

SHARING YOUR STORY

Everyone has a story. You bought Juice Plus+® because of someone's story. You started your NSA business because of someone's story. Our product and our marketing model made sense to you because you identified with someone's story.

Whether you are just starting our business or you have been a distributor for many years you have a story to share. Your story is the basis of your business and sharing it often will insure your success.

Why Share Your Story

- To give people information they can identify with and find desirable
- To set an example for new distributors and potential distributors
- To provide third-party validation for your new distributor
- To be a model for others

How to Make Your Story Work for You

1. **Your story is your advertisement.** We're excited about Juice Plus+®, and we want to tell everything we know. Like any good advertisement, your story has to be short and give just enough information so the person wants more.

Think about your favorite television commercial. It created an interest. It got your attention. You identified with it in some way. Your product story should be just as concise and powerful, and should be no more than 30-45 seconds long. The same is true for your business story. If your stories are longer than 90 seconds combined, you need to do some paring down.

2. **Share your story from your heart.** How you share your story will make a huge difference in how people respond to you. People hear your feelings, identify with your logic, and are attracted to your conviction and your belief.
3. **Develop good listening skills.** Once you've shared your story, sit back and listen. Wait and shape the rest of your story around what your prospect wants and needs.
4. **Share your story often.** If you intend to take full advantage of the financial potential of the NSA Virtual Franchise®, you would want to spread your story as far and wide as possible. View your business as if people were in a long line out into infinity and you are just going through the line. "Are you interested?" "No" "Are you interested?" "No." When someone says, "Yes" that's where you stop, and "share your story."
5. **Resist the temptation to make your story longer.** As stories evolve and continue to grow, remember that the thought process you went through in the beginning generates the interest. It is your prospect's beginning, and he or she will identify with why you started.

*A good story makes people think, "That's simple...
it makes sense to me... I want to do that, too."*



YOUR PRODUCT STORY

Your product story has both a physical side and an intellectual side. It is important to investigate both to develop the most effective story – one that is available to you immediately to initiate a successful business.

Your Physical Story

This is your personal experience. Some people feel that they have to share a story about their "results" on Juice Plus+®. As remarkable as your improvements may be, be careful about sharing a physical story or feeling that you have to.

We all have physical "results" from Juice Plus+®. Some people report they sleep better, notice a peaceful sustained energy, skin and hair look better. Some may have dramatic physical results, and yet others may not have any identifiable results. The objective of whole food based nutrition is to maintain the body in a state of good health and prevention of disease and illness.

Prevention does not require a noticeable physical change. We know that Juice Plus+® provides nutritional support (as research demonstrates). Even if you are aware of a specific physical result, making this the thrust of your product story should be avoided. This approach is limiting. It can set a person up for disappointment. Your customer and/or distributor may feel they cannot share this product with others until something physical happens. This will slow down the process of gathering customers and developing distributors.

Your Intellectual Story

Everyone taking Juice Plus+® made an intellectual/logical decision to do so. It is the logic of that decision your potential customer and/or distributor will identify with and find desirable. You will want to lead with this aspect of your product story.

You build your core product story around three logical questions:

- What attracted you to Juice Plus+® and why did it make sense to you?
- Why did you decide to take Juice Plus+®?
- Why will you continue to take it for life?

Your objective is not only to create interest but also to initiate a conversation in which your prospect can ask you for more information. This will allow you to suggest a CD, a DVD, or a trip to your personalized Juice Plus+® website.

PRODUCT STORY WORKSHEET

"Share Your Heartfelt Feelings"

Complete the following statements to create your own 30- to 45-second product story.

1. "I was attracted to Juice Plus+® because..., OR "It made sense to me because

_____. "

(For example: I knew my family and I didn't eat enough fruits and vegetables, a doctor or trusted friend shared it with me, it was simple and convenient, the research was convincing.)

2. "I decided to take Juice Plus+® because_____

_____. "

(For example: It was something good I could do for myself everyday, I have a family history of heart disease and cancer, prevention is important to me, it allowed me to give my children the benefit of fruits and vegetables each day.)

3. "I will continue to take Juice Plus+® because_____

_____. "

(For example: I love the way I feel (general statements like "more energy" – not disease specific); it protects my body and gives me the physical edge I need to maintain quality of life and longevity, I love the way I feel and science demonstrates that it really works!)

You need to know how to share your story from the very beginning, to become so comfortable with it that you can share it anytime, anywhere, any place. In fact, you really have two stories to share: a product story you share with everyone and a business story you share more selectively.



YOUR BUSINESS STORY

Having a business story is just as important as having a product story. Even those who are brand new in our business have a business story to share. Again the intellectual/logical process that brought you to the decision to develop a Juice Plus+® distributorship is the basis for your business story.

You build your business story around three logical questions:

1. What attracted you to the Juice Plus+® business?
2. Why did you decide to become a distributor?
3. *What do you envision that you can achieve for yourself and your family? (Later this part of your story will become what you HAVE achieved!)*

Short, heartfelt logical statements that others can identify with create interest, and the desire to hear more.

Your core story can be woven into casual conversation or used in formal presentations.

As you discover and develop your story (both product and business), you will acquire a comfortable confidence that will allow you to gather customers/distributors at a rapid rate. However, the most important thing to remember about your story is:

Solutions related to health concerns or financial stress and worry are highly valued. Your story enlightens others so that they can enrich their lives.

There's so much more to our business than the product we share and the income we produce. It's also about the relationships we build.

Experience has shown that people don't buy a product. They don't buy a distributorship. They buy you. They buy your feelings, your energy, your enthusiasm, your sincerity, and your beliefs. They buy a relationship with you.

Our basic function is relationships: making new ones, managing crazy ones, fixing broken ones – enriching them, empowering them. We create friendships that evolve into partnerships that we develop into powerful distributor organizations.

BUSINESS STORY WORKSHEET

"Share Your Heartfelt Feelings"

Complete the statements to discover your 30- to 45-second core business story:

1. "I was attracted to the Juice Plus+® business because... OR "Developing a Juice Plus+® business appealed to me because_____

_____."

(For example: I loved the product and it made sense that other people would too! I was excited about being in a business with my friend/family member, I could work from home, and I could start a business without changing my life.)

2. "I became a Juice Plus+® distributor because...(your financial needs and desires)_____

_____."

(For example: I needed extra money, I liked the idea of sharing health with others, I wanted to stay at home with my kids, to prepare for-or supplement-my retirement, to provide extras for my family, and to create a business based on helping people.)

3. "What I want to achieve for myself and my family is (what you realize you can accomplish financially) _____

_____."

(For example: extra income, stay at home with my children, college tuition, supplement retirement, retire early, provide extras for my family, more time, freedom, and travel.)

Your story is really not about you. It is about the person's life you will change by sharing it.



The Power of Good Questions

When sharing your story with your warm market or a new contact, the first rule in relationship building is to ask good questions. Asking good questions gets us in the habit of taking interest in others. This builds trust and creates a warm response and a positive environment in which to share our gifts of health and opportunity.

So often we just tell, tell, tell! You will be much more successful when you invest time in learning more about the other person and their needs. You should talk (mainly asking) not more than 30 percent of the time, and your prospect should be talking the rest of the time.

Research indicates that when you use only sentences in sharing, people retain about 30 percent or less of what you are saying. By learning the art of asking questions, you can increase that to 70 percent and higher!

So remember, develop the habit of asking good questions, share with a smile, and truly listen with your head and your heart. People will tell you everything you need to know to interest them in better health or your business.

Some key phrases to create interest:

- Have you heard that we should be eating 7-13 servings of fruits and veggies every day?
- Having your health is the most important thing in the world, isn't it?
- Is good nutrition a priority to you and your family?
- What do you do to get enough fruits and vegetables?
- What impact do you think diet has on your health?
- What challenges do you face in eating healthy/getting your family to eat healthy?
- How would you describe your current diet?
- What are you doing on a daily basis to get the nutrition you need?

Key phrases to help someone decide:

- If I could show you a way... ?
- Could you get excited about... ?
- Do you see the value in... ?
- Doesn't it make sense to... ?
- Don't you deserve... ?
- Doesn't it give you confidence to know... ?

Asking good questions and listening intently demonstrates your care and concern for others..