

# #HLR Juice Plus+ Tour

Created by Brian Roes

IMPORTANT MESSAGE FOR THE EVENT HOST:

Download all files and images for this event from <http://bit.ly/hlrjptour>

This event is intended to be done 100% over Facebook in the context of an Event Page. There is no live accompanying call except at the end when participants can dial into a conference line and ask live questions.

Inviting:

- **Do not** send mass invitations for this event.
- Deliberately select the **specific people** who you want to come to this event and send them a private FB message letting them know that you are inviting them and asking them to please accept the invitation... play up how FUN it will be.
- The day of the event, remind each person you have invited to either accept your invitation or remind them of the start time of the event.

During the event:

- Start on time... the first post actually gets put up 10 minutes before the start time of the event.
- Pin the posts to the Event Page so they stay on top.
- Leave each pinned post up long enough for people to watch the video and comment, but not too much longer. Keep the pace up.
- Comment on other people's comments and tag their names in your responses. "Like" everything!
- The event should last no more than 30 minutes

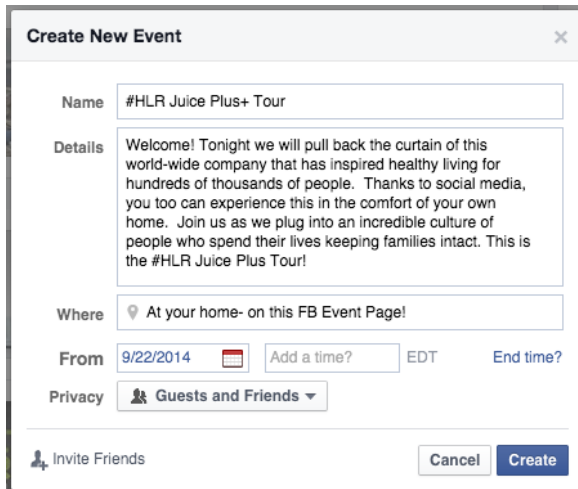
After the event:

- Get on the conference call line to answer questions (if people choose to call in)

- Get in touch with all of the people who you invited who also attended and ask them what they liked about the event. Follow-up.
- Get in touch with the people you invited who did not attend and ask them if they would like to be invited to one of the events in the future.



# CREATING THE EVENT



The screenshot shows the 'Create New Event' dialog box in Facebook. The 'Name' field contains '#HLR Juice Plus+ Tour'. The 'Details' field contains the text: 'Welcome! Tonight we will pull back the curtain of this world-wide company that has inspired healthy living for hundreds of thousands of people. Thanks to social media, you too can experience this in the comfort of your own home. Join us as we plug into an incredible culture of people who spend their lives keeping families intact. This is the #HLR Juice Plus Tour!'. The 'Where' field is set to 'At your home- on this FB Event Page!'. The 'From' field is set to '9/22/2014' with a calendar icon, and there are options for 'Add a time?', 'EDT', and 'End time?'. The 'Privacy' dropdown is set to 'Guests and Friends'. At the bottom, there is an 'Invite Friends' button, a 'Cancel' button, and a 'Create' button.

"Details"

Welcome! During this event we will pull back the curtain of this worldwide company that has inspired healthy living for hundreds of thousands of people. Thanks to social media, you too can experience this in the comfort of your own home. Join us as we plug into an incredible culture of people who spend their lives keeping families intact. This is the #HLR Juice Plus Tour!

EVENT FB TIMELINE IMAGE:



## PINNED POST BEFORE THE EVENT BEGINS:

Hello! I'm your host for the #HLR Juice Plus+ Tour! This will be easy and fun for everyone! The tour will happen virtually over Facebook; all you need to do to is keep your eyes on the PINNED POSTS at the top of THIS event page. (You may need to "refresh" your page, especially if you are on a tablet or smartphone.)

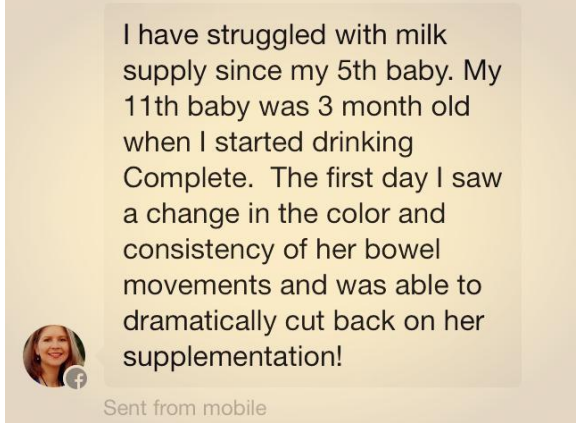
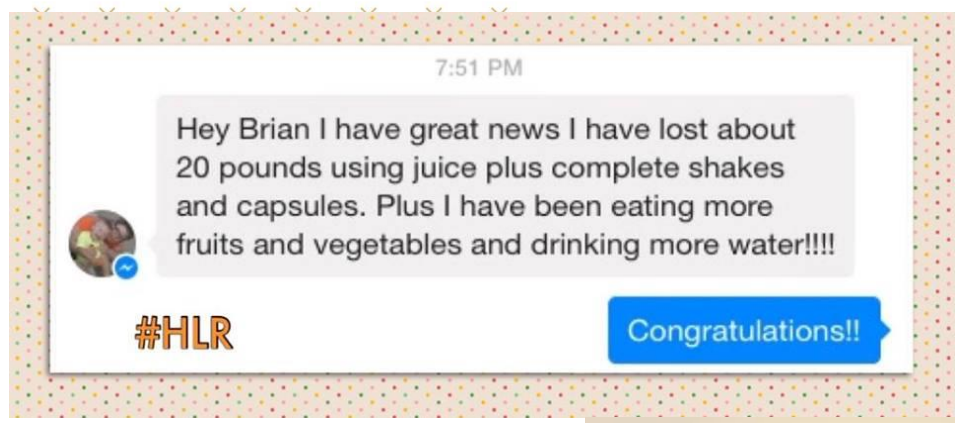
All posts will be numbered so you can follow along. As the tour progresses, each new post will appear at the top of the page. Comment on the posts and participate... there's prizes at the end!

Check back at this page 10 minutes before the event begins for a fun video to get us started off... :-)





Look what some of our friends are saying about #HLR and Juice Plus+...





## 2 DAYS BEFORE THE EVENT:

Take a guess:

#HLR  
Juice PLUS+  
TOUR

How many different fruits, vegetables, & berries are in the Orchard, Garden, & Vineyard blend capsules?

7      15      26      39

## JUICE PLUS+<sup>®</sup> is whole food based

Unlike traditional vitamin supplements, Juice Plus+ contains naturally occurring phytonutrients from the fruits, vegetables and berries themselves.



Answer: 26 (39 if you include the Juice Plus+ Complete Shake mix!)

Take a guess:

#HLR  
Juice PLUS+  
TOUR

Which product does the Juice Plus+ Company not offer?

Whole food nutrition      Soil-free gardening      On-the-go nutrition      Time travel machines







Answer: No time machines yet, but I do hear that fruits and veggies help slow down the aging process... Would you like to see how the soil-less Tower Garden works? Check out this little video: "How Tower Garden Works" (1:37) <http://bit.ly/HLRTowerGarden>

It's amazing how #HLR and Juice Plus+ help people get healthier inside and out! Take a look at what some of our friends are saying about it...



**Mark** [redacted]

Yesterday at 8:08 PM [people icon]

Since I started following the healthy living rules about 3 weeks ago I have lost 10.5 pounds. Still a ways to go but I'm feeling more energetic and clothes are definitely fitting better. It's a change in lifestyle but slow and steady wins the race. #HLR

36 Likes 7 Comments

Like

Comment

Share



**Larissa** [redacted]

14 hours ago [people icon]

#HLR [dropdown arrow]

About a month ago, I started #HLR and Complete shakes for breakfast. I've lost over 15 pounds and more than 3 inches. The most important change is that I have more energy. I feel my nutrition is complete!



**Kristin** [redacted]

17 hours ago · Edited [people icon]

Excited I've gone down a pant size following the healthy living rules! Ready to go down another! #HLR

# 1 DAY BEFORE THE EVENT:

True or false:

#HLR  
**Juice PLUS+**  
TOUR

Children, teens, & college students can receive Juice Plus+ free for four years

True      False

**FEWER** doctor visits.  
**FEWER** missed school days.  
**FEWER** soft drinks.  
(Maybe we should've called it Juice Minus.)

Over 150,000 healthier, happier children and counting. Visit [childrenshealthstudy.com/sponsor](http://childrenshealthstudy.com/sponsor) to hear other parents talk about the amazing benefits of Juice Plus+, and learn how your family can participate in the Juice Plus+ Children's Health Study.



Answer: True! With the Children's Health Study, one adult taking Juice Plus+ can sponsor one child for FOUR YEARS at no additional cost, other than shipping and handling! In return the adult agrees to complete a short periodic survey. BOGO, baby!

It would be difficult to find a more giving organization.

Here are a few of the many charities that the Juice Plus+ Company supports.



The Juice Plus+ Company... giving back

Take a guess:

#HLR  
**Juice PLUS+**  
TOUR

In what city is the Juice Plus+ Company's worldwide headquarters located?

New York      Memphis      Stockholm      Berlin

ANSWER: Did you guess Memphis?! You're CORRECT!! Made in America!




## About The Juice Plus+® Company

Juice Plus+ is made by The Juice Plus+ Company, located in Collierville, Tennessee, a suburb of Memphis. Our company was founded in 1970 by a school teacher with the heart of an entrepreneur named Jay Martin, who had a vision that has remained consistent throughout our 40-year history; to inspire healthy living around the world.

I love this little video by Dr. Reginald Fowler about why Juice Plus+ makes sense to him... take a peek!

→ "Dr. Reginald Fowler video clip" (1:46) <http://bit.ly/DrReginaldFowler>

#HLR and Juice Plus+ work in tandem to support overall health in so many areas. Look at what a few of our friends are saying...

 **Amanda** [redacted]  
10 hours ago near Jacksonville, FL

My husband is down 12 pounds !!!!! #HLR!

16 Likes 2 Comments      Seen by 32



 Like       Comment

 **Katelyn** [redacted] **Healthy Living Club**  
15 hrs · 

 #HLR

I'm super excited today it was an amazing mothers day for me....I stepped on to the scale and I am down 11 pounds in 13 days of following the Healthy Living Rules. I feel incredible and nothing is stopping me now. Keep up the hard work everybody! It definitely pays off.

[Like](#) · [Comment](#)

 **Jennifer** [redacted] **Healthy Living Club**  
11 mins · 

Hey folks just stopping in to share a bit. In February I was diagnosed with Hashimoto's...an auto immune thyroid disease. Yuk! Over the past few months I have tried about everything under the Sun to help with the symptoms. I am now gluten free mostly low carb and mostly sugar free which I find helps immensely. I recently hooked up with Katelyn Draper to learn more about this Juice Plus stuff 😊 6 days ago I started the capsules and three days ago I started the complete shakes . I noticed yesterday that I am feeling absolutely amazing better than I have consistently in months. I'm thinking this is a pretty good thing.

[Like](#) · [Comment](#)

**#HLR**



## OTHER IMAGES TO SHARE:

Who's excited!!!? Remember... be looking at this event page 10 minutes early for a FUN introduction video!!!



Do you have any friends who would like to take a "Juice Plus+ Tour" with you? Feel free to invite them! Please do us a HUGE favor, though: no one likes to get spammed... please don't invite HUNDREDS of people to this event. It's special. Only invite the people who you know would really want to be here. Thanks in advance! (and we can't wait to meet your friends!)





## **10 MINUTES BEFORE THE EVENT BEGINS:**

This is exciting! The #HLR Juice Plus+ Tour will begin in just a few minutes! Keep your eyes on the pinned posts (you may need to refresh). All posts will be numbered so you can follow along or come back later! You have just enough time before we start to watch this exciting video to hear our story!  
→ Click here now: "Welcome to Juice Plus+!" (1:35) <http://bit.ly/HLRwelcome>

BY THE WAY... If you invited friends to this event and would like to give away some PRIZES to them later on in the evening, please send me a private message during the event letting me know their names and the prize you will send to them. Thank you for contributing and making this fun! 😊

## DURING THE EVENT:

Post #1

Welcome to the #HLR Juice Plus+ Tour! In the past 20+ years, the Juice Plus+ Company has helped countless individuals in 23 countries bridge the gap between what they SHOULD eat and what they DO eat! 😊 Please take a couple of minutes and watch the two short videos below. After watching the two videos, comment below and share what you liked BEST about them!

→ Video #1: "What is Juice Plus+?" (:55) <http://bit.ly/WhatisJuicePlus>

→ Video #2: "Farm to Capsule" (1:31) <http://bit.ly/FarmToCapsule>

The advertisement features three containers of Juice Plus+ capsules: Orchard Blend (red cap), Garden Blend (green cap), and Vineyard Blend (purple cap). Each container is labeled with its name and '120 capsules'. To the right, there is a circular logo for '#HLR Juice PLUS+ TOUR'. Below the containers, a grid of images shows various fruits and vegetables corresponding to the ingredients in each blend. The Orchard Blend includes Apple, Acerola Cherry, Orange, Pineapple, Cranberry, and Peach. The Garden Blend includes Beet, Tomato, Spinach, Broccoli, Cabbage, Parsley, Carrot, Kale, Oat Bran, and Brown Rice Bran. The Vineyard Blend includes Cranberry, Elderberry, Black Currant, Blackberry, Blueberry, Red Currant, Raspberry, Bilberry, and Concord Grapes. The text above the grid states: 'Juice Plus+® helps you "bridge the gap" with concentrated whole food-based nutrition from a wide variety of fruits, vegetables, and grains.'

Post #2

When life gets busy, it is important to have good nutrition on the go! The Juice Plus+ Company solved this problem by creating plant based Complete Shakes and Complete Bars. They are made from the most wholesome ingredients available. Please watch this short video and comment below what you like best.

→ Video #3: "A Complete Solution" (1:54) <http://bit.ly/TheCompleteSolution>

Juice Plus+® Complete  
**SHAKE MIX**  
Balanced nutrition in every scoop

- + 13 grams of protein
- + 8 grams of fiber
- + Naturally no/low fat
- + All natural sweetener blend
- + Low-glycemic
- + Gluten free
- + Non-dairy
- + 100% vegan

About \$2.00 per serving

Post #3

Doctors and other healthcare professionals have confidence recommending Juice Plus+ to their patients because of the large and growing body of research on Juice Plus+. Please take a moment and choose one video to watch featuring a doctor sharing why Juice Plus+ makes sense.

#### MALNUTRITION

Dr. Candace Corson is a family medicine physician with an interest in nutritional medicine and health improvement through education.

<http://bit.ly/DrCandaceCorson> (1:39)

#### BEAUTY

Dr. Betsy Billys practices general and cosmetic dermatology in Visalia, California. <http://bit.ly/DrBetsyBillys> (1:34)

#### KIDS

Dr. Bill Sears is a pediatrician in Orange County, California who, with wife Martha, has written more than 30 popular books on children and parenting.

<http://bit.ly/DrWilliamSears> (1:40)

# 31 Peer Reviewed Publications

- Over 2500 participants across a variety of ages
- Juice Plus+® is the most thoroughly researched brand name nutritional product on the market today.

Let's take a short break for just a moment...

IT'S TIME TO GIVE AWAY SOME PRIZES!



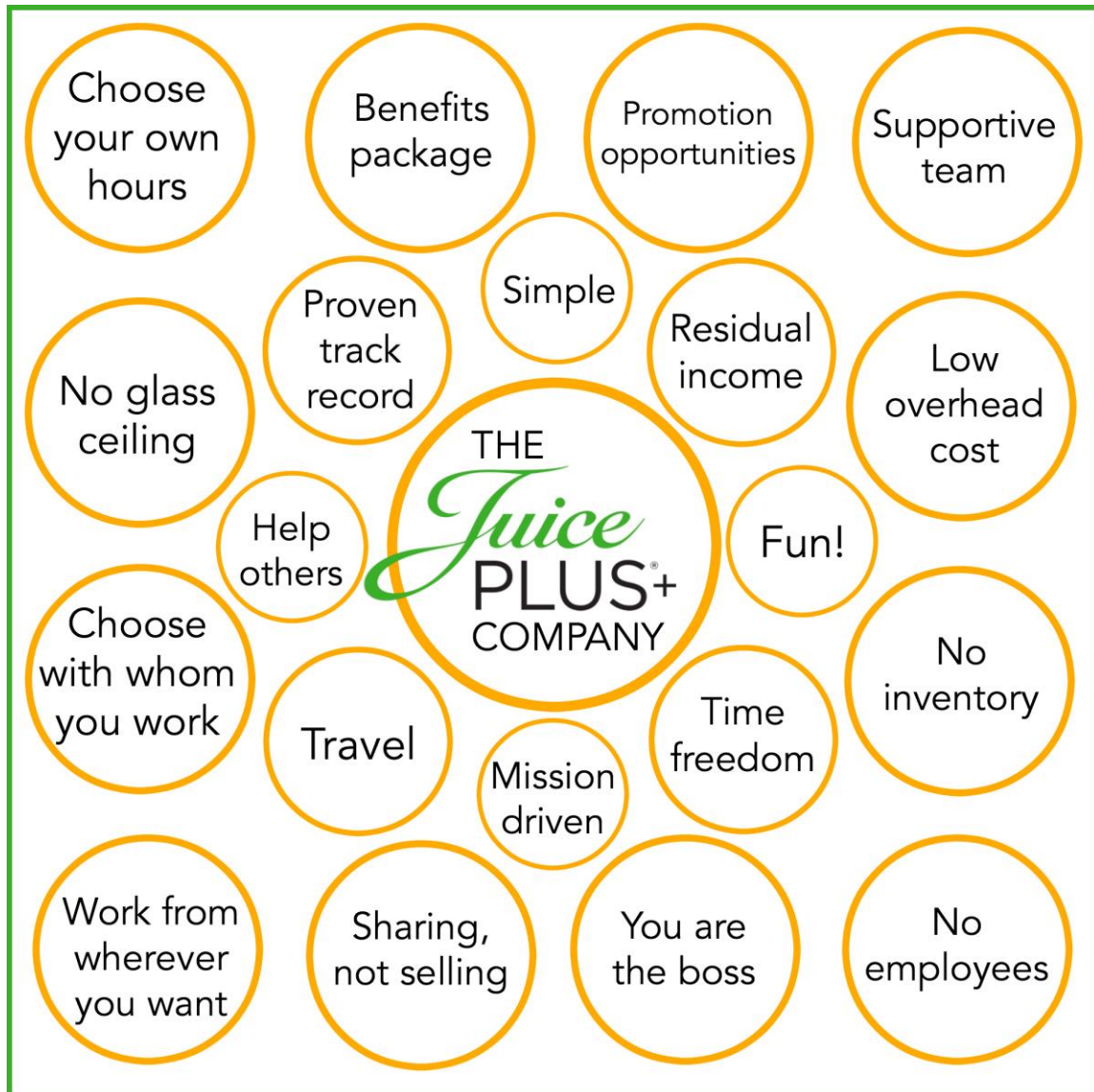
(NOTE TO EVENT HOST: Juice Plus+ Reps will send you a private message during the event with the names of people who they would like to give a prize to. Announce them here and tag them in the comment stream below!)



So, how does the Juice Plus+ Company work? Share what you like most about this video below!

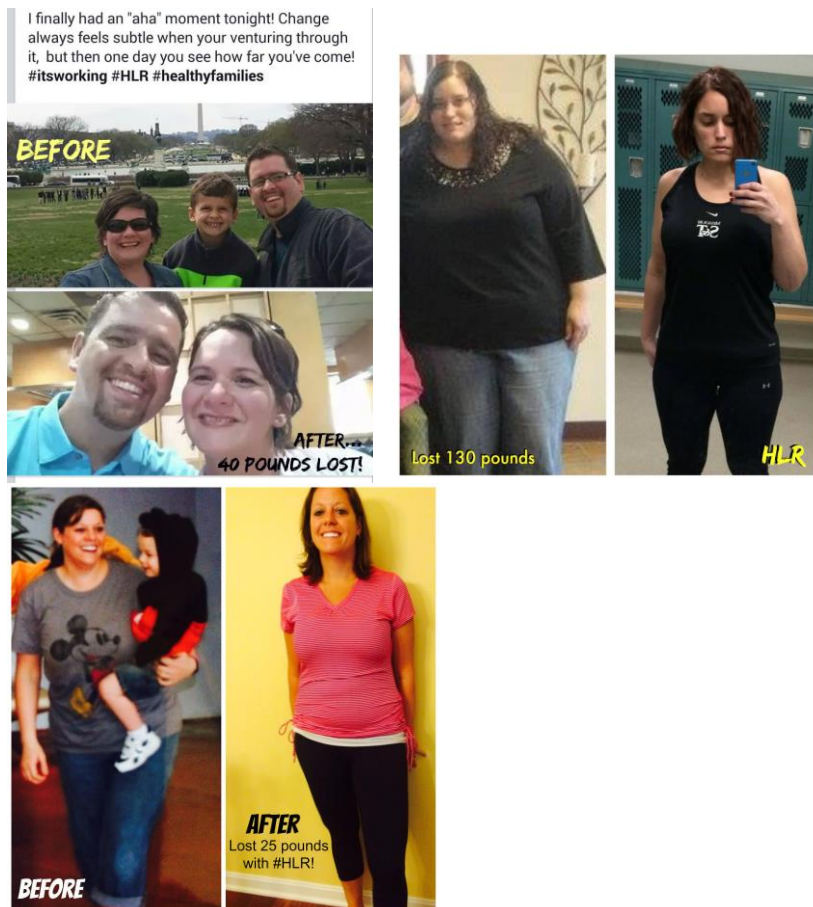
→ Video #4- "How the Juice Plus+ Company Works" (4:59)

<http://bit.ly/HowJPCworks>



Post #5

Our mission is to "Inspire Healthy Living Around the World." When people partner with the Juice Plus+ Company (as a customer or a team member) a ripple effect of health seems to occur! Check out this photos below to see what can happen through #HLR!





Susan [redacted]  
September 3 at 9:59am

I tried posting this the other day and was having technical difficulties, but here it is now! I still have a hard time seeing it looking in the mirror at myself, but these side by sides help 😊 Hoping to lose another 20-30 before I see my husband at Thanksgiving!! Loving #HLR ❤️



Unlike · Comment

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**Danielle**  
Follow · 2 hrs ·

I was already on the capsules and a strenuous workout schedule...when i added the complete shakes i lost 17 lbs. the first 30 days.

Lost 17 pounds in 30 days with #HLR!





Gina  
18 hrs ·

This is my before and after #HLR. I lost 50 lbs, a whole lotta inches, and totally changed my relationship with food and my body. I am grateful every day for these changes and will never go back to feeling miserable and lifeless again! Now I have the energy to chase after my kids (ages 2 and 4), and keep up with my hubby, job, and everything else life throws my way! Nutrition is POWERFUL and now, so am I!

**GINA LOST 50 POUNDS  
WITH #HLR!**



Jessie 2 new photos.

September 1 at 7:58am ·

11 weeks ago I woke up in the morning and decided to try something new, and thought, what have I got to lose? Well the answer to that question is in 11 weeks I have lost my almost 4 yr old, THIS IS WHAT 34 LBS LOOKS LIKE...Seriously...Amazed that I am no longer carrying a child with me everyday...moving right along, on to my next goal...#HLR



We're giving out prizes in just a minute!

Our mission is to "Inspire Healthy Living Around the World" and we want YOU to be a part of that! You could do that in one of several ways...

Please watch this video and tell us what you like best about it:

→ Video #5- "What If" (3:36) <http://bit.ly/HLRWhatIf>



***Now What?***

***Partner with us***  
Help us help others! By sharing this information with a few people in your life, you could not only help them, but could also earn around \$200 or more right away by helping 5 people get started with #HLR.

***Upgrade your health***  
Enhance your own health journey by adding the Complete Shakes and the Juice Plus+ capsules/chewables to your diet and become a part of the Healthy Living Rules community!

***Share with others***  
Be a "bridge-builder" for someone who needs your help. We all know people who want to LOOK better, FEEL better, and make more MONEY. Connect the person who invited you to this event to people you know who would find this information valuable.

#HLR  
*Juice*  
PLUS+  
TOUR

Whatever you decide to do with the information you learned tonight, please get back with the person who invited you to this Facebook Event and share what you liked about this tour with them. If you have questions, we have a LIVE CONFERENCE CALL beginning RIGHT NOW that you can dial in to for a few minutes and ask your questions- we would be happy to chat with you! The phone number is \_\_\_\_\_, and the access code is \_\_\_\_\_.







## AFTER the #HLR Juice Plus+ Tour

*(the next day)*

Post #8

Hey, everyone! Thank you so much for joining us last night for the #HLR Juice Plus+ Tour! Would you mind sharing one or two things you liked about the event? It's always great to hear your feedback! Thank you in advance!



One more resource for you! So many health care professionals specializing in a variety of fields take Juice Plus+ personally and share it with their patients. Take a look at a few of these videos to find out why they are so excited about Juice Plus+!

Dr. Pamela Benitez is a general surgeon with a focus on breast cancer.  
Good Nutrition (1:25) <http://bit.ly/DrPamelaBenitez>

Dr. Richard E. DuBois is the former Chief of Internal Medicine at the Atlanta Medical Center in Atlanta, Georgia, with a specialty in infectious diseases.  
Maintaining Our Health (0:52) <http://bit.ly/DrRichardDuBois>

Dr. Tina Jones is a staff physician at Emory Adventist Hospital of Smyrna in Smyrna, Georgia, specializing in internal medicine.  
Taking Ownership of our Health (1:13) <http://bit.ly/DrTinaJones>

Dr. Robert Avery is a medical oncologist at Cancer Care Center of Montgomery, Alabama, specializing in hematology and oncology.  
Improving Gene Health (1:54) <http://bit.ly/DrRobertAvery>

Dr. Valerie Miles is the founder and co-owner of a general pediatric practice in Jacksonville, Florida focused on wellness and prevention.  
Nutrition for Kids (1:42) <http://bit.ly/DrValerieMiles>

Dr. Tamara M. Sachs is a practicing physician in functional medicine and integrative care in New Milford, Connecticut.  
Optimal Cell Function Through Good Nutrition (1:53)  
<http://bit.ly/DrTamaraSachs>

Dr. Paul Stricker is a pediatrician and sports medicine specialist at Scripps Clinic in San Diego, California.  
Optimal Performance for Children (2:08) <http://bit.ly/DrPaulStricker>

Dr. Jan Roberto is a family practice physician at the Springfield Center for Family Medicine in Springfield, Ohio.

Living Long, Living Well (2:15) <http://bit.ly/DrJanRoberto>

Dr. Reginald Fowler practices internal medicine at Piedmont Physicians in Atlanta and is a clinical assistant professor at Morehouse Medical School.

Reducing Oxidative Stress (1:46) <http://bit.ly/DrReginaldFowler>

Dr. Richard Boronow is a Clinical Professor Emeritus at the University of Mississippi Medical Center in Jackson, Mississippi.

Promoting DNA Health (1:29) <http://bit.ly/DrRichardBoronow>

Dr. Rajput has been practicing cardiology in Newport Beach and Irvine, CA since 2006. He specializes in prevention and early detection of cardiovascular conditions.

Decreasing Medication Through Proper Nutrition (1:20)

<http://bit.ly/DrFarzanRajput>

Dr. John Corcoran is a member of the Juice Plus+® Children's Health Study Advisory Committee and an advocate for whole-food nutrition.

Pregnancy Health through Good Nutrition (1:05) <http://bit.ly/DrJohnCorcoran>

Dr. Marilyn Joyce is a registered dietician, author, and health coach.

Feeling Better (1:50) <http://bit.ly/DrMarilynJoyce>

Dr. Frank K. Eggleston specializes in restorative and operative dentistry.

Healthy Mouths (1:04) <http://bit.ly/DrFrankEggleston>

Dr. Marla Friedman combines specialties in psychotherapy and nutrition in her private practice at the Center for Integrative Wellness in Glen Cove, New York.

Brain Health (0:58) <http://bit.ly/DrMarlaFriedman>

Dr. F. Matt Brown, Jr., a practicing physician in Boone, North Carolina specializing in internal medicine, urges the consumption of whole food nutrition to help support a healthy immune system.

Healthy Immune System and Whole Foods (1:26) <http://bit.ly/DrMattBrown>

Dr. Michael Ewald is a chiropractic physician and nutritional counselor in Dayton, Ohio.

Better Health Through Whole Food Nutrition (1:10) <http://bit.ly/DrMikeEwald>

Dr. David Phillips is a former All-American swimmer who specializes in Sports Medicine.

Protection for Athletic Performance (2:11) <http://bit.ly/DrDavidPhillips>

Dr. Mitra Ray is a former research biochemist from Marysville, Washington who studied cell biology.

Youthful, Healthy Skin Through Nutrition (0:52) <http://bit.ly/DoctorMitraRay>

