
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 that you've drafted your Product 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 health claims (ex. Don't say things like "I never catch colds anymore!")
- Use language that communicates improvement and also include at least one other lifestyle change that you added along with Juice Plus+ (ex. "When I started eating better and added Juice Plus+ to my diet, I stopped getting as many colds!")
- Regarding specific medical improvements (ex. reducing/eliminating Rx, change of disease condition, etc.), do not imply that Juice Plus+ was solely responsible for these improvements or cured them. Instead, communicate that Juice Plus+ was a contributing factor along with other healthy lifestyle changes. (ex. "When I added Juice Plus+ and began exercising more, over time my doctor noted that my blood work had improved and was able to adjust my treatment plan.")

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 product story as a paragraph from beginning to end.