
SHARING YOUR PRODUCT STORY

Your own story is your most powerful tool in growing your business and impacting lives. There is a simple way to craft a powerful product story... even if you're just getting started with taking Juice Plus+!

Think about the questions below and then fill in the blanks using descriptive, personal, and emotional language. Then, rewrite your complete product 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 taking Juice Plus+, focus on your peace of mind and what you are hoping Juice Plus+ will do for your health over time.

Think about these questions, then fill in the blanks below.

- What was life like before you started taking Juice Plus+?
- Were there any negative emotions associated with that? What were they?
- What attracted you to Juice Plus+?
- Describe the changes you're experiencing since adding Juice Plus+ (or changes you're hoping for).
- How do (or will) those changes affect the quality of your life? What is the emotional impact?

BEGINNING

_____ years/months/days ago, I was _____

MIDDLE

Then, I learned about a simple way to flood my body with over 30 fruits and vegetables every single day.

END

Now I'm _____

I'm so thankful that I learned about Juice Plus+!

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