

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 _____ (share the concrete results of what this business has been able to do for you).

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!"

VERBIAGE CONTINUED

WHO DO YOU MISS? (If they called you, you would pick up the phone.)

"I miss you. It's been awhile. Can we get together soon for coffee or lunch?"

OR

"It's been a little while since we have connected, I would love to get together to catch up?
Lunch or coffee?"

WHO WOULD SUPPORT YOU? (2-10+ people that come to mind)

Do you have 2 or more people who might be willing to try Juice Plus+® simply to support you and your business/mission/passion?

"Hey _____, could you do me a favor? It would mean so much to have your support on my new business journey! Would you be open to trying these fruit and veggie powders I'm working with? I thought this would be great for you because (their pain), and because I know you love and support me too. If you love it - great! And if not, no worries! Your feedback would help me so much as I'm getting started! If I sent you a quick 4-minute video would you be open to taking a peek?"

"Hi _____, you know me...I've been excited about _____ (health and nutrition, serving families, healthy starts for families, sharing education) for _____! I keep thinking about you and because of (their pain), I'd love for you to watch a short video? If I sent it to you, would you watch it?"

WHO NEEDS JUICE PLUS+® THE MOST? (Pick one video to use: Jumpstart to Better Health is a great option: <https://player.vimeo.com/video/268498523>) or explore other great videos at <http://thefreedomrevolution.com/videos>

Who do you know who needs or understands the benefits of added nutrition most? (busy moms, those who are sick often, those who value health, athletes, nutrition and prevention etc.)

"Hey _____, I'm thinking of you as I'm starting a new endeavor and I know you've shared that you (or a family member) are struggling with (pain). Have you ever considered how more fruit and vegetable nutrition could be beneficial? If I sent you a quick 3-minute video would you watch it?"

"Great! Can I call you (this afternoon/tomorrow ...) after you watch it? I can't wait to hear what you like best!"

"Hi _____ you know me...I've been excited about _____ (health and nutrition, serving families, healthy starts for families, sharing education) for _____! I keep thinking about you and because of (their pain), I'd love for you to watch a short video? If I sent it to you, would you watch it?"

WHO COULD YOU INTRODUCE ANOTHER PRODUCT TO?

"Hi _____, I thought of you as I am LOVING what is happening for my family since adding the plant Omegas (or another product). I'm also hearing so many compelling stories about adding them. If I sent you a video and/or summary sheet on the plant Omegas would you take a peek?"

VERBIAGE CONTINUED

WHO DO YOU KNOW ON SOCIAL MEDIA? (They have engaged with your posts.)

"I noticed you showing up on my facebook feed. I really loved _____ that you posted yesterday. I'd love to know more about that, can we chat more? (in person or on phone)"

"I absolutely adore your style, your posts and your precious family. Seems like we have some similar passions or interests. Would you be open to chatting more?"

"You know I'm a fan of your family/your style/your posts....Love them. I SO thought of you for this event I'm hosting at my home? Would you like to come?" (send pic of next event) (Could be a virtual event invite too)

WHO DO YOU WANT TO JOIN YOU AT A LIVE OR VIRTUAL EVENT?

"Hey _____ I'm having a smoothie party on Saturday. I believe you would ENJOY it and I'd love to see you. Would you like to come?"

"Hi _____ I am going to hear one of my mentors talk about _____ on _____ and I would love to have you join me. Can you come, I'd be honored!"

"Hi _____ next Monday night we have a special guest speaker sharing on video on the topic of preventing colds and the flu. You can watch with me from YOUR own home. I hope you will consider joining me."

WHO DO YOU WANT TO JOIN THIS MISSION/YOUR TEAM?

Pick and person and quick jot down what you like, love, or respect about them:

"Susi, I like _____, love _____ and respect _____ this about you. And YOU know how passionate I am about this Mission of sharing the gift HOPE through whole food nutrition and our easy button Juice Plus+®. I don't know if this is for you or not...yet I would be remiss if I didn't invite you to take a look at what's on the table! It has changed my life. Would you be OPEN MINDED to jump on a 20-minute call to see what's on the table so you can make your own empowered decision? NO STRINGS ATTACHED!"

WHO DO YOU WANT TO JOIN YOU AT JUICE PLUS+ LIVE?

"Hi _____, when I think of who I want to grow with and make an impact with...YOU COME TO MIND and HEART! I am growing my team to impact more families and I'd LOVE TO do it with YOU. Would you please consider joining me at our global Juice Plus+® Live event in _____ next month? Can we hop on the phone to chat more so I can give you the details and share my heart with you?"

OR

"Hi _____! This may seem out of the blue, but wondered if you would consider joining me for a fun weekend in _____ on _____. My company is hosting an inspiring healthy living event that thousands of like-minded entrepreneurs and individuals who value healthy living are also attending." Because you have a heart for others and you love health I thought of you. I would love for you to come, learn, have fun, and get a glimpse into our culture and community! If I send you the details, would you consider joining me?!"

OR

"Hey _____, would you consider coming with me to _____ in _____! It's a girl's trip, fun, food and a really festive Juice Plus+® conference! It will be blast and I'd love to spend time with you."

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 every day. 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 A DR. PHILLIPS VIDEO FROM JUICE PLUS+ YOUTUBE CHANNEL, 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 35 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 after the kids are in bed? (Send them this video located on www.HealthyLivingRevolution.com)"

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?"

SCENARIOS CONTINUED

MORE OPTIONS ON INVITING TO A PRODUCT EVENT

Intro - "Hi! I hope you're doing well _____ (i.e. I loved seeing your kids on Facebook!)

"Well, you know how health conscious I am? As it turns out, I wasn't as healthy as I thought. I recently learned about a simple change I could make and it's made a huge difference for me! There's an event on Tuesday explaining more about what I'm doing and I'd love to have you join me to learn. If I send you details, would you tune in? (SEND FLYER)"

"We learned about a simple way to add over 30 fruits and vegetables to our diet and it has made a huge difference. I'm hosting an event to share more on Thursday night and I would love to have you join me. If I send you an invitation would you come/tune in? (SEND FLYER)"

"Tomorrow night my friend _____ will be sharing her health journey on an online webinar and we will also be sharing the importance of whole food nutrition. It will be a great opportunity to learn more about Juice Plus+ too. I know you were previously interested so I thought this would be a fun way to learn more! If I send you an invitation would you come/tune in? (SEND FLYER)"

"You know how much I love smoothies! This Sunday I'm having some friends over and I'd love for you to be one of them. I'll be making different kinds of smoothies and we'll talk about health. We made a simple change recently that's making a huge difference in our health, and I'm excited to share that with people I care about. If I send you an invitation would you come tune in? (SEND FLYER)"

"Oh my goodness, I think you'll love meeting some of my friends who have had the same challenges as you. In fact, one of the speakers has 2 children and she's going to have a lot of great tips on how to get them to eat healthier." or "I thought of you because I know you're a busy mom and getting enough fruits & veggies into your body when you're always on the go can be challenging! If I send you an invite, would you be open to coming?" (SEND FLYER)

"Hi Bill! I love all that I've been learning about nutrition! I'm so excited to share how we made one simple change in our health. It has made a huge difference! I'm having an event on Facebook this Thursday night at 8. Are you free for a few minutes? I'll add you to the private group and you can just jump on Facebook to see the posts. (SEND FLYER)"

"Hi Kelly! Each month I host a Salad in a Jar party at my home. It's so much fun! We each bring a topping and 5 mason jars, then we each make 5 salads to have ready for the week! Before we start making salads I will share a simple way our family adds 45 fruits and veg everyday and I'll make some smoothies, which I'm so excited to tell you about. I thought of you because I know you're a busy mom and you're always on the go! If I send you an invite, would you be open to coming?" (SEND FLYER)

SCENARIOS CONTINUED

EXTRA COMMENT IDEA – “I am so thankful I learned about this information and I want everyone that I know and care about to hear this too!”

MORE OPTIONS ON INVITING TO A BUSINESS EVENT

Intro - “Hi! I hope you’re doing well _____ (i.e. I loved seeing your kids on Facebook!)”

Raving Fan Customer – “I know Juice Plus+® really makes sense to you (OR I know you love your Juice Plus+®!) and I love your story and I bet you are telling others about what you are doing. I wanted to share more with you about The Juice Plus+ Company and their mission to Inspire Healthy Living Around the World. I really believe you could make a difference by sharing your story! I'm hosting an event where you could learn more. I would love to have you join me on _____. If I send you an invitation would you come/tune in? (SEND FLYER)”

Dream Team Friend – “I think the world of you and would love to spend more time with you. You have such a heart for others and you love health like I do! I would love to have you take a peek at what I’m doing to see why I love it so much. Maybe this could be a fit for you too. No worries if not. I'm hosting an event on _____. If I send you an invitation would you come/tune in? (SEND FLYER)”

“Hi, I was thinking about you because so many people have such respect for you. You are very thoughtful about what you become involved in and what you share with others. So many people listen to you and I just wondered if you might be open to seeing what I do. I would love to have your help in the mission of Inspiring Healthy Living Around the World. You have such influence and know so many people that I don’t know...Would you be open to getting on the phone for a quick call to learn more from my friend who has been sharing Juice Plus+® for a long time. You will see that we are very real and authentic about sharing. (SEND FLYER)”

Cost of Juice Plus+® issue – “I was thinking about our conversation about Juice Plus+®. I know you see value in Juice Plus+®, but you mentioned that cost is an issue. I would love to share with you how you could not only offset the cost of Juice Plus+®, but bring more money into your family's income by sharing this amazing gift with others. For \$52/year, you can join this awesome mission of inspiring others to healthy living. We could also spend more time together and have fun too! I'm hosting an event to share more. I would love to have you join me on _____. If I send you an invitation would you come/tune in? (SEND FLYER)”

Dissatisfied with life – “I was thinking about you and the fact that you are _____ (i.e. unhappy with your job, don’t have enough time with your kids, looking to make some extra income, wanting to be part of a positive community etc.). I don’t know if you’d be interested, but I would love to show you what I just discovered. Maybe you could get excited too! I'm hosting an event to share more. I would love to have you join me on _____. If I send you an invitation would you come/tune in? (SEND FLYER)”

Friend that you’ve already shared with – “I wanted to see if you would join me on _____ for an online event. I would love your support! I’ll be sharing about Juice Plus+® and the company but I really want you to hear the stories that will be shared. They have encouraged me so much and I can’t wait for you to hear them! (SEND FLYER)”