
VERBIAGE



BE A GOOD LISTENER! Ask questions using F.O.R.M.

F: Family-Ask about their family and tell about yours

O: Occupation-Ask about their job. Maybe they will ask you about yours.

R: Recreation-Ask what they do for fun...sports/hobbies/volunteer work.

M: Money/Motivation-Ask how they feel about where they are in life right now. Where they want to be in 5 years. Share your passion for inspiring healthy living and helping future generations with their health.

LOOK/LISTEN FOR A CONNECTION

- I loved seeing your family pictures on Facebook!
- It was great to see you at the gym.
- I'm sorry to see on Facebook that your kids are sick.
- I noticed your post about _____ (low energy, recent diagnosis, new workout program etc.)

GO DEEPER INTO CONVERSATION

Sometimes you can learn more by saying, "Tell me more about that" or "Can you expound on that?"

Say something like, "Have you found anything helpful to nutritionally support yourself with _____?" Then, you can offer them a possible solution like Juice Plus+.

VERBIAGE TO INTRODUCE JUICE PLUS+

"I have no idea if this is something you would be interested in or not, but I would love to share with you something that is helping our family. We found an easy way to flood our body with fruits and vegetables everyday and we are loving it!" **SHARE YOUR STORY**

SHARE EDUCATION

"I absolutely loved a video that helped me learn about the power of fruits and vegetables! Can I share it with you?" or "I'm having a get together at my house this Thursday. Can you join me to learn more?"

SET A FOLLOW-UP APPOINTMENT

"The video is only 5 minutes, will you have 5 minutes to watch it in the next day or so?"

"Great! I'll call you tomorrow. I can't wait to see what you think! Is 6pm or 8pm better for you?"

"What is the best number to reach you?"

ALWAYS BE READY TO PLANT A SEED FOR THE BUSINESS

Experience - I am having a great experience with _____ (Juice Plus+, this community, the education etc.)

Share - I naturally started sharing with others

Join - I decided to join the mission of this wonderful company. Not only am I helping people but _____.

WHAT DO YOU DO? Here are a couple of answers you might give:

"We learned about a simple way to add more fruits and vegetables to our diet. We had such a wonderful experience that I naturally started sharing it. Now I earn income from doing something I love!" or "I partnered with a company that found a way to put fruits and vegetables in capsules and chewables. Today it's the largest selling product and most thoroughly researched nutritional product in the world! Kids get it free too! I love sharing this and staying home with the kids!"

SCENARIOS

CLOSE FRIEND OR FAMILY

I know you've mentioned that I have more energy and that my skin looks better. It's been amazing to experience those changes and I wanted to share more with the people I care most about. I learned about a simple way to add over 30 fruits and vegetables to my diet and it's what I've been doing. I'd love to send you a short video to learn more about it. Would you have 10 minutes today to watch it and could we talk around 8:00 tonight for a few minutes? (SEND VIDEO AND FOLLOW-UP AT 8PM)

FOR AN ACQUAINTANCE (PERSON YOU SEE AT THE GYM, PTA PRESIDENT ETC.)

I love all that I've been learning about nutrition and I'm having some people over to my home to enjoy smoothies and have a health discussion! I'll also be sharing a simple way that I found to get over 30 whole foods into my diet everyday. If I send you an invitation would you come? (SEND FLYER)

HEALTH CONSCIOUS PERSON, OR FITNESS PROFESSIONAL

I'm not sure if you'd be interested, but I found something that has been researched on athletes, and the studies have been published in the American College of Sports Medicine's official journal. I wanted to get your opinion. If I send you a video by a Harvard trained doctor and Iron Man would you watch it? (SEND DR. PHILLIPS VIDEO, FOLLOW-UP WITHIN 48 HOURS.)

SOMEONE WITH HEALTH CHALLENGES

Do you have a few minutes to talk? I can't get you off my mind! I have no idea if something I learned about could help you, but what if it could? I would never want you to say "Julie you knew about this and didn't share it with me?" It has made such a difference in our health and there are over 38 medical studies proving its effectiveness. Do have a few minutes to watch a video? (SEND A VIDEO)

PARENT OR GRANDPARENT

I just watched a video with pediatrician, Dr. William Sears and it made me think of you. I think you will love the information on brain health. If I send you the link, do you have a few minutes today to watch it? Can we chat tonight around 9pm after the kids are in bed? (SEND VIDEO, FOLLOW-UP AT 9PM)

FAMILY HEALTH STUDY

I work with a company that is conducting the largest population study ever done on children and nutrition. We are looking for families who are open to learning how to take their nutrition to a healthier level. Would you be interested in more information? My friends and I have a goal to help 25 new families this month! Would you be open to helping us gather more forward thinking families like yourself?

When they are ready to order: We ask that you and your child make a one year commitment to Juice Plus+ because the longer your family takes Juice Plus+ the more positive benefits they'll see. I am making a personal donation in your name for the success of your participation and will be eager to hear your positive feedback. The company will email surveys during the year. How does this sound to you?