

TOOLS OF THE BUSINESS

YOU BUILD IT . . . WE SUPPORT IT

Your primary responsibilities as the “owner” of an NSA Virtual Franchise® are to build a customer base, develop a distributor network, and maintain an ongoing relationship with both. We do everything else, supporting not only you and your business, but your customers and distributors on your behalf. Below are the tools that NSA offers you to help build your Virtual Franchise.

Distributor Internet Support Program

NSA offers its distributors and customers a full service Internet Support Program that supports them in building a successful Virtual Franchise. NSA makes it easy for distributors to keep informed and in touch with the home office.

E-mail Directory

Customer Service/Preferred Customer Dept.	jpcustomer@nsai.com
Distributor Support Services	distsupp@nsai.com
Juice Plus+® Children's Health Study	info@childrenshealthstudy.com
Marketing	juiceplus@nsai.com
Technical Product Support	juiceplus@nsai.com

Website Directory

Public Juice Plus+® Website	www.juiceplus.com
Public NSA Business Website	www.nsavirtualfranchise.com
Distributor Website	www.nsavirtualoffice.com
Juice Plus+® Children's Health study	www.childrenshealthstudy.com

Juice Plus+® Website – www.juiceplus.com

“Eat more fruits and vegetables.” That’s the simple message of our streamlined Juice Plus+® website.

In addition to a simple four-choice menu bar, the home page provides a brief introduction to Juice Plus+®, along with two prominent boxes leading visitors directly to “Health professionals support Juice Plus+®” and “Clinical research supports Juice Plus+®.”

The health professionals section features Richard DuBois, M.D., Delia Garcia, M.D., Mitra Ray, Ph.D., and William Sears, M.D., among others. It includes an easy-to-read “bio” and a brief video of each health professional featured there.

Chapter 13 provides an overview of our Juice Plus+® clinical research story, those studies that have already been published in journals, as well as those that are currently underway.

The Juice Plus+® website puts an emphasis on our foundation product, Juice Plus+® Orchard and Garden blends, by listing it as the “featured product.” Also, the website makes ordering

easy, by showing only one price for Juice Plus+®: the Preferred Customer monthly installment price.

The look and content of the Juice Plus+® website is also reflected in the thousands of individual distributor Juice Plus+® websites that mirror the public site. Juice Plus+® distributors who subscribe to the NSA Virtual Office distributor support program can get a personalized version of the main Juice Plus+® website, complete with their very own phone number and e-mail address. Product orders placed on personalized distributor websites are credited automatically to the distributor involved, and an e-mail notification will be sent.

While the content of every Juice Plus+® website is identical to every other, NSA does give distributors the option of choosing among different graphic looks or “skins” to personalize their Juice Plus+® websites even more. “Skin” designs include: Juice Plus+® product; Health Professionals, Women, Athletes, and Family.

There is no mention of the NSA Virtual Franchise® or the Juice Plus+® business on the Juice Plus+® website. Most visitors to our product website are Juice Plus+® prospects seeking to learn more about the product. As every NSA distributor knows, **we never mix the product and the business at the initial point of sale.**

The Juice Plus+® website is designed to support and enhance distributors’ person-to-person efforts, not take the place of them. It’s just one in that series of exposures of a new prospect to Juice Plus+®, like a product audio or a Wellness Presentation.

NSA Business Website – www.nsavirtualfranchise.com

NSA continues to grow its Juice Plus+® business through a person-to-person marketing program so simple and straightforward that it’s attracting all kinds of people from all walks of life. This site outlines the business opportunities, as well as the Internet Support Program, offered by NSA.

Take the tour of the NSA Virtual Franchise® – see how easy it is to get involved in the Juice Plus+® business and build your own NSA Virtual Franchise.

Distributor Website – www.nsavirtualoffice.com

Support your NSA Virtual Franchise® with our Distributor Support Website, featuring your own password-protected “Virtual Office.” Build your business with our unique Internet Support Program that includes your own personalized Juice Plus+® website. Other features or benefits offered by this site include:

- **Access Business Information and Reports online.**
See “real time” statistics on your NSA business anytime you like online – 24 hours a day, 7 days a week. Request detailed reports delivered by e-mail to help you manage your Juice Plus+® customer base and run your NSA organization.
- **Sign up new Juice Plus+® customers and new NSA distributors online.**
Get your new customer or new distributor started immediately by signing them up electronically, online – 24/7. Download and print out these and other forms that help you run your NSA business.

- **Order product and support materials online or go to Promo Plus+ at www.nsapromoplus.com.**
Place a product order or order sales support materials online – 24 hours a day, 7 days a week.
- **Create and edit your personalized Juice Plus+® website online.**
You can choose to have your own personalized Juice Plus+® website with your own unique design and web “URL” address, where your prospects and customers can go to learn more about Juice Plus+® and order product directly. Create your website and make changes to it right from your virtual office online – 24/7.
- **Need help? Ask NSA Distributor Support!**
NSA’s “Virtual Office” is designed to give you “virtually” everything you need to manage your NSA business online – 24 hours a day, 7 days a week. If there’s anything you can’t find or don’t understand, just e-mail NSA Distributor Support from your Virtual Office and they’ll get back to you no later than the following business day.
- **Online Owner’s Manual**
Easily search the online manual for answers to your inquiries.
- **Virtual Banking**
NSA posts your paycheck statements each month and deposits your paycheck into your designated bank account. (See pages 10.7 and 10.8.)
- **Edit Customer’s Accounts**
24/7 access allows you to make changes to your personal customer’s account through your Virtual Office at www.nsavirtualoffice.com.
- **Latest Happenings at NSA**
The place to go for the latest information on the NSA business. Get the “Latest News” on new marketing programs and special events. Check out the itinerary for our next Leadership Conference. See the latest winners in our monthly NSAwards recognition program. Get details on upcoming NSA and Juice Plus+® events around North America.
- **Training**
Our online Training Center offers additional training from top distributors in the “how tos” of the NSA business. Just download a few simple PowerPoint presentations we provide and off you go on a training session, right in your home. What could be easier?
- **Publications, Brochures, and Training Manuals**
Current and past issues of NSA publications like *Success Express*, the Prevention Plus+ newsletters and the NSAwards bulletins are at your fingertips – online – in our Virtual Library.

E-mail Broadcast

NSA strives to keep its distributors informed and up-to-date with the latest happenings. Our NSA E-mail Broadcast program allows NSA to inform you of such happenings. Be sure to include your e-mail address on your Distributor Application, or send your e-mail address (along with your name and phone number) to distsupp@nsai.com.

Business Partner Program

The NSA Partner Program is designed to coach qualified distributors in reaching higher levels of leadership. To qualify for this program:

- You must have reached the level of Sales Coordinator.
- You must have a qualifying business each month (1,000 PVC or qualify otherwise).
- Your Payline Purchase Volume Credit (PVC) must be 5,000 or greater.
- One line must have (1) Performance Bonus qualifier with six to eight working distributors.
- In addition to this first line, a second line must have six to eight working distributors.
- In order to communicate in an efficient manner, you must have an e-mail address, subscribe to the NSA Virtual Office, and be on Voicecom.

Partner Program Support

When you meet the program qualifications, you will be assigned a Corporate Business Partner who will assist you in reaching your leadership goals.

- Periodically your Business Partner will analyze your NSA business and share recommendations for advancing it. The NSA Business Partner Team has worked with thousands of distributors in helping them reach their goals of moving up the NSA ladder of success to Senior Sales Coordinator, Qualifying National Marketing Director, and National Marketing Director.
- NSA makes its Business Partners available to provide general answers regarding the Compensation Plan and general advice on building your business.

You are expected to seek additional training from various training events around the country such as NSA Boot Camps and leadership conferences, and from your sponsor/upline.

Prevention Plus+ Health Education Conference Call

- **About the Call**
NSA sponsors a monthly Prevention Plus+ Health Education Conference Call, taking place the second Wednesday of each month. This call features a health professional and covers important health-related topics. This FREE call is designed for distributors, Preferred Customers and guests.
- **Original Broadcast**
The original broadcast is played the second Wednesday of each month. To listen to this call, dial 800-942-2606, at the following Eastern Times: 8:30 p.m., 9:30 p.m., 10:30 p.m., and 11:30 p.m.
- **Replay**
If you miss the call, don't worry. You can listen to the most recent Prevention Plus+ call anytime after 11:00 p.m. (ET) the day of the original broadcast by calling the Juice Plus+® 24-hour hotline at 800-942-1260. One week after the original call, it can also be heard on the Distributor Support Website at www.nsavirtualoffice.com.

Prevention Plus+ Health Education Meetings

Juice Plus+® audios take the Juice Plus+® story to the people, but Prevention Plus+ health education meetings bring the people to the story. These local meetings take place throughout North America. Health professionals, doctors, nurses, nutritional experts, and fitness professionals educate your prospects and customers about broader health issues, including the proven importance of good nutrition – especially from fresh, raw fruits and vegetables. As a result, Juice Plus+® becomes an easy decision.

NSA constantly updates a list of local meetings and events so that you can find out about a meeting near you or your customers. This list can be accessed at www.nsavirtualoffice.com:

- **Events and Schedule** contains an up-to-date list of current meetings, events and conferences with easy-to-use search tools.

Voicecom (provided by Intelliverse)

In addition to what was covered on pages 5.5 through 5.7, Voicecom is a tool to promote local events using NSA broadcast. If you would like to promote a Prevention Plus+ event or Boot Camp on Voicecom, send a message to the Master NSA Broadcast Voicecom Mailbox at 759-2759, and follow the instructions below:

1. Juice Plus+® events on NSA Broadcast must feature a health professional. The event must have national appeal in order to be broadcast. Boot Camp messages will be broadcast.
2. Your message must be less than three minutes in length and should include the following (in this order):
 - The host's name
 - City and state of event
 - Date and time of event
 - Prevention Plus+ speaker's name
 - Information about the speaker and event (Please be brief.)
 - Voicecom and/or phone number for more information and tickets

Prevention Plus+ Hotline

The Prevention Plus+ Hotline is your source for the latest Prevention Plus+ calls and Juice Plus+® research. Call today to listen to health professionals talk about today's current health topics at 800-942-1260.

Promo Plus+

Promo Plus+ offers a complete line of Sales Support Materials to complement your business. They also offer a wide variety of Juice Plus+® business cards, stationery, greeting cards, etc., to supplement your business. Call today for more information on available styles and designs. For more information or to place an order, contact NSA Promo Plus+ at 888-552-8200, or visit them online at www.nsapromoplus.com.

Leadership Conferences

Leadership Conferences are held twice a year and are an extremely important tool for building your business. In addition to new information and world-class guest speakers, you will have the opportunity to network and interact with thousands of successful NSA Distributors. For more information about the next Leadership Conference, contact Distributor Services at 901-850-3000, ext. 3, Fax-on-demand at 310-575-5026, or visit the Billboard in your Virtual Office at www.nsavirtualoffice.com.

NSA VIRTUAL BANKING

Faster. Simpler. More Secure. Absolutely free.

NSA makes owning your own business simple with the NSA Virtual Franchise®. Now NSA makes pocketing your profits simpler, too, with NSA Virtual Banking.

What is Virtual Banking?

- *NSA automatically deposits your paycheck each month* directly into your designated bank account.
- *NSA automatically posts your check statement each month* on your own private, secure, password-protected website.

NSA Virtual Banking is FASTER.

- *You get your money faster.* We deposit your NSA paycheck in your account no later than the 25th of each month . . . the same day we MAIL it to everyone else.
- *You see your statement faster.* We post your check statement online at a password protected website, no later than the 25th of each month . . . the same day we MAIL it to everyone else.
- *You will still receive each month in the mail all of the valuable information that is normally mailed with your paycheck!*

NSA Virtual Banking in SIMPLER.

- *No checking the mailbox* every day to see if your check and statement have arrived
- *No calling NSA* to find out when your check and statement were sent.
- *No special arrangements* to get your check and have it deposited when you're out of town.
- *No filing required.* All of your monthly statements for both the current and the previous calendar year are available at your password-protected website.

NSA Virtual Banking is more SECURE.

- *Checks can get lost in the mail* – or lost or misplaced by you after they arrive – and need to be reissued later. NSA Virtual Banking is direct and automatic.
- *Statements should be private.* With NSA Virtual Banking, your pay statement exists only when you choose to see it, instead of lying around or sitting in a file where others might see it.

And, best of all, NSA Virtual Banking is ABSOLUTELY FREE!

Are you currently using the NSA Virtual Office?

To view your statement, just log on to your Virtual Office, and select your Earnings Statement under "Personal File." It's that easy, and it's another benefit of NSA's Online Program.

No longer a subscriber of the NSA Virtual Office?

That's okay. You can still view your statement online for free. Just go to www.virtualoffice.com and log in with your old user name and password.

Set the example for your organization by signing up today. Just complete the backside of this form, sign and mail along with a voided check to:

NSA – Attn: Payroll Department – 140 Crescent Drive – Collierville, TN 38017-3374

*Please note: At this time, this service is only available to U.S. Distributors.

Virtual Banking Enrollment Form

Authorization Agreement for Automatic Deposits (Credits)

I hereby authorize NSA, LLC ("NSA") to have my commissions and any other amounts it may owe me pursuant to my NSA Distributorship deposited directly to the following account, and, if necessary, to initiate debit entries and adjustments for any credit entries made in error.

Personal Information:

Name: _____ Social Security Number _____

Distributorship Business Name _____
(only if income is paid to a corporation or business entity)

Federal Tax I.D. Number _____
(only if income is paid to a corporation or business entity)

Phone Number _____ E-mail Address _____

Bank Information:

Bank Name _____

City _____ State _____ Zip _____

Transit/ABA Number _____

Name as it appears on Bank Account _____

Account Type: ☐ Checking ☐ Savings

Account Number _____

I understand that I may terminate this agreement by providing written notification to:
NSA, Attn: Payroll Department – 140 Crescent Drive, Collierville, TN 38017-3374
I understand that NSA must have a reasonable amount of time to act on this request. Your confirmation of enrollment in this program will be a deposit of \$0 into the above account.

Signature _____ Date _____

YOU MUST INCLUDE A VOIDED CHECK WITH THIS AGREEMENT.

You must submit an original of this agreement. NO Facsimile copies will be accepted.

Please mail this form, along with a voided check to:

NSA
Attention Payroll Department
140 Crescent Drive, Collierville, TN 38017-3374

TOOLS OF THE BUSINESS

E-mail Broadcast

Be sure that NSA has your most current e-mail address by updating your personal information right from your Virtual Office.

- Personal File > Personal Profile > Edit Personal Information
- Update Information
- Click Update

Partner Program

The Virtual Office outlines the qualifications of the Business Partner Program – as well as picturing the Business Partners.

- Training > Business Partner Program

Prevention Plus+ Conference Calls

Listen to this month's current call as well as previous calls.

- Tools > Juice Plus+® Materials > Prevention Plus+ Conference Calls

Voicecom

Being connected through Voicecom is a critical part of the business – and identifying those team member on Voicecom.

- My Team Data > Voicecom Analysis
- Select Criteria
- Click Run Report

Virtual Banking

NSA offers Virtual Banking to their distributors, by offering direct deposit of your monthly paycheck into your bank account each month. You can see your current pay statement, as well as previous pay statements from your Virtual Office.

- Personal File > Personal Profile > My Earnings Statement
- Select format to view statement
- Confirm e-mail address
- Select Statement date to view in drop-down menu
- Click Process Request