

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..

GETTING STARTED

Chapters 1-4 were designed to help you connect with why you want to succeed in this business and prepare you to effectively share your product and business stories with others. This chapter will help you launch your new Virtual Franchise with an understanding of where to begin, and the tools you will need to set yourself up for success.

Create a Healthier World around You

Your first job is to identify potential customers. If you were opening a restaurant, who would you invite? Everyone! Would everyone come? Not likely. Your approach needs to be the same with this business. Not everyone will buy from you or join you in business, but everyone you know needs more fruits and vegetables, right? And you want them to know what you're doing, right? You can use the A-B-C form on page 5.2 to consider and write down your first 25 names. Continue adding names using the Memory Jogger on page 5.3.

Invite and Involve

Once you've identified who you will talk to, your next step will be to invite and involve them in your business. You will invite them to listen to a CD, attend a Wellness Presentation or other health event. Chapters 6 and 7 will help you gain confidence with the *invitation verbiage* for CDs/DVDs and Wellness Presentations. On page 5.4 is a Monthly Event Planning Worksheet to help you plan, create and build for events. You will find space provided to schedule (*with your sponsor*), your first Wellness Presentations. Set these dates as soon as possible.

Attending events and bringing others along will be an essential part of expanding your business. The seven types of events shown on the worksheet (*discussed in more detail on page 6.11*) are all important, and create a balance between small local events and the larger NSA-sponsored events, such as bootcamps and conferences. Conference calls and three-way calls with your support team (*more on page 6.9*) are also valuable and effective events for your customers and team members.

The bottom of the worksheet provides space to list up to 20 names of people you would like to target to bring to the various events you have to offer, based on what fits their schedules. Each column provides a place for you to write in a different event. Building for a variety of events helps you balance the way you educate your prospects, customers and, eventually, team members.

CREATING A HEALTHIER WORLD AROUND YOU IS AS EASY AS A-B-C

People you know – your *warm market* – will give you lots of practice in building your skills and are key to the successful launch of your new enterprise... easy as A-B-C!

A Ask people if they have heard about Juice Plus+®	B Be generous and ask if they would like to learn more about the benefits of Juice Plus+®	C Consistently follow up and ask if they are ready to start getting healthier with Juice Plus+®
Share your story with enthusiasm. <i>(Refer to Chapter 4)</i>	Share a Juice Plus+® CD or DVD. <i>(Refer to Chapter 11)</i>	Complete and place their Juice Plus+® order. <i>(Refer to pages 5.9-5.11)</i>

**YOU FIRST
BECOME A
Juice Plus+®
PREFERRED
CUSTOMER**

If you need more room, you can create a MEMORY JOGGER (page 5.3) for each of these groups. You may also want a separate "local" list and "long-distance" list since your approach will likely be different

<p>FAMILY and RELATIVES <i>Father, mother, father- and mother-in-law, children, brothers, sisters, uncles, aunts, nieces, nephews, cousins, etc.</i></p>	<div style="background-color: #f0f0f0; padding: 5px;">1. _____</div> <div style="background-color: #f0f0f0; padding: 5px;">2. _____</div> <div style="background-color: #f0f0f0; padding: 5px;">3. _____</div> <div style="background-color: #f0f0f0; padding: 5px;">4. _____</div> <div style="background-color: #f0f0f0; padding: 5px;">5. _____</div>
<p>NEIGHBORS, FRIENDS, CO-WORKERS <i>Including those of spouse and/or other family members</i></p>	<div style="background-color: #f0f0f0; padding: 5px;">1. _____</div> <div style="background-color: #f0f0f0; padding: 5px;">2. _____</div> <div style="background-color: #f0f0f0; padding: 5px;">3. _____</div> <div style="background-color: #f0f0f0; padding: 5px;">4. _____</div> <div style="background-color: #f0f0f0; padding: 5px;">5. _____</div>
<p>GROUPS and AFFILIATIONS <i>Church, Rotary, Kiwanis, political clubs, professional organizations, etc.</i></p>	<div style="background-color: #f0f0f0; padding: 5px;">1. _____</div> <div style="background-color: #f0f0f0; padding: 5px;">2. _____</div> <div style="background-color: #f0f0f0; padding: 5px;">3. _____</div> <div style="background-color: #f0f0f0; padding: 5px;">4. _____</div> <div style="background-color: #f0f0f0; padding: 5px;">5. _____</div>
<p>PEOPLE YOU DO BUSINESS WITH <i>Doctor, lawyer, barber, merchant, grocer, dry cleaner, insurance or real estate</i></p>	<div style="background-color: #f0f0f0; padding: 5px;">1. _____</div> <div style="background-color: #f0f0f0; padding: 5px;">2. _____</div> <div style="background-color: #f0f0f0; padding: 5px;">3. _____</div> <div style="background-color: #f0f0f0; padding: 5px;">4. _____</div> <div style="background-color: #f0f0f0; padding: 5px;">5. _____</div>
<p>PAST ASSOCIATES <i>Schoolmates, job associates, people in your former town, neighbors who have moved, etc.</i></p>	<div style="background-color: #f0f0f0; padding: 5px;">1. _____</div> <div style="background-color: #f0f0f0; padding: 5px;">2. _____</div> <div style="background-color: #f0f0f0; padding: 5px;">3. _____</div> <div style="background-color: #f0f0f0; padding: 5px;">4. _____</div> <div style="background-color: #f0f0f0; padding: 5px;">5. _____</div>

Your Name _____
Start Date _____

Juice Plus+® Memory Jogger

and Resource Tracking Sheet

	Name	Address	E-mail	Phone Numbers	Date and Name of CD/DVD/Brochure Sent/Presented	Personal Information (age, occupation, family, etc.)	Date set for Follow-up	Results/Notes
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								
21								
22								
23								
24								
25								

Monthly Event Planner – Month of _____



Plan 4 or 5 events
each month

Wellness Presentations

Date _____ Date _____
Time _____ Time _____
Place _____ Place _____

Prevention Plus+ Lectures

Date/Time _____ Date/Time _____
Place _____ Place _____
Speaker _____ Speaker _____

Local Team Trainings

Date _____ Date _____
Time _____ Time _____
Place _____ Place _____

Conference and Three-Way Calls

Date _____ Date _____
Time _____ Time _____
Speaker _____ Speaker _____

NSA Conference

Date _____ Date _____
Time _____ Time _____
Place _____ Place _____

NSA Boot Camp

Invitation List

Include name, phone number, event,
and results for each person

		Event Type				
		Date/Time				
		Date/Time				
Name	Phone #	List RSVP Result	List RSVP Result	List RSVP Result	List RSVP Result	List RSVP Result
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						
11.						
12.						
13.						
14.						
15.						
16.						
17.						
18.						
19.						
20.						



Set up Your Telephone

Your phone is your primary business tool, and it is highly beneficial to invest your time and money in setting up the following systems:

1. A Custom Calling Package including:

- **Three-Way Calling** – This feature allows you to put your prospect on the phone with successful members of your support team, or on an important conference call.
- **Call Forwarding, No Answer and Call Forwarding, Busy** – these features allow you to forward your calls to your Voicecom box when you're away from home or on the phone.
- **Caller ID and Call Waiting** – if offered in a package, can also be beneficial in preventing you from missing important calls.

2. Voicecom (provided by Intelliverse)

Voicecom is NSA's interactive voice-mail system that:

- Keeps you connected with your support team at the touch of a button. (You can create a distribution list of your support team to ask questions and share your successes.)
- Connects you with your own distributor team. (*Again, you create a distribution list to share information with your entire team.*)
- Keeps you advised of events (speakers/trainings) locally and all over the country.
- Excellent time-management/courtesy tool. (You can leave messages any time of day or night and receive responses without interrupting people.)
- Reminds you of month-end conference calls.
- Advises you of PVC report dates, close of business month information, etc.
- Provides training... training... training both on health and business information.
- Can be a great one-stop answering service if phone lines are forwarded to your Voicecom phone number (*It can also serve as a second phone number to give out where you'll always get your messages!*)
- Can also be set up as a fax number to receive incoming messages which are then forwarded to your e-mail.

Voicecom is a vital tool in your success. The recommended service is the "classic box" which is \$21.95/month. In addition to being able to hear Voicecom messages, you will be able to make messages and create distribution lists. You can order by phone at 800-327-8898, or visit www.nsa.intelliverse.com, or fax in the form shown on page 5.7.

Quick User Guide to Voicecom

1. Dial your mailbox number.
2. Interrupt your greeting by pressing *.
3. When prompted, enter your passcode.

You are now set to play, answer, make, give or send messages by touching:

- **M (6)** to make a new message
- **P (7)** to play your first message
- **U (8)** to go to change or set-up user options
- **X (9)** to exit the system

4. After (or while) listening to your messages, you can press:

- **A (2)** to answer the person who sent the message
- **D (3)** to discard the message
- **G (4)** to give your message to another user or distribution list
- **K (5)** to keep the message
- **P (7)** to play the message again
- **X (9)** to exit the system
- **T#** to "Tip Toe" forward 1 message
- **T*** to "Tip Toe" backward 1 message
- **#** to fast forward 3 seconds
- ***** to rewind 3 seconds

If you accidentally delete a message, press * immediately after pressing **D** and the message will be put back in your un-played message box.

5. **User Options** – Press **U** when entering Voicecom as described in #3, then press:

- **G (4)** to change your greeting
- **L (5)** to create or modify a distribution list. If you have no list, enter **02** (01 isn't an option) for your first list and then the prompts will lead you through naming the list, adding phone numbers (**A**) , deleting phone numbers (**D**) , playing it back (**P**), etc.
- **N (6)** to change your name that others will hear when they send or receive messages to and from your Voicecom mailbox
- **P (7)** to change your passcode (4 to 10 digits in length)
- **X (9)** to exit user options

6. **Making Messages** – Press **M** when entering Voicecom as described in #3, then:

1. **Enter the phone number or list number where you want to send your message.** (If you want to add a second phone number for the message, just wait a moment and it will prompt you to enter another number.)
2. **When you're ready to record the message, press # and you will hear the person's name or their mailbox number.** If you're part of the way through and don't like how it's going, press **D** to discard and you'll start all over.
3. **To review your completed message, press P for play and you can hear it.**

You can also access several message addressing options by pressing **M** when entering Voicecom as described in #3, and then pressing:

- **C** for confidential
- **U** for urgent delivery (will be the first message in your recipients mail box)
- **F** for future delivery (if you're going out of town but want to remind someone of something a few days from now, you can set up future delivery; follow the prompts!)
- **R** to request a receipt

After completing your message addressing options, press **X** to exit the option list, press **X** again to actually send the message.

Account Information

Upline Leader _____ Mother's Maiden Name _____

Billing Information

City _____ State _____ Zip Code _____

Messaging Services

PIN

☐ Voicemail to Email (no change)

Hotline Services

Connects with Messaging and other Hotline Services
Greeting Length: 3 minutes
Message Capacity: 0

Mail orders should be sent to the attention of Intelliverse Client Services at 5900 Windward Parkway, Suite 500, Atlanta, GA 30005.

Intelliverse Use Only		System ID:		Mailbox #:		Passcode:	
Received:	Batch #:	Created:	Service Start:	Bill Start:	INBC:	Account Number :	

Set up Your Online Virtual Office

All new distributors are automatically signed up to the NSA Virtual Office – free for the first 60 days – after which time, you may continue to be a member. All members receive the same great Virtual Office benefits, but the pricing is based on your level in the business – making it affordable for everyone to use – regardless of your level in the business!

Those who have provided an e-mail address will be sent a temporary user name and password – those who have not will be mailed this information (please allow 7-10 days after submitting your Distributor Application).

Order Your Promotional Materials

Promo Plus+ offers a complete line of sales support materials which you can view at www.nsapromoplus.com. However, you will only need a few supplies initially.

Suggested Start Up Order (Approximate Cost is \$50)

1. 20 CDs/DVDs such as *An Easy Solution*, *Whole Truth in 15 Minutes*, *From Here to Longevity*. Choose your favorites or see Chapter 11 for options.
2. One package each of several key product brochures such as Juice Plus+® brochure, *Recipe for Better Health*.
3. One package of pre-printed Juice Plus+® postcards for follow-up with your customers
4. (Optional) One research kit which includes one reprint of each of the published studies

Check with your sponsor for further suggestions. You can place a phone order with Promo Plus+ by calling 888-552-8200 or order online at www.nsapromoplus.com.

Placing Orders

ONLINE OPTION

Placing orders for your customers on the NSA Virtual Office is simple, and can be submitted 24 hours a day, 365 days a year! Follow these simple steps and find out how easy it is!

Sign in at www.nsavirtualoffice.com.

1. Click on Submit Customer Order (under Quick Links on the Home page, OR under My Customers).
2. Select the payment plan (installment or pay in full).
3. Enter the quantity and click "Add to Cart."
4. Continue shopping by entering another quantity and click "Add to Cart."
5. Click "Check-out" when done shopping.
6. If the order is for another distributor, enter the FIN (or search for FIN).
7. Add Customer information including shipping, billing, ship date, and payment information. If the customer's information is already in your address book, simply import this information by clicking on Prospect in Address Book, or Customer in Address Book.
8. Click Continue.
9. Review the Order Summary.
10. Click Process Order.
11. A summary of the order will be automatically e-mailed to your customer – assuming an e-mail address is provided on the order.

FAXING OPTION

You can also fax orders to 901-850-3061. Please refer to the sample on the opposite page as you review the following steps:

1. Fill in the date and your name and FIN. You may use your social security number or call NSA Distributor Support to obtain your Franchise Identification Number (FIN).
2. Fill in your new customer's name, shipping address, daytime phone number, and e-mail address. *(Including the e-mail address ensures your customer will receive important follow-up messages from NSA. Read more in Chapter 8.)*
3. Complete the method of payment information by circling the appropriate card type, and entering the account number, expiration date, and the name as it appears on the card. If the customer wants to pay from a bank account and doesn't have a debit card, you can collect the needed information from a personal check *(voided check is not required)*. On the bottom left of the check, the first nine digits are the routing number; the remaining digits are the account number.
4. If the billing address is the same as the shipping address, check the box provided. If not, complete the account information.
5. Circle ASAP if the order should be processed right away, or indicate a specific shipping date.

6. Check whether the order should be shipped every two months (two people sharing a box) or every four months. *(Please note: It is recommended that each spouse has his/her own separate box of Juice Plus+® so they both make a four-month commitment. Each shipment is billed at \$41.50 per month. As you work to achieve the 10-10-10-10, separate orders also allow you to get credit for two customers instead of just one.)*
7. Unless you are meeting with a customer in person, write in phone order on the signature line.
8. Write in the quantities of the items being ordered.
9. Always use the *four-month installment plan* to minimize the monthly expense a customer incurs. *(This also helps you build the number of monthly customers needed for your 1000 PVC to **qualify** your business.)* A pay-in-full option is available if a customer specifically requests to pay for their order in full every four months.

Track Your Progress

As you add customers, use the Tracking Form provided on pages 5.13 and 5.14. Using this form will keep you focused on your next step and will help you truly understand how the marketing plan works. When you are finished completing this form, you will have a qualified business and will be ready to teach someone else to do what you just did!

Take Advantage of Training Calls

Imagine studying this manual under the tutelage of some very successful Virtual Franchisees! NSA hosts a series of pre-recorded training calls, featuring 39 Club National Marketing Directors from different backgrounds, who share business insights and habits they believe will ensure your success! You can tune into these calls 24 hours a day, 7 days a week by calling 212-990-7090. These calls can be accessed FREE on the NSA Virtual Office under Training.

Call

1. **Orientation to the NSA Virtual Franchise®** (*Chapter 1-3*) with Deana Christofferson and Sharron Rankin (33:23)
2. **Sharing Your Story** (*Chapter 4*) with Carol Ranoa (19:26)
3. **Building a Juice Plus+® Customer Base** (*Chapters 5 and 6*) with Cynthia Gompers and Jennifer Myers
 - Getting Started with Cynthia Gompers (18:06)
 - Building a Customer Base with Jennifer Myers (21:37)
4. **Wellness Presentations** (*Chapter 7*) with Kathrine Lee and Julie Herbst (41:09)
5. **Organizing Your Customer Care** (*Chapter 8*) with Joy Kelly and Dawn Rathmann (30:05)
6. **Building a Team** (*Chapter 9*) with Lynora Bayless and Chris Drobos (31:28)

For questions concerning this program call: 1-800-347-6350

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FIN:

Preferred Customer Name: (please print)

Shipping Address:

City:

State:

Zip Code:

Daytime Phone: ()

Customer E-mail Address:

Evening Phone: (_____)

Please Circle Method of Payment:

VISA

MC

AMEX

DISCOVER

JCB

BANK DRAFT**

A cct#

Expiration Date:

**Bank Acct#:

Routing#:

Billing Information:

Print Name as on Account:

Billing Address:

City:

State:

Zip Code:

Cardholder's Telephone: ()

PLEASE CIRCLE ASAP OR INDICATE THE DATE YOU WISH TO HAVE YOUR FIRST ORDER PROCESSED.

ASAP (Order will be processed today or the following business day) **or** Date to process _____/_____/_____

I would like my order shipped every ☐ 2 mo. or ☐ 4 mo. and charged to my credit card or drafted on my bank account.

If 2 mo. is selected, your preferred price will double. I understand that I will be receiving product every 2 or 4 months.

Signature _____

Quantity	Item	Preferred 4-month Installment Price*
	Juice Plus+® Capsules (4 Bottles Garden Blend, 4 Bottles Orchard Blend)	41.50
	Juice Plus+® Chewables (4 Bottles Garden Blend, 4 Bottles Orchard Blend)	22.50
	JP+ Gummies® (4 Jars Per Carton)	22.50
	Juice Plus+ Vineyard Blend® (4 Bottles Per Carton)	26.50
	Juice Plus+ Complete® <input type="checkbox"/> Van. <input type="checkbox"/> Choc. <input type="checkbox"/> Variety (60 Servings)	27.50
	Juice Plus+ Complete® <input type="checkbox"/> Van. <input type="checkbox"/> Choc. <input type="checkbox"/> Variety (120 Servings)	53.75
	Juice Plus+ Thins® <input type="checkbox"/> Choc. Fudge <input type="checkbox"/> Apple Cinn. <input type="checkbox"/> Variety (8 Bottles Per Carton)	27.50
 Fax your order to: 901-850-3061 Mail your order to: NSA Preferred Customer Reorder 140 Crescent Drive Collierville, TN 38017-3374		NSA to Calculate Sales Tax (if applicable)
		Monthly Installment Total

* Price includes shipping and handling. Prices subject to change.

QUALIFIER'S TRACKING FORM

GOAL 1 – Fast Track to the Virtual Franchisee position in your first 60 days by starting the **10-10-10-10 method**:

10 – You + 9 customers in 1st month = 1,000 PVC (more than enough for first promotion to **DD 6%**)

10 – Add 10 customers in 2nd month = 1,000 PVC = 2,000 PVC (enough for second promotion to **VF 14%**)

GOAL 2 – Add **10** customers in month 3 and **10** customers in month 4 to QUALIFY your business for bonuses!

Use this form to track your progress:

1. Accumulate 500 PVC in Column 1 to reach 6%
2. Accumulate 2,000 PVC in Column 1 to reach 14%
3. Accumulate 1,000 PVC in Column 2 to "qualify" your business for 5% performance bonus
4. Next, help others achieve Goals 1-3 above

[To reach Sales Coordinator (22%), help 3 people reach the 6% level and accumulate 12,000 PVC (with your distributors) in Column 1]

GOAL 1 – Tracking to Virtual Franchisee (5.13)				Column 1	Column 2
Customer Name	Date of order	Date Processed	Product(s) Purchased	TOTAL PVC for tracking 6% and 14% (Promo PV)	Monthly PVC 2 or 4 Installments (see below) (PBQ)
Yourself!					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					
18.					
19.					
20.					
Column Totals (transfer to next page)					

Key for Abbreviations

2I = 2-month installment
4I = 4-month installment

Product	Total PVC	2I PVC	4I PVC
Juice Plus+® Orchard and Garden	101.25	50.62	25.31
Juice Plus+ Complete® (4 cans/case)	63.00	31.50	15.75
Juice Plus+ Thins® (8 bottles)	60.00	30.00	15.00
Juice Plus+ Vineyard®	60.00	30.00	15.00
JP+ Gummies® or Juice Plus+® Chewables	52.50	26.25	13.13

Goal 2 - Tracking to Qualify (5.14)				Column 1	Column 2
				TOTAL PVC for tracking 6% and 14% (Promo PV)	Monthly PVC 2 or 4 Installments (see below) (PBQ)
		TOTALS (from prior page)			
Customer Name	Date of Order	Date Processed	Product(s) Purchased		
21.					
22.					
23.					
24.					
25.					
26.					
27.					
28.					
29.					
30.					
31.					
32.					
33.					
34.					
35.					
36.					
37.					
38.					
39.					
40!!					
Keep Going!					
TOTAL PVC					

**Key for
Abbreviations**
**2I = 2-month
installment**
**4I = 4-month
installment**

Product	Total PVC	2I PVC	4I PVC
Juice Plus+® Orchard and Garden	101.25	50.62	25.31
Juice Plus+ Complete® (4 cans/case)	63.00	31.50	15.75
Juice Plus+ Thins® (8 bottles)	60.00	30.00	15.00
Juice Plus+ Vineyard®	60.00	30.00	15.00
JP+ Gummies® or Juice Plus+® Chewables	52.50	26.25	13.13

DESIGNING A TEAM

As you begin your business, your primary focus will be adding customers. However, if you would also like to build a team, it is helpful to your sponsor and support team to identify individuals you admire and respect and would like to target for the business. Your sponsor will help you develop a plan to effectively share the product and business. Below is an example of how to do this and the kind of information that is helpful. A blank form is available on the next page.

<p>Who do you know who is ...</p> <ul style="list-style-type: none"> <input type="checkbox"/> Credible and connected <input type="checkbox"/> \$ motivated and entrepreneurial <input type="checkbox"/> Positive <input type="checkbox"/> Cause-oriented <input type="checkbox"/> Ready for a change <input type="checkbox"/> Likes to help others <input type="checkbox"/> Self starter and teachable <input type="checkbox"/> Health conscious 	<p>1. LINDA, Portsmouth, NH: 40s, single, owns business, clinical hypnotherapist, fitness trainer w/clients, motivated, people-person, loves to empower people/self-growth, \$ motivated/entrepreneurial Good listener!</p>	<p>Next Steps: Jack Medina Audio, Invite to Wellness Presentation (WP); offer to hear <i>Whole Truth 15 Min</i> DVD, Dr. M. Ray Audio, 3-Way w/Mary Lou (trainer on JP+ and in business)</p>
	<p>2. RENAE, Dallas, TX: 30s, best friend, \$ motivated, entrepreneur, owns dance studios, has children ages 2 and 6 = CHS and Gummies, husband is pediatrician and juices!! Always there for me!</p>	<p>Next Steps: Children's Research Study DVD and Brochure, checkout JP+ website, esp. Dr. Sears site, research, 3-way w/Dr. Potts, invite to <i>Prevention Plus+</i> event</p>
	<p>3. HEIDI, Boston, MA: 40s, ring-leader in neighborhood, knows everyone! Wants home-based business, health/nutrition conscious, 5 children all in sports, husband is optometrist, cause oriented. Fun!</p>	<p>Next Steps: Dr. Mitra Ray audio, invite to WP w. husband, check out research, 3-way call w/husband and Dr. Smith.</p>
	<p>4. GEORGE, NYC: 50s, works out, health conscious, downsized in advertising; looking for add \$, people-person, teachable, credible, wife is pediatric nurse, cause-oriented, 2 Teens = CHS. Always friendly!</p>	<p>Next Steps: VF Audio, three-way w/Linda, check out website, CRP DVD, <i>Whole Truth 15 Min</i> DVD, Invite to Conference to check out NSA</p>
	<p>5. CINDY, Newton, MA: 50s, people-person, credible; breast cancer survivor, nutrition conscious, cause-oriented, Interior Designer, single, divorced, grandchildren = CHS. Just love and respect her!</p>	<p>Next Steps: Woman to Woman audio, three-ways w/Bunny and Susan, Invite to WP @Naomi's, Meet 1 on 1</p>

**NEW
DISTRIBUTOR**

For each person, include...

- ☐ City/state,
- ☐ Age
- ☐ Occupation
- ☐ Spouse's occupation,
- ☐ Children's ages
- ☐ Group affiliations/ circle of influence
- ☐ What you like, love and/or respect about them

DESIGNING YOUR TEAM

Identify five people you admire and respect and would like to spend more time with. Answer the following questions about each: *How do you know them?* (friend, co-worker, etc.) *What do you know about them?* (cancer survivor, mom) *What have you already shared about Juice Plus+®?* If you need more space, a pen and pad works equally well or use the form on page 9.5. Your sponsor will help you with the “next steps.”

Who do you know who is...

- ☐ Credible and connected
- ☐ \$ motivated and entrepreneurial
- ☐ Positive
- ☐ Cause-oriented
- ☐ Ready for a change
- ☐ Likes to help others
- ☐ Self starter and teachable
- ☐ Health conscious

NAME

For each person, include...

- ☐ City/state,
- ☐ Age
- ☐ Occupation
- ☐ Spouse's occupation,
- ☐ Children's ages
- ☐ Group affiliations/ circle of influence
- ☐ What you like, love and/or respect about them

1.

Next Steps:

2.

Next Steps:

3.

Next Steps:

4.

Next Steps:

5.

Next Steps:

Getting Started Checklist (Chapters 2-5)

First Action Steps

Chapters 2-4 (Covered on Training Calls 1 and 2)

- ☐ Submit your distributor application with \$50 to NSA (annual renewal is \$40). This can be completed online (see next step) or faxed to NSA at 901-850-3063. You will receive your **Starter Kit**, which includes the Virtual Franchise Owner's Manual and some sales support materials.
- ☐ Complete the Goal Setting Worksheet on page 2.4.
- ☐ Complete your Story Worksheets on pages 4.3 and 4.5.
- ☐ Identify the first five people you would like to have as customers on page 5.2.
- ☐ Listen to training calls 1 and 2 as soon as possible calling 212-990-7090.

Chapter 5 (Covered on Training Call 3, Part 1)

- ☐ Set up your own Juice Plus+® Product and Business websites. Log in to www.nsavirtualoffice.com.
- ☐ Become your first re-order customer! Fill out Preferred Customer Order Forms for your household – online if you choose after signing up at NSA Virtual Office! (If you're already a customer, call Distributor Support at 901-850-3000 and have it switched to your distributor number.)
- ☐ Sign up for Voicecom (First month FREE) See form on page 5.7 or visit www.nsa.intelliverse.com or call 800-327-8898 to order by phone.
- ☐ Place an order from Promo Plus+ for your initial supplies at www.nsapromoplus.com or call 888-552-8200.

Next Action Steps

- ☐ Continue adding names using the A-B-C or Memory Jogger forms on pages 5.2 and 5.3 (shoot for at least 25).
- ☐ Begin sharing CDs/DVDs (suggested Language in Chapter 6) and track new customers using the forms on pages 5.13 and 5.14.
- ☐ Set the dates for your first Wellness Presentations (read more in Chapter 7) and fill in the dates on your Monthly Event Planner, using the form on page 5.4.
- ☐ Using the form on page 5.16, identify potential team members to discuss with your sponsor.

Next Education Steps

- ☐ Read Chapters 6 through 8
- ☐ Continue with the training call series after you've read the chapters covered.
- ☐ Listen to the CDs and DVDs in your Starter Kit and review the print materials.
- ☐ Begin listening to 24-hour Hotline options at 800-942-1260 as well as any team training calls: _____
- ☐ Check out websites including: www.juiceplus.com, www.nsavirtualoffice.com, www.nsavirtualfranchise.com, www.childrenshealthstudy.com
Other: _____
- ☐ Attend local events and trainings (more in Chapter 6)

GETTING STARTED

Identifying those individuals (prospects) in your “warm market” and keeping track of those individuals is a great place to start. The NSA Virtual Office makes it easy to keep track of your prospects with the Address Book. Once you’ve identified those individuals in your “warm market”, adding them to your Address Book is simple – follow these simple steps – and be on your way to converting prospects to customers!

To Add Prospects to Address Book:

- My Prospects > Add Prospect
- Fill in form > Save

To Import Contacts into Address Book

- My Prospects > Add Prospect
- Import Contacts
- Choose format for list
- Search for list
- Click Next

Invite and Involve using the NSA Virtual Office

A series of exposures is the key to converting prospects to customers – sharing a CD or DVD, and inviting them to Health Education Meetings (In-Home Health Meetings or Prevention Plus+ Lectures).

The NSA Virtual Office makes it easy to keep track of your exposures, find a Prevention Plus+ event that is taking place in your area – and around the globe, and even provides presentations so that you can host your own In-Home Health Meeting!

Searching for Events

- Event > Events Schedule
- Select Search Criteria > Continue
- Click View Detail
- Save to Calendar or e-mail event details

Schedule Follow-Up:

- My Prospects > Prospect Follow-up
- Select Prospect > Follow-up button ☒
- Fill in form > Save
- (*Time=Calendar / No Time=Task*)
- Daily reminders appear on your Home Page Calendar

In-Home Health Meetings

Find the latest information about Wellness Presentations and the Healthy, Happy Kids Campaign (HHKC) – including presentations, invitations, and speaker notes.

- Training > Presentations

Tracking Your Progress

The NSA Virtual Office makes it easy to track your progress – actually, it does it for you!

Tracking your Purchase Volume Credit (PVC)

On your personalized home page, you will find a section called My Current Month. Receive up to the minute information about your PVC. To see the details, including tracking your customer's orders, click on the PVC number.

- Home Page
- My Current Month
- Click on Purchase Volume Credit (PVC)

Tracking new Preferred Customers

On your personalized home page, you will find a section called My Alerts. Anytime a new preferred customer order is entered (submitting an order on the Virtual Office, a customer placing an order on your personalized Juice Plus+® website, or by faxing in a customer's order), NSA will automatically alert you. The number shown is a running total of your new Preferred Customers for the month. For customer and order details, to schedule a follow-up, or to send an e-card, simply click on the alert.

- Home Page
- My Alerts
- Click on Alert (You have X new customers)

Build Your Team

Identifying customers who are potential distributors is important in building your team. The NSA Virtual Office can help you identify those potential distributors by finding those customers who:

- use multiple products.
- have several people in their household who take Juice Plus+®
- have a strong belief in the product – have been taking Juice Plus+® for a long period of time.

Identify “Raving Fans”

- My Customers > Customer Search and Follow-up
- Click on Advanced Search
- Select Criteria > Run Report