

Healthy Living Rules



Representative Success Guide



6/14



#HLR

Welcome!

Congratulations on integrating the Healthy Living Rules (#HLR) into your Juice Plus+ Virtual Franchise. This #HLR Representative Success Guide is the framework to build a business through social media using the Juice Plus+ product line and the Healthy Living Rules. New customers are added to a secret #HLR Facebook Group for support, inspiration and fun. Many customers will become raving fans, sharing their own positive experience with others both in person and over social media. Your Juice Plus+ team will grow naturally as these raving fans become team members and this simple process begins again and again.

What makes the Healthy Living Rules so unique?

+ Social Media Driven

Tap into the power of social media and reach hundreds of people with every post. When positive experiences or curiosity-provoking posts are shared with the hashtag “#HLR,” friends may reply asking for more information. At this point, dialogue continues on social media utilizing voice-to-voice technology with the end result being a new customer order.

+ Online Ordering

When friends are ready to get started, direct them to place their own orders on your own personalized JuicePlus.com website. This keeps in line with the direction of modern marketing. It also leverages time and demonstrates that being a distributor with the Juice Plus+ Company is simple.

+ Resource Center

Tap into the continued support of other Juice Plus+ team members who are sharing the Healthy Living Rules in the private Facebook group “#HLR Reps Only Resource Center.” Access #HLR images and documents, ask questions and share positive experiences.



+ Secret Facebook Group

Every leader sharing the Healthy Living Rules will start an #HLR Secret Facebook Group. Everyone on his or her team will add new customers to this group. It is meant to be a daily source of encouragement, inspiration, and accountability for the #HLR participants. It is also an excellent avenue for customer care and cultivating new team members.

+ Built to Last

The five Healthy Living Rules are so simple that participants can remember them daily, yet flexible enough to be adopted for long-term health, as opposed to only for a set period of time.

+ Event Flexibility

Thanks to the ever-expanding reach of social media, anyone can get started with the Healthy Living Rules regardless of long distances or busy schedules. Following current marketing trends, virtual events may be as effective as face-to-face events. If there are fewer steps, more people will engage and become customers or team members.

+ Organic Business Duplication

As customers begin to experience positive results from #HLR, they will be encouraged to share their story with friends both in person and on social media. As others in their network see the results and inquire about the #HLR, it is the perfect opportunity to invite these raving fans to join the team. They will then have their own personalized JuicePlus.com website for friends who are ready to place orders.



The Healthy Living Rules

The five Healthy Living Rules were selected and refined by experts in nutrition, diet and exercise. When Juice Plus+ Complete is used regularly and the #HLR are consistently followed, participants report increased energy, mental clarity, successful weight management, reduced inflammation, faster exercise recovery and other positive changes.

The Healthy Living Rules and supporting documents are only to be shared with those who have become Juice Plus+ customers. Getting started on Juice Plus+ products (predominantly Complete) is the “threshold” to begin with the #HLR; this will be discussed more in Step 3.

The Healthy Living Rules are:

Eat real food.

Fruits & vegetables, wild/organic protein, nuts & seeds, and Dutch Chocolate and/or French Vanilla Juice Plus+ Complete.

Avoid dairy, gluten & sugar.

Drink 1/2-1 gallon of water daily.

Move 30-90 minutes most days.

Sleep a minimum of 7 hours a night (ideally 8 hours).



Step 1



Acquaintance

Friend

Prospect

Customer

Raving Fan

Team Member

Connect & Engage



Connect with as many people as possible on social media. The larger the network, the more people will be reached with every post.

Engage by “liking” or “favoriting” their posts, commenting on what they share, and by opening up online for others to engage with.

+ Connect

Success with the #HLR is dependent on personal online engagement and reputation. Connecting with others from both past and present will create a large network. Keep expanding your network every day. Connect online with:

- Co-workers
- Relatives
- Childhood friends
- High school
- College
- Community groups
- Gym
- Church
- Common interests
- Juice Plus+ community
- Professional services you have used
- Neighbors
- Teachers
- Doctor
- Director of clubs or non-profits
- And many more!

Upon meeting a new friend, be sure to find out if they are on Facebook (or preferred social media site) and ask for permission to connect. This is becoming more and more socially acceptable and is a great way to cultivate a connection.

+ Engage

Increase online visibility by “liking” or “favoriting” posts, leaving comments, tagging others and by showing interest.

Step 2



Acquaintance

Friend

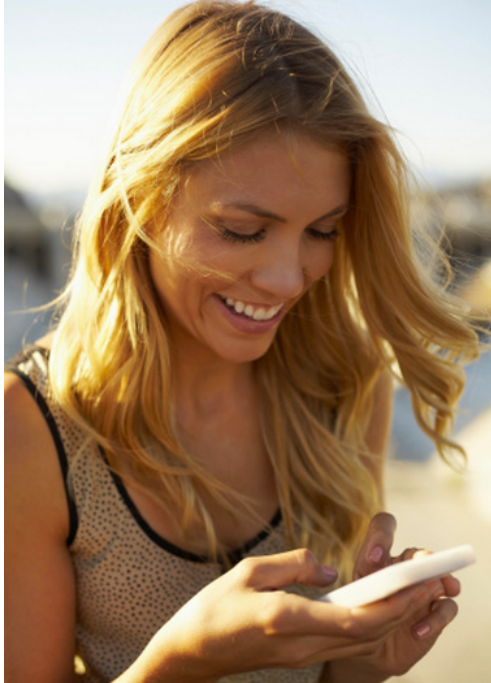
Prospect

Customer

Raving Fan

Team Member

Cultivate Curiosity



Curiosity is cultivated when posts are intriguing while maintaining a bit of mystique. The ultimate goal of Step 2 is to create so much curiosity that friends can't resist asking, "What is #HLR?"

What are some characteristics of posts that will cultivate curiosity? The following principles are taken from the book, "Contagious" by Jonah Berger. Examples are given for reference, but please use them as a guide to craft your own unique posts and status updates! Don't forget that whenever possible, accompany posts with complimentary images.

+ Social Currency

Posts that give the image of being admirable or remarkable in some way because of #HLR.

"Following the #HLR is magically making my pants too loose!"

"I always thought that cutting out unhealthy food would be really hard, but replacing it with healthy shakes has made it so much easier! #HLR"

Post a picture of the new swimsuit you just bought "Thank you, #HLR!"

+ Triggers

Talking about and posting photos of common items in a way that associates them with the Healthy Living Rules. This will trigger people to think about #HLR when they see these items.

"Running shoes- hello, old friends. #HLR"

"I never thought I would be so in love with a blender. #LoveMyShakes #HLR"

"SHAKE up your summer! #HLR #Delicious"

"Complete cocktail! #HLR"

+ Emotion

Share personal or someone else's emotion regarding the changes that have happened because of #HLR.

"It feels so good to walk into a room and have two different people ask, 'You've lost weight... what have you been doing?' #HLR, baby."

"What a change! My kids love when the 'new me' comes home and I'm not too tired to play with them before dinner. #HLR #EveryMomentCounts"

+ Public

Take what would normally be an unknown piece of information and make it public.

"In the last two days I have re-connected with three high school friends who are ready to make healthy changes. #HLR"

"Our team's #HLR Facebook Group grew by 35 new members in the past week alone! So thankful that we can help so many people. #HLR"

[Post a photo of inside your refrigerator or cabinet- include JP+ products] #HLR

+ Practical Value

Give the gift of something useful.

"Kale chips? Don't mind if I do! Check out this great recipe: [post recipe] #HLR"

"This is a great little exercise that I am beginning to incorporate into my day to stay more active. #HLR" [post video link of a short exercise demonstration]

+ Stories

Share a story that has #HLR embedded into it.

[Post a before and after picture of yourself that shows a healthy change.] #HLR

"When I read a friend's post about the #HLR on Facebook last month, I couldn't have imagined that by following a few simple rules I would have people telling me that they notice such a difference in the way I look!"

[Before and after stories not relating to image (energy, stamina, recovery etc.)]

Step 3



Acquaintance

Friend

Prospect

Customer

Raving Fan

Team Member

Inquire & Inspire



Inquire why friends are taking the time to ask about #HLR.

Inspire them to place an order on your personalized Juice Plus+ website and begin the #HLR.

It worked! Friends are sending private messages asking, "I've seen your posts and couldn't help but ask, what is #HLR?" Here is how to respond:

+ Respond by voice over social media (if possible)

When responding to the inquiry by voice using the mobile app for most social networks, friends will hear a positive tone and a genuine desire to help.

+ Confidence is king

Smile and rest assured that they will hear exactly the right words. Have confidence that #HLR has helped others and will help them as well.

+ Brevity is beautiful

Begin with a warm greeting followed by a brief description of #HLR. Conclude the message by offering the online store to order. If before ordering they desire more information, offer a video or website for further education. Saying much more is probably unnecessary and may detract from the impact of the message.

+ Follow-up tastefully

Occasionally friends will not respond to the message right away. Life gets busy and some people are not as engaged on social media as others. Be patient, but in general send a quick message every 2-5 days to follow-up. For example, “Hi, I was just working my business today and wanted to check in...” If friends do not respond, rest assured that they will continue to see ongoing #HLR posts.

+ Virtual ordering

The ideal way for orders to be placed is directly from the personalized JuicePlus.com online store by the customers themselves. This is true for several reasons:

1. Easier for distributor
2. Easier for customer
3. Models that the business is simple and duplicatable
4. More secure
5. Fewer steps to completion

If customers would like to enroll in the Children’s Health Study or have a payment schedule not available in the online store, encourage them to place orders online and then the representative calls or e-mails the changes to Juice Plus+ customer care. They may be reached at (901) 850-3000 or by e-mail at customercare@juiceplus.com.

Here is a sample message:

“Sarah, it’s good to hear from you! I’m so excited that you reached out to me about my #HLR posts. [Share your experience] #HLR stands for ‘Healthy Living Rules.’ It’s a simple set of rules that my friends and I have been following to help us slim down, have more energy, and feel really great. We have a private #HLR Facebook group where we encourage and support each other to help the process along. It also includes drinking a healthy shake called Juice Plus+ Complete. The shakes come in chocolate and vanilla and are amazing- they’re whole food and I love the taste and convenience - they're so easy for breakfast, lunch or after working out. If I sent you to the online store you could get started, or is there something specific you wanted to know?”

Step 4



Acquaintance

Friend

Prospect

Customer

Raving Fan

Team Member

Connect, Educate & Equip



Connect new customers to an #HLR Secret Facebook group. Continue to make scheduled customer care calls as well as frequently communicating over social media.

Educate and **Equip** new customers by giving access to the password-protected eBook, “#HLR Lifestyle Guide” as well as by posting fresh, relevant, and resourceful information in the #HLR Secret Facebook group.

Generally, Sales Coordinators and above will start their own #HLR Secret Facebook Groups. However, this is flexible; some team members may choose to host a group with sidelines or upline SSC, QNMD or NMD.

#HLR Secret Facebook Group:

- Ask and answer questions
- Share positive experiences
- Offer useful resources
- Stay intimate, friendly and positive
- Contains 50-100 members (When group gets larger than 100, begin a new group and let the first group run its course, posting occasionally.)
- Tap into and share what is posted on the #HLR Reps Only Resource Center Facebook group



Along with joining the #HLR Secret Facebook group, all new #HLR participants should also receive a copy of the free eBook, “#HLR Lifestyle Guide.”

This password-protected eBook gives more in-depth information about the Healthy Living Rules as well as excellent resources including:



- Exercise Ideas
- Motivation
- Shopping Guide
- Meal Planning Guide
- Snack Ideas
- Chocolate Complete Recipes
- Vanilla Complete Recipes
- Recommended resources

Accessing the #HLR Lifestyle Guide:

- Download the password protected eBook from the #HLR Reps Only Resource Center Facebook Group
- The link is available in the pinned post as well as in the files section of the group
- **Please DO NOT share this password publicly- only with customers who are following the #HLR.**
- The password to open the document is:

complete

- Share this document and the password with all new #HLR participants by e-mailing it or posting the link in the #HLR Secret Facebook group.

+ Remember

Customers will become raving fans when they experience positive results. Be sure to find out what customers are hoping for through their #HLR experience. Do everything possible to cultivate relationships with them and help this happen.

Step 5



Acquaintance

Friend

Prospect

Customer

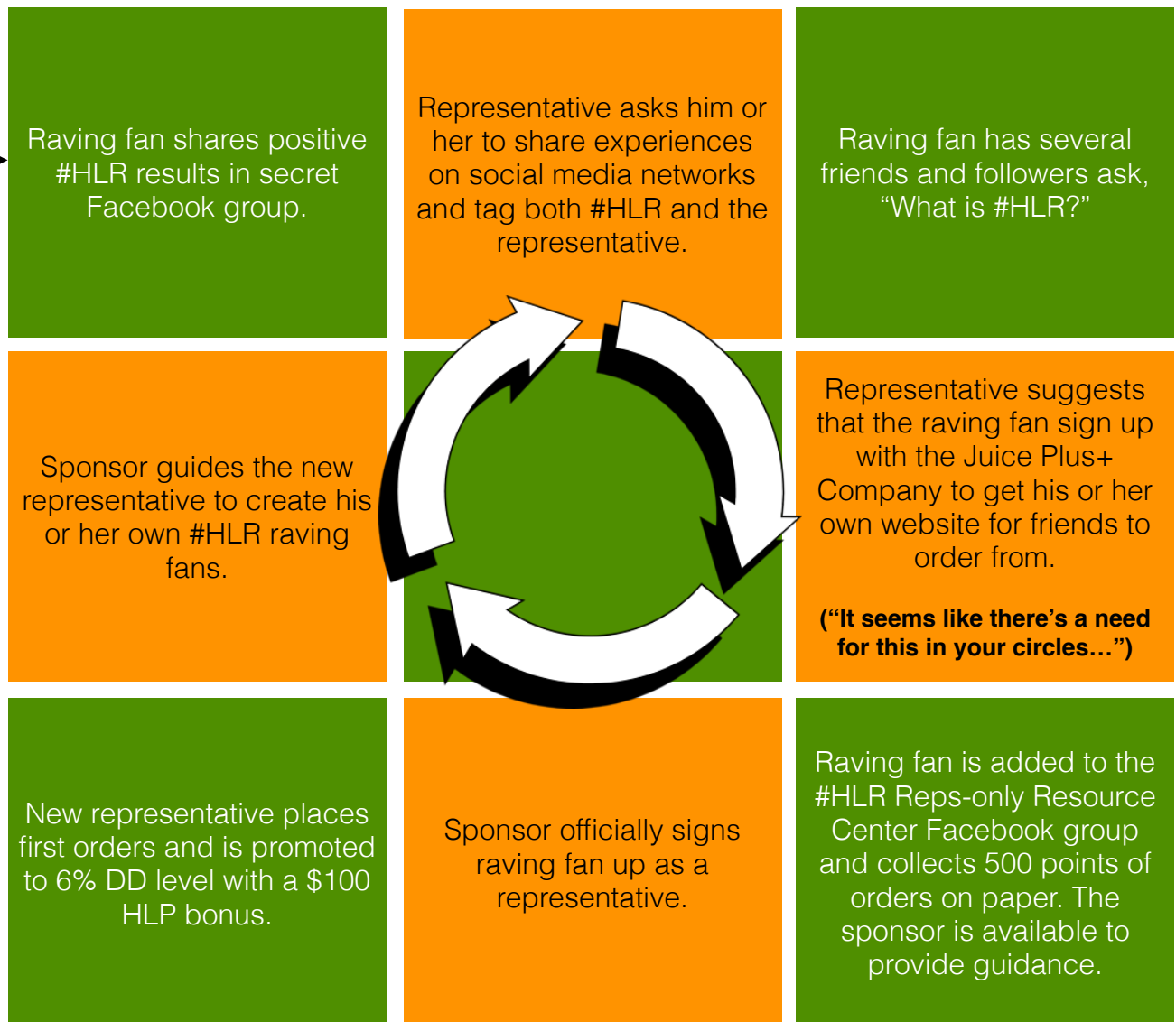
Raving Fan

Team Member

Simple Duplication

Simple duplication occurs as #HLR raving fans share their positive experiences with friends. As others are attracted to the results and express curiosity, it's the perfect opportunity for team growth.

Start Here
→



Finer Details on Starting New Team Members with the #HLR

Starting new team members with the Healthy Living Rules is very simple; here are a few points to make it is as seamless as possible:

+ Begin with Casting Vision for Sales Coordinator (22% Commission)

Be sure the new team member knows that income comes from three sources:

- Retail Sales Profit (Same for all positions)
- Bonuses (\$100 for HLP / \$250 for 2000+ / \$500 for Sales Coordinator FT)
- Commissions (6%, 14%, 22%)

The 2000+ and Sales Coordinator bonuses are matched and awarded to the sponsor. The Juice Plus+ Company gives a generous 6-month window to Fast Track to Sales Coordinator. Many people achieve this in 2-4 months or as quickly as 1 month. **When the the Fast Track to Sales Coordinator promotion is completed, the new team member will receive a corporate business partner and corporate leads from the www.JuicePlus.com website.**

+ Ideally, complete the \$100 HLP bonus right away

New team member prints off paper order forms (www.ExperienceJP.com) and collects orders on paper without officially placing them until 500 points are accumulated. In the meantime, the sponsor will connect him or her on Voxer, Facebook groups, and provide the “#HLR Representative Success Guide.” The sponsor will be available for coaching.



Promotion Scenarios

PVC of Juice Plus+ Products

Product	PVC Value
Complete (60 servings)	70.5
Trio Capsules	169.5
Trio Chewables	181.50
Capsules (red & green)	106.5
Chewables (adult- red & green)	111
Chewables (child- red & green)	55.5
Complete Bars (60 servings)	70.5
Tower Garden	352.5

Direct Distributor (6% Commission)

At least 500 points in 30 days from three or more different households.

This may look like:

- 8 Complete orders or
- 3 Trio Capsule orders or
- 3 Trio w/ Complete orders or
- 2 Tower Garden orders[†]

A \$100 "HLP Bonus" is awarded when achieved.

Virtual Franchisee (14% Commission)

At least 2,000 points within the first 30 days (60 days is honored as well) with at least one new team member with one or more orders. A \$250 "2000+ Bonus" is awarded to both the new team member and sponsor when achieved. Orders in each scenario below must come from 8 different households.

Option 1 may look like this:

	<u>Complete</u>		<u>Trio</u>		<u>Trio w/ Complete</u>		<u>Tower Gardens</u>
 You	15	or	6	or	5	or	3*
 Buddy	15		6		5		3*

Option 2 (which begins to establish the structure for future promotions) may look like this:

	<u>Complete</u>		<u>Trio</u>		<u>Trio w/ Complete</u>		<u>Tower Gardens</u>
 You	8		3		3		2 [†]
 Buddy 1	8		3		3		2 [†]
 Buddy 2	8	or	3	or	3	or	2 [†]
 Buddy 3	8		3		3		2 [†]

* Plus any order from a fourth household to achieve the \$250 "2000+ Bonus"

[†] Plus any order from a third household to achieve the \$100 "HLP Bonus"

Sales Coordinator (22% Commission)

The specific requirements for the Fast Track to Sales Coordinator bonus are:

- Total of 8,000 points in the first 6 months (from application date)
- Three lines in business structure (2 VFs and 1 DD)
- At least one of the VF lines must have achieved the 2000+ bonus
- No household members count for the team requirements
- Must be performance bonus qualified during the final month of the qualification period

Awards for completing the Fast Track to Sales Coordinator bonus:

- A \$500 "Sales Coordinator Fast Track Bonus"
- A free Juice Plus+ Conference ticket
- A permanent promotion to the 22% Sales Coordinator commission level
- A corporate business partner to help achieve future promotions
- Product and business leads from the corporate www.JuicePlus.com website
- Sponsor also receives a matching \$500 bonus



Continue on to NMD!

- Unlimited income potential
- Business expense stipend
- Health, dental and vision insurance
- Life insurance and disability
- Tuition assistance and more!

Disclaimer: This document is not official. All promotions must adhere to the guidelines outlined by the Juice Plus+ Company. It is your responsibility to make sure that you are in compliance.

#HLR Planner Tracker

	Friends who expressed interest	Product(s) ordered	Points
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			

Sign-up date

DD date (6%)

VF date (14%)

SC date (22%)

Product points (PVC) Complete= 70.5 Trio Capsules= 169.5 Trio Chewables= 181.5 Capsules (red & green)= 106.5 Chewables (red & green)= 111	Total points Chewables (red & green) children= 55.5 Complete Bars= 70.5 Vineyard Capsules= 63 Vineyard Chewables= 70.5 Tower Garden= 352.5
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