

SUCCESS INGREDIENTS

The right attitude, beliefs, and a strong “why” for sharing Juice Plus+® will assure your success in our business. Everyone has the same proven system to work with an entire Juice Plus+® community to cheer them on. But YOU make the difference. What’s your role?

“People don’t care how much you know until they know how much you care.”



“If you help enough people get what they want, you’ll have everything you want.”

Put Others First

Imagine this – you’re paid to build relationships! And how do relationships succeed? By investing time, you’ll see your business grow:

- Care more about your customers using and getting results on the product than you do about your income.
- Care more about helping your distributors achieve their goals than reaching your own.
- Have fun! Lighten up! If you enjoy what you’re doing, you bring joy to others and attract far more customers and distributors.

Be Teachable

- Follow the “tried and proven system.” Trust the wisdom of those who have gone before you and resist the urge to “reinvent the wheel.”
- Our business requires skill more than talent. Skill comes with practice – do anything enough times and it will become second nature. Today, you’re the student; tomorrow, you’re the teacher!
- Attend class and do your homework! Listen to your teachers by “plugging in” to your support team (conference calls, three-way calls, Voicecom, coaching), and attending trainings and conferences. And make your car a “university,” listening to CDs, and even to conference calls.

Be Willing to Work

- **First, on YOURSELF!** We’re happiest when we’re stretching and growing. As we grow, we become more resilient, less resistant, and a person who attracts others.
- **Next, on your BUSINESS!** Show up everyday and focus on the only activity you are paid for – TALKING TO PEOPLE! If you are consistent and persistent, you will succeed!

Understand the Potential

The business may be virtual, but the money is real!

- By developing a customer base of 30 customer families (or your order + 40 individuals

on Juice Plus+®), you are setting yourself up to earn in excess of \$500 per month or \$6,000 per year on average.

- By training three team members to develop that same customer base and continuing to add personal customers and team members, your earnings potential reaches an average of **\$1,250** per month or **\$15,000** per year.
- As you further train these three team members to duplicate their efforts, each helping three others to build a customer base of 30 families, you will now have a team of 12 business builders (called a 12 Club) with an earnings potential reaching an average of **\$3,300** per month or **\$40,000** per year.
- Work with your team to duplicate one additional level and you will have a team of 39 business builders! On average, distributors at this level (called 39 Club members) earn **\$120,000** per year.

Believe in What You're Doing

Your beliefs guide your actions and the following four beliefs will make all the difference for you as you endeavor to impact those around you.

1. Belief in the **PRODUCT** *and its ability to improve people's lives*

- It's simple – a single focus... fruits and vegetables
- It's unique – whole food based nutrition made simple
- It has good science with worldwide validity and recognition, an abundance of original (*not borrowed*) third party research from major universities and medical centers on several continents

* To learn more, review product CDs/DVDs listed in Chapter 11, the Science of Juice Plus+® brochure, and the On-the-Go Presentation book.

2. Belief in the **COMPANY** *and the opportunity of the marketing plan*

- Narrow product line
- Visionary and stable leadership since 1970
- Fiscally sound, with over \$6 billion track record in sales to date
- Corporate mission focused on helping distributors achieve success
- Strong values and integrity in corporate and field leadership
- Many "virtual" benefits to distributors including – e-mail customer care, conference calls, and websites geared to your needs, as well as those of your prospects, customers, and distributors

* To learn more, review Chapter 1, the Virtual Franchise brochure, the business CDs listed in Chapter 11, and NSA Conference CDs.

3. Belief in the **BUSINESS MODEL** *and the hope and freedom it offers*

- The state of health in America is in crisis.
- Health care costs are skyrocketing, along with medical insurance rates.

- Corporate America is facing many challenges and no longer offers any real security to its workforce.
- Our business offers the benefits of a franchise, endless networking and personal coaching, all with minimal investment.

* To learn more about the wellness and direct sales industries, ask your sponsor and support team for resource recommendations.

4. Belief in YOURSELF *and your ability to make a difference in the lives of others*

- When your belief in yourself is strong, people will want to follow you. Your positive attitude, excitement, and confidence are contagious.
- The Juice Plus+® community is an incredible place to grow in a positive setting.

* There are a host of personal growth resources, including titles by Jim Rohn , Stephen Covey, Napoleon Hill, Dale Carnegie, John Maxwell, and many others; again, ask your sponsor and support team for ideas.

**Building belief in yourself will come more easily
when the first three beliefs are in place.**

Dare to Dream and Expect to Succeed

- Obstacles are simply opportunities for growth.
- Connecting with why you are doing this business and deciding what you want to achieve are the most important steps in getting started. The following page is a worksheet designed to help you consider these important questions.

Goal Setting Worksheet

1. What is my purpose for starting a Juice Plus+® business?

How would
*making a
difference*
change my life?

2. When would I like to have that happen?

How would
more money
change my
life?

3. What are you willing to do to make that happen?

a. In terms of time? _____

How would
more time
change my
life?

b. Money (towards education, tools, etc.)? _____

How many hours in
a week can I carve
out to begin achieving
my goals?

c. Commitment? _____

What
obstacles
will I need to
overcome?

What strengths
do I bring to the
table?

4. Where would I like to see my income in 3-5 years? _____

5. Based on my answers – what is my *WHY* for doing this business? _____

Where will I
need personal
development
and coaching?

Be sure to share this worksheet with your sponsor and support team so they can support you in your goals.