

WELLNESS PRESENTATIONS

One of the most successful ways to jumpstart your business is by hosting a series of Wellness Presentations.

Planning and Inviting

Plan two or three Wellness Presentations (WPs) held close together to help you Fast Track to the 14% commission level. The best location is your home or that of a support team member. A weeknight (preferably Tuesday or Thursday) starting between 6:30 and 7:30 pm seems to work well. *(Suggestion: Schedule one at night and one the following morning. Consider providing childcare for the morning presentations so parents can bring small children. Children's nutrition workshops are a great option as well.)*

Option: After reaching 14%, plan one or two WPs per month in your home to continue moving your business forward.

Write down 10 to 30 people to invite using the Monthly Event Planner on page 5.4, (also available on www.nsavirtualoffice.com). Be sure to **OVER-INVITE!** If you invite 30 people, 6 to 10 may come, which is an ideal group size.

Inviting Tips:

- Ask for the support of your spouse, family, friends and customers in inviting guests.
- Activity is never a waste of time – simply by inviting a guest you are advertising your business. If someone cannot attend, offer a CD/DVD and set your date and time for follow up.
- The information within the presentation is of great benefit to your guests – it is not just about making a sale. Focus on education, and adding Juice Plus+® will be a natural next step for your guests.
- Join together with other Juice Plus+® distributors and host events together.
- As you educate yourself more about Juice Plus+®, NSA, and the home-based business industry, you will gain confidence, and the inviting process will become more and more fun! Juice Plus+® is a gift to be shared!

Get a Verbal Commitment as You Begin the “Call, Send, Call” Process

Start calling your guests about two weeks in advance.

CALL #1 – made 10 to 14 days before WP:

“Hi, this is _____. I wanted to see if you are free the evening of either Tuesday, June 5th or Thursday, June 7th. I’m hosting a Wellness Presentation in my home, and I’d love for you to come. (Pause) We’ll be talking about why health authorities like the American Heart Association and the National Institutes of Health recommend fruits and vegetables for disease prevention – and now that I’ve come to understand why, I want to share this with you. And we’ll be talking about a great way to add more fruits and vegetables to your family’s diet with a product called Juice Plus+®. I know you will really enjoy the information. (Pause) You may want to get a babysitter as well. We have a lot of people who hear the presentation and wish their spouse had attended. I’ll be sending you an invitation with directions.”

Other ideas:

- *"I'm gathering a few friends to share some cutting-edge information about living healthier."*
- *"I'm only having a few people there, and I want you to be one of them."*
- *"Do you have an hour to invest in your family's health?"*
- *"I have room for 10 people and 5 have confirmed. Can you be the 6th?"*
- *"Don't worry about bringing your checkbook – you'll just love this information!"*
- *"I'm affiliated with a company that has figured out a way to put fruits and vegetables in capsule, gummie, and chewable form. It's called Juice Plus+®. I'm so excited about it and knew you would want to come."*

SEND an invitation by mail or e-mail at least 10 days before!

Master flyers are available at www.nsavirtualoffice.com.

(Note: Do not let the invitation process stop you. If you want to call a group of family and friends to come together quickly, there is no need to send invitations.)

CALL #2 – VERY IMPORTANT! DO THIS THE DAY BEFORE!

"Hello _____, this is _____. I just wanted to give you a quick reminder about the Wellness Presentation tomorrow night." (Wait for response)

"I'm so excited you're coming! Please feel free to bring a friend or family member along." (If you sense they are hesitant about coming you may ask them to bring a healthy snack.)

Preparing for the Presentation

What to serve:

Keep it simple and **serve Juice Plus+®!** Incorporate Juice Plus+® samples into snacks!

(Optional – Juice Plus+ Complete®)

- Chocolate with Peanut Butter or Frozen Banana
- Vanilla with Frozen Strawberries or Frozen Peaches

Optional – Juice Plus+ Thins®

- Apple Cinnamon with cut apples
- Chocolate with Raw Almonds or Natural Peanut Butter
- Juice Plus+ Chewables® and JP+ Gummies®
- Light fruit or baby carrots and dip
- Filtered water

Important Note: If you choose to serve the Juice Plus+® Complete or Thins, be sure to keep your presentation focused on the basic Juice Plus+® products – Juice Plus+® Orchard and Garden Blend, Chewables and Gummies. You may want your guests to hear about the other products but you want them to **DECIDE** about Juice Plus+®!

If you choose to make samples of the Juice Plus+ Complete®, you might say:

"Smoothies are a great way to add a lot of nutrition to your family's diet. I want to share with you the smoothie that my family eats every morning for breakfast. I'll tell you a little more about this specific smoothie at the close of our presentation."

Later in the presentation, when reviewing the Juice Plus+® order forms, you can briefly mention the Juice Plus+ Complete®. You may use the same approach with the Juice Plus+ Thins®.

Items Needed

- Script (*Sample comments are shared below.*)
- On-the-Go Presentation Books or large presentation boards (*can be purchased directly from Promo Plus+ at 888-552-8200 or www.nsapromoplus.com*). If you want to do a presentation right away, you can access the pages online at www.nsavirtualoffice.com. You can simply print out the pages and put them into a three-ring binder; or download the pages to a disk/CD and take to a local photocopy shop (e.g., Kinko's), to print out for a notebook presentation or to enlarge the pages on poster boards.
- DVDs (*also available from Promo Plus+*). *The Whole Truth in 15 Minutes* DVD is included in your New Distributor Starter Kit or you might choose, *Making a Difference* (if targeting parents with children), *An Easy Solution*, or another title, depending on your target.
- Juice Plus+® Orchard and Garden Blend box with empty bottles to show how Juice Plus+® ships.
- Order forms (*Be sure to ask for the sale! People buy because you ask them to buy! These forms are available at www.nsavirtualoffice.com – fold them in half and slip them into the back pocket of On-the-Go books*)
- (Optional) Suggested handouts: Science of Juice Plus+® brochure; Children's Health Study brochure; a CD, if appropriate (give them your CD of choice); or provide handouts of Juice Plus+® 24-Hour Information Hotline (available at www.nsavirtualoffice.com) and flyers for upcoming events (Prevention Plus+ lectures, next Wellness Presentation, etc.).

The Presentation

There are two approaches...

- Option 1** (Without On-the-Go Presentation Books) Use: Articles + Your Story + DVD + Snacks (No Complete or Thins recommended)
- Option 2** (With On-the-Go Presentation Books) Use: Articles + Your Story + DVD + Snacks, including Juice Plus+® samples

Presentation Tips:

- Keep it SIMPLE! Guests should feel like they could give the presentation themselves.
- There's no perfect way to do it. Be yourself!
- Remember you are NOT a presenter. You are a facilitator! Your goal is to make the meeting as interactive as possible.
- If guests ask hard questions say, *"That's a great question, I'm not sure but I will get that answer and let you know,"* or *"I have some more information on that topic that I can email you if you see me after."* (You might also want to have a Support Team Member standing by on the phone to answer questions from the group. Using a speaker phone so everyone can hear works great.)
- You may choose to greet your guests with a Juice Plus+ Complete® smoothie, but the

discussion should be focused on the basic Juice Plus+® products: Juice Plus+® Orchard and Garden, Chewables, and Gummies.

- Start on time! (Ask guests to arrive 15 minutes early and keep your presentation to an hour.)

As Guests arrive...

Ask each guest to choose an article. *(Begin collecting media articles that reinforce the relationship between nutrition and disease and either laminate them or put them in plastic page protectors and insert them in a three-ring binder).*

OR

Ask each guest to fill out a health and wellness survey (see page 7.8) and return it to you immediately, (Survey samples are available at www.nsavirtualoffice.com.)

SAMPLE PRESENTATION COMMENTS FOR OPTION 2 (On-the-Go Books)

(You can download this script onto stickers to put in the On-the-Go books to make your presentation even easier. Go to www.nsavirtualoffice.com and follow the instructions to print stickers.)

Introduction

"Hello! My name is _____. Thank you for coming tonight. This is a Wellness Presentation and that's exactly what we'll be focusing on tonight – wellness. I believe we are living at the beginning of a wellness revolution – people want to be well, but we live in a country filled with illness and disease. Tonight I want you to open your mind to prevention, and in the next few minutes, we're going to discuss some practical tools that you can use to begin building a healthier lifestyle for yourself and your family."

Articles

Ask each person *"Why did you choose that specific article?"* and *"What is the greatest obstacle when it comes to your health and the health of our family?"*

OR

You can share a few media articles. *(You may even find a very recent one from the newspaper or a magazine that week.)*

On-The-Go Presentation Book – Review the book together as a group.

Optional Questions/Comments:

"What jumps out at you on this page?"

"Do any of you have a history of _____ in your family?"

"I was shocked when I saw this statistic!"

Page #1 – Americans Aren't Very Healthy

Ask a guest to read the statistics

Page #2 – Our Children

Ask another guest to read the statistics.

Page #3 – Why Are We Unhealthy?

Ask a guest to read the page. *(Optional Comment: "Hippocrates said 'Let food be thy medicine' and he wasn't talking about chicken fingers and doughnuts.")*

Page #4 – FACT!

Again, ask a guest to read the page.

Optional Illustration: *"So why are health authorities recommending raw fruits and vegetables to prevent disease? Every day each cell in the body takes at least 10,000 hits of oxidation causing the body to age. FRESH, RAW fruits and vegetables are loaded with antioxidants, and antioxidants protect your body from these oxidative hits. The problem is that most people are not eating enough fruits and vegetables to protect their bodies from this damage. If you have a lot of oxidative stress in your body, you are more at risk for degenerative diseases."*

"That's why it's so exciting to share something called Juice Plus+® with you."

Share Your Juice Plus+® Story here! Then, TURN THE PAGE.

Page #5 – The Solution: Juice Plus+®

Optional: Show laminated place mat of Juice Plus+® Orchard and Garden blends – order from Promo Plus+ at 888-552-8200/www.nsapromoplus.com.

Page #6 – Read "Juice Plus+® provides whole food based nutrition..."

Ask a guest to read the page.

Page #7 – Read "Juice Plus+® is much more than a supplement..."

Ask a guest to read the page.

OPTIONAL DVD: *"I feel like the doctor on this DVD has summarized this information much better than I could."* (Play *Whole Truth in 15 Minutes*, *Making a Difference*, *An Easy Solution*, etc.)

Page #8 – Apple Page

Ask a guest to read the page.

Optional Comment: *"Do you now understand why we cannot get our nutrition from isolated vitamins? This page lists just 400 of the thousands of ingredients in an apple. That's why when you take just vitamin C and not all these other nutrients you can't possibly get the nutrition you need. Man cannot duplicate nature and that's why it's imperative that you get your nutrition from the whole food and not from a synthetic vitamin. **We don't have a vitamin deficiency in America, we have a whole food deficiency.**"*

Page #9 – Conclusion Juice Plus+® Really Works!

Ask a guest to read the page.

Optional Illustrations: Show Research Packet with journals – order from Promo Plus+ at 888-552-8200/www.nsapromoplus.com.

Optional Comment: *"Research is a key factor that separates Juice Plus+® from everything else in the marketplace and is the reason why this product has such strong support from the medical community."*

Page #10 – Juice Plus+® Children's Health Study

Ask a guest to read the page.

Page #11 – How Juice Plus+® is made

Ask a guest to read the page.

Page #12 – Juice Plus+® is cost-effective

Ask a guest to read the page.

Show box of capsules with empty bottles and explain shipping and monthly charges.

Optional Comment: *"Eating Juice Plus+® is kind of like going to the gym for the first time. You may not necessarily see or feel a difference overnight, but BE CONSISTENT – because you know it's good for you."*

Page #13 – Real Important

Read the page yourself.

Optional Comment: *"Juice Plus+® helps to bridge the gap!"*

Page #14 – Juice Plus+® Final Page

Read the page yourself.

SAMPLE CLOSE (for Option 1 and 2)

"I hope you feel like you have some helpful information to begin living healthier lives. I believe that adding Juice Plus+® to your diet is a wonderful foundation for good health. What a tremendous safety net to put under your family. Juice Plus+® is not a luxury item for us. With health, it's really a choice of pay now or pay later. Prevention is far less expensive than illness; disease can be financially devastating for a family. It's very simple to get started on Juice Plus+®." There are order forms in your back pocket (REVIEW with guests).

Brief Description of Other Products when Reviewing the Order Form

Optional prompt: Stick labels with this information on the back of empty product containers.

"By the way...you will notice we have a few other products on the order form you're viewing. While Juice Plus+® is our focus, I want you to know about our other tools for easy and convenient nutrition. We have Complete, which is a meal in a can; Thins, our fiber snacks, and a berry good capsule called Juice Plus+ Vineyard Blend®. For those of you who really love your pets, we also have Juice Plus+® for cats and dogs."

If asked for more information on Complete...

"Juice Plus+ Complete® is a delicious 100% plant-based powder you mix with water, milk, or juice and can be used to replace a meal to reduce calories, added to a meal to increase nutrition or calories when needed, or as a pre- or post- work out drink. Complete comes in vanilla and chocolate. Each can includes a fold-up page of tasty recipe ideas inside the lid."

If more information on Thins is requested...

"Juice Plus+ Thins® are fiber wafers that can be used as a snack or to curb your appetite. Thins help increase your metabolism, energy and lean muscle mass, and decrease fat absorption. They are also made from all plant-food ingredients. Four wafers contain three grams of fiber and are available in chocolate and apple cinnamon."

Brief statement on Vineyard if asked...

"Juice Plus+ Vineyard Blend® contains berries and grape seed extract along with other nutrients that increase antioxidant intake and improve circulation."

Juice Plus+® for Pets Information

"Juice Plus+® for Pets is a loose powder that is sprinkled on their food."

Back to Sample Close...

Optional for distributors who want to give away five-day supply: "I know some of you are ready to get started with Juice Plus+® right away. We'll be giving away a five-day supply free if you'd like to get started tonight." (Show pill box or acorn)

"We'll help you with any questions on your order forms. Also, feel free to take brochures and a handout. (For a current list, see www.nsavirtualoffice.com.) This handout features some of the health professionals who are speaking about Juice Plus+®. There are thousands of doctors sharing Juice Plus+® – one of them, Dr. Tamara Sachs, Family Practice, says 'If you knew what I know about Juice Plus+®, you wouldn't be without it for one day and you wouldn't allow your children to be without it either.'"

"If you would like to have one of these presentations in your home or office please see me after, and we'll schedule one. There is also ____ coming up." (Tell them about upcoming Prevention Plus+ events and your next WP.)

"Thanks so much for coming!"

Follow Up 24 to 48 Hours after Wellness Presentation

1. **Guests who ordered:** *"Thank you so much for coming last night, I'm really excited that you have decided to add Juice Plus+® to your diet. I'll be sending you directions for eating your Juice Plus+® and I'll be staying in touch to help monitor your progress." (Send Recipe for Better Health brochure.)*
2. **Guests who did not order:** *"How did you feel about the information that was shared last night? Do you have any questions that I can answer about Juice Plus+®?" (Note: sometimes "NO" means they don't "KNOW" and it may take between 6 to 8 exposures before some will order. Offer them a next exposure, such as an audio CD, Prevention Plus+ event, or three-way call).*
3. **Guests who did not show up:** *"We missed you last night. Since you missed the presentation, can I bring part of the presentation to you? I showed a DVD last night, and I'd love to share it with you. Or maybe you would like to host a WP in your home?" (Other ideas: Ask them to listen to the Juice Plus+® hotline or come to the next Prevention Plus+ lecture with you.)*

(Note: If you should need to speak to a very large group, there are also Powerpoint slides of the On-the-Go Presentation Book at www.nsavirtualoffice.com.)



WELLNESS SURVEY



Name _____

Address _____

City _____ State _____ Zip _____

Phone Number(s) _____

E-mail Address _____

Children's Names _____ Ages _____

* * * * *

- On a scale from 1 to 10 (with 10 being very important), how important is your health? _____
- Are you interested in anti-aging and disease prevention? ☐ Yes ☐ No
- Do you exercise at least 3 times a week? ☐ Yes ☐ No
- Do you consistently drink at least 64 ounces of water a day? ☐ Yes ☐ No
- Do you take vitamin and mineral supplements? ☐ Yes ☐ No
- Have you heard that the USDA recommends eating 7 to 13 servings of fruits and veggies every day? ☐ Yes ☐ No
- Is that hard for you to do? ☐ Yes ☐ No
- Do you have a juicer? ☐ Yes ☐ No
- Are you interested in a convenient way to add more fruits and vegetables to your family's diet? ☐ Yes ☐ No

WELLNESS PRESENTATIONS

The NSA Virtual Office contains what you need to host your very own Wellness Presentations. In the Training/Presentations section, you will find presentations, invitations, and speaker notes for both In-Home Health Parties and information about how you can host a Healthy, Happy Kids Campaign.

- Training > Presentations

After you've mailed invitations and personally invited guests to the Wellness Presentation (at least 10 days in advance), it's always helpful to follow up with them just prior to the event. In addition to a personal phone call, the Virtual Office also offers a "Reminder" e-card specifically designed to remind them of the upcoming event they have agreed to attend!

Send E-Card Invitation

- My Personal File > E-Cards
- Select "Invitation" E-Card (HHKC or In-Home Meeting)
- Personalize > Next
- Preview E-Card > Next
- Select E-Mail addresses > Send E-Card

Send Event "Reminder" E-Card

- My Personal File > E-Cards
- Select "Reminder" E-Card
- Personalize > Next
- Preview E-Card > Next
- Select E-Mail addresses > Send E-Card