quick" or "never have to work again" such as "residual income, unlimited income, glass ceiling, quit your day job, time freedom." Instead, use more general phrases like "extra income, job flexibility, time flexibility, say 'yes' more often, gave me more choices, helped pay for _____, etc."

If you have specific questions about compliance or your story being compliant, feel free to refer to [this guide](#) or email compliance@juiceplus.com.

Now, rewrite your business story as a paragraph from beginning to end.