# 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.*

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