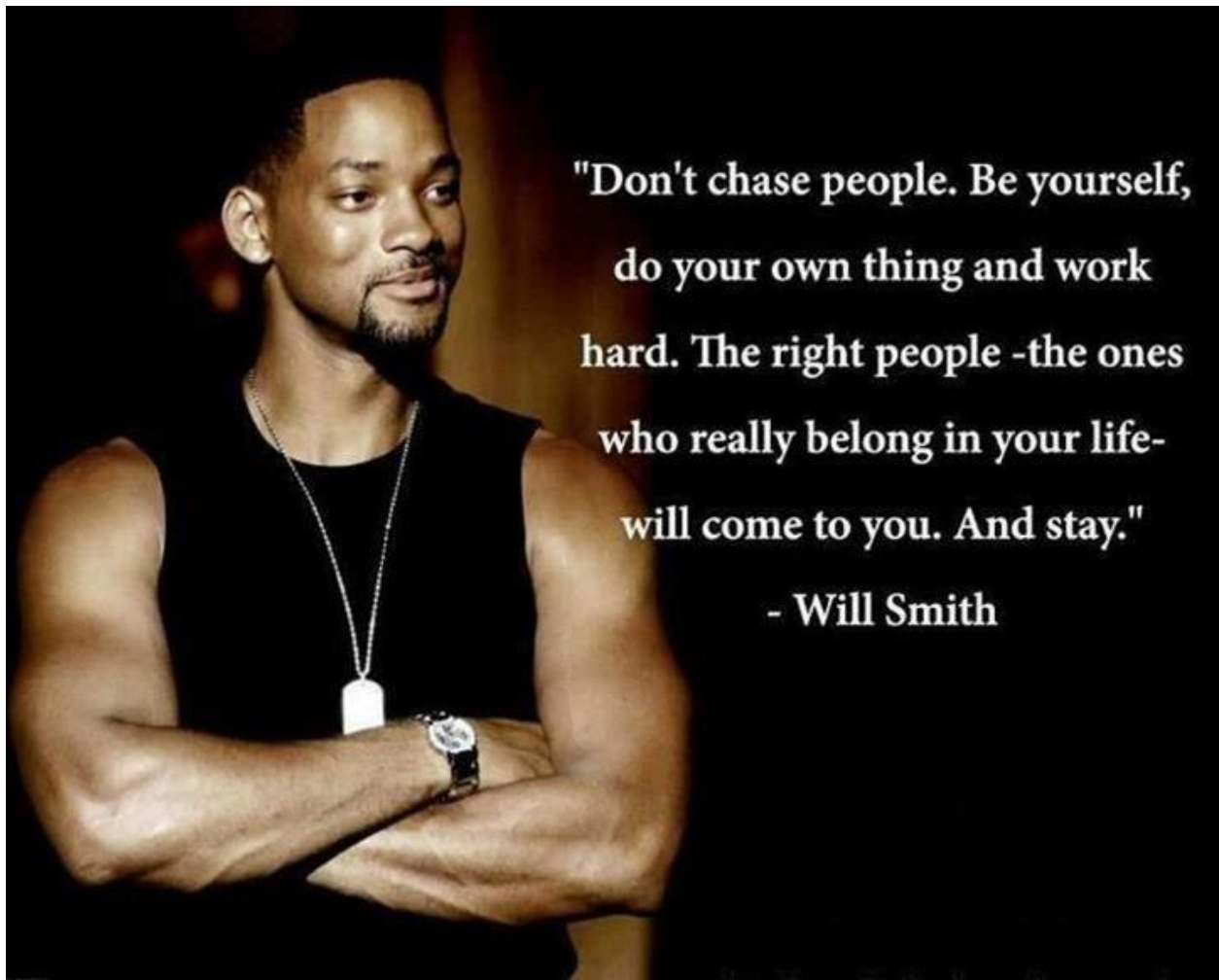


## **OWN YOUR OWN LIFE**

**Workbook for new representatives**

**(compiled by Kim Douglas NMD Group)**



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None of the work is original in this workbook. I have compiled what I have learned from leaders in our company who are so gracious to share what works for them—Cheryl Cortese, Chris Drobos, Beth Leipold & Courtney Kersey. I have adapted some of these presentations just a touch and have also adapted two activities (launch and attraction calls) to include author of “Go Pro” Eric Worre’s verbiage. As you grow up in the business, you will no doubt tweak the verbiage to suit your style. This is the only business I know where plagiarism is not penalized I am grateful to learn from and imitate the best. Kim Douglas, NMD

## **OWN YOUR OWN LIFE New Representative Checklist**

- \_\_\_\_\_ Submit New Distributor Application
- \_\_\_\_\_ Log onto Virtual Office and click on link below for overview of the Virtual Office.
- \_\_\_\_\_ Order your own products (Juice Plus/Tower Garden)
- \_\_\_\_\_ Learn to use tools to share with prospects through exposure process:  
[www.experiencejp.com](http://www.experiencejp.com), whichever transformation program you have chosen, and your website.
- \_\_\_\_\_ Learn to share links from smartphone, do webwalks, and use marketing tools in starter packet.
- \_\_\_\_\_ Stay Connected – Facebook Team Page, download Voxer, Sponsor, Conference Calls & Events
- \_\_\_\_\_ Order & Read “Go Pro” by Eric Worre,  
“Building Your Network Marketing Business” (CD) by Jim Rohn  
and “The 45-Second Presentation” by Don Faila.
- \_\_\_\_\_ Napkin Presentation & Compensation Plan - Basic Understanding of Compensation Plan & Early Incentives
- \_\_\_\_\_ Click on two links below – 1) virtual office overview and 2) customer care funnel  
<http://scottvan.audioacrobat.com/download/b7c81a2da8c3bc912b97c7d8973700e2.mov> (11')  
<http://teamsym.com>

### **Start-Up Call with Team Leader & Sponsor**

- \_\_\_\_\_ Formal Launch with Leader & Sponsor

### **Events: Grand Opening Calls, Healthy Living Parties, Texting Blitz with help**

- \_\_\_\_\_ At least two dates and times for Grand Opening Calls, HLPs or other events
- \_\_\_\_\_ Invite using call-send-call or call-send-text format

### **Attraction Calls**

- \_\_\_\_\_ Invite & Put 15 people in front of your leader as quickly as possible

## FORMAL REPRESENTATIVE START-UP WITH TEAM LEADER

**Preparation:** New rep brings their WHY, product & business stories, 15 names of potential partners, and dates for Grand Opening Calls. Come prepared. You have 30 minutes.

### Agenda:

- **Congratulate new distributor** – “Congratulations on making this decision. I admire you for taking charge of your life. From now on things are going to be different for you and your family.”
- **Set Expectations** – “If you succeed in this business, it’s going to be you who creates that success, not me. I’m not going to take credit for your success. And if you fail in this business, it’s going to be you who creates that failure, not me. And really the only way to fail is to quit. We will all make mistakes along the way. That’s often how we learn. I’m not talking about that. I’m talking about giving up, backing away from your dreams because you experienced some rejection or some disappointment or setback and didn’t ask for the support you needed to get through it. You’re going to be the difference between success and failure. I’m here to guide you every step of the way but I can’t do it for you. I’m here to work with you but not for you. Our goal is to help you become as independent from us as quickly as possible. Do you agree that that’s a good goal?”
- **Handling the Downs** – “There will certainly be ups and downs as you build your business. There will be good times and bad times. I’ll know when you’re in one of the bad times when you are not calling me, if you’re not showing up for meetings, not on the calls, start hearing excuses, that kind of thing. When that happens with you, and it happens with everyone, how do you want me to handle that? Do you want your sponsor to leave you alone or remind you why you made the decision in the first place?”
- **Focus first 30-60 days** – Customer and Team acquisition. You want to go out and get customers and put people in front of us to build your team. SO let’s talk about how to do that.
- **Your Fuel: the WHY** – This is a business of taking your dreams off the shelf and making them happen. How will you FEEL when you create these dreams? Encourage making a vision board
- **Product & Business Story** - how to share both product & business stories in a heartfelt manner and to say less to more people. May need to edit stories down to 30-45 seconds in a bullet-point way. Larry Thompson recommendation to keep

it simple and stick to our amazing concept – “We all need a wide variety of 7-13 servings of fresh fruits and vegetables a day. I don’t do that. 90% of Americans don’t do that. So I bridge the gaps in my diet with JP. Since I’ve been on it (3 short testimonials – your own or others). Encourage role-playing between sponsor and new partner and sharing every day.

- **Grand Opening** – Set time and date for the Grand Opening and send the documents for inviting to call and format of call. Set time you will work with sponsor to do texting blitz – must do this together.
- **Team Building** - How to invite to a conversation with your sponsor or support leader about a possible partnership. (This is vital to early success. The new rep must feel comfortable with the verbiage – on a scale of 1-10, 10 being the most comfortable, must feel a 10 or chances are high the invite won’t happen).
- Hi ..is this a good time; do you have a few minutes? Great. I’m calling because I love what I’m doing with my Juice Plus business and helping my own and other families get healthier. I’m expanding my business and thought of you because . . . (two bullet points). This may or may not be a fit, but I wanted to invite you to a conversation to learn about what I’m doing. I’m looking for partners who want to link arms with me, do something meaningful and earn extra income. Would you be open to a conversation with me and my friend and partner in the next few days to explore the possibility?
- Or Hi . ..is this a good time? Great. I’m calling because I’ve been thinking about you. I just started something new and I see us doing this together. I am so excited, even though I don’t really know what I’m doing yet; I just know that it’s good. I was thinking you might want to come on along and do it with me – I’m getting my own and other families healthier. When can you connect in the next couple of days, either over the phone or in person, so I can share more and you can see whether it’s a fit?
- **Wrap Up: Ready Set Go! Have fun! Enter the field of action. Go with your strong desire and WHY. Appreciate the value of getting out of your comfort zone and the growth that will bring. Touch your business every day – even if you only have a brief amount of time.**

## **Grand Opening Call - The Invitation Process** (The Drobes NMD Team)

**The Grand Opening Call** is part of the launch of your new business, and is a great way to introduce Juice Plus+ from both a product and business standpoint.

The call will be facilitated by one of your support team members.

The object is to have as many people as possible on the call, including family, friends, co-workers, business associates, etc. Tell and invite everyone you know!

### **Here are some suggestions/examples as to how to extend the invitation.**

- Use an economy of words - allow the **invitation to be just that - not the presentation.**
- Say as little as possible to attract and invite as many people as you can. Don't give them all the information - let your support team member be your third party validation on the call.
- Build for the call with excitement!
- The call is for those you know, love and care about. The call is for them. So they can become familiar with what you are doing in your new business and that on the short (20 minute) call they will hear the details of **why** you are so excited.
- You are inviting them to a **conversation**.....a dialogue not a monologue.

### **What do you say to extend the invitation? A few suggestions .....**

- "I've started a new business and I would really appreciate your support by being on a short call so you can hear what I'm doing, why I am so excited about it, and the mission associated with it."
- "I am inviting the people that mean the most to me to come to the call."
- "I've started my own business and actually bought a franchise."
- "It's amazing..... we are helping individuals and families get healthier."
- "I'm not going to keep this a secret and I wanted you to be among the first to hear about it."
- **CAN I COUNT ON YOU TO BE ON ONE OF THE CALLS?** (whoever says yes, will need a text or call reminder – call, send, call or text, call, text or some variation of connecting more than once and just that email or Facebook blast)

Have fun with it. You have chosen to begin a new business for the cost of \$50.00 that has no limits, and anyone can do this business. Who could keep that a secret?

To your success!

## **Grand Opening Call** (The Drobes Group NMD Team)

As we launch new team members, connecting to and supporting them to help their family, friends and colleagues become familiar with our Juice Plus+ product and business gives them lift off immediately. So this new "**tool**" of scheduling and conducting a "**Grand Opening Call**," will assist with that process and provide an initial strong start. **While every call will be slightly different, make it personal and welcoming.**

### **CONSIDERATIONS DETAILS PRIOR TO CALL:**

- Set a time and date for the "**Grand Opening Call**" during the "**launch call**" for the new distributor.
- The new team member **invites anyone and everyone they choose** to the call, (the more the merrier) include family, friends and colleagues.
- The call should be **approximately 20 minutes** - no longer than 30.
- Utilize a **conference line** that will accommodate several callers.

### **CALL FORMAT**

- **New team member welcomes everyone to the line and then introduces you.**
- As the **facilitator** you want this to be a **positive experience, and illustrate support**
- **Thanks:** Thank everyone for coming to the call with a message such as: "We are here today/tonight to ask for your support as \_\_\_\_\_ (new team member) begins sharing Juice Plus+ with others. We work as a team, and hope this product will make sense to you and your family."
- **Mission:** We are part of a mission to help individuals and families get healthier and are making a profound difference. We provide high quality education about the importance of whole food nutrition, convenient options to add more fruits and

vegetables to our diet through the Juice Plus+ products and a fun way to grow your own through the Tower Garden-an easy portable vertical garden system.

- **Product & Business Stories:** Tell your product and business story and ask your new team member to do the same. (mention that you've been doing this for whatever period of time you have)
- **What is JP?** Juice Plus+ is whole food nutrition in capsule and soft chew form, backed by 20 years of independent research and 32 studies (and counting).
- **Bridges the Gap:** We all know what we do eat and what we should eat, Juice Plus+ bridges the gap we all have today. The company is so committed to making the biggest impact possible, children receive Juice Plus+ FREE for four years through the Children's Health Study when the adult in their life sees the value of protecting themselves against disease, illness and slowing the aging process.
- **Our outcome is to educate.** To get the word out - we feel an obligation not to keep this a secret because it offers hope to everyone by sharing our product and business.
- **Question & Answer.**
- **Closing Option 1 - Visualization Exercise:** (80% of people are dominantly visual. It is how they process information and learn. To illustrate the "simplicity" of what we do and a HUGE reason we do it, add this next step in the call:)

**Ask everyone on the line to imagine a very large room.** Now fill the room with everyone you know:

The people you love, your family, friends, schoolmates, people you work with, people in the neighborhood or casual acquaintances or people you see in your day to day activities but may not know their names.

**Then ask these questions:** Do you know anyone in that room that:

1. Would like to be healthier than they are now?
2. Would like their children to be healthier?
3. Would like their parents or grandparents to be healthier?



4. Who would like for their family members to live longer?
5. Do you know anyone in that room that would like to lose weight with a healthy lifestyle?

**Then say:** We imagine that, like us, you are seeing the faces of the people you know and care about. We all know people who want to be healthier, who want to live longer, who want to look better and who want that for their family and friends.

**Regarding the Business:** Look at the same people in your room. Do you know anyone in that room that:

1. Would want or need extra income?
2. Anyone who dislikes their occupation?
3. Would like to work from home?
4. Would like to earn an extra \$1000.00 a month or more?
5. Would like to enjoy life in general without putting everything on a credit card?
6. Want more holidays or to travel?
7. Do you know anyone that would like to pay off their student debt?
8. Do you see any moms that would like to stay home with their children?
9. Do you know anyone who is head over heels in debt and can't figure a way out?

**Then say:** For many of us on this mission to inspire healthy living, to help others change their economic reality, we realized for things to change in our lives, we had to be willing to change. Tens of thousands of us have decided to inspire healthy living around the world and to invite those who wanted to be a part of this important mission to join us. Thanks so much for coming to the call to support . . . We are excited to share our mission with you.

### **Closing Option 2:**

- **Thank everyone for coming to the call to support new representative. If you know anyone in need of health or extra work options, send them our way. We will explore with them whether what we have to offer is a fit.**
- **Follow up** with everyone that was on the line to thank them for coming to the call and to find out what they liked about the call.

**Important Note:** If utilized, this call will support the start of a new business and overcome objections for your team member minimizing or eliminating objections from family and friends. It's you "stepping up" and an illustration of your value as an upline and of how much you care about the success of your new team member.

### **3-way Attraction Call Format (adapted from Cheryl Cortese's format)**

#### **Introduction:**

Distributor introduces new team prospect

Sponsor says:

Hi Amy. It's great to meet you. Sarah has told me great things about you.

I understand you (list 2-3 things that distinguish this person).

We've been talking about the expansion of her business,

I asked her if she could work with anyone she knew, who would it be.

You were at the top of the list.

She especially admires your (state qualities like friendliness, commitment to health, etc.)

We have no idea if our business is a fit for you or not,

but we're grateful to have the opportunity to explore the possibility with you.

Our company's mission is to inspire healthy living around the world,

and we really need help to have a big impact.

I'd love to hear a little bit about you before I tell you about myself.

- 1- **Sponsor focuses on new person:** "Tell me about yourself (and your family).  
What are you most enthused about in your work and personal life?  
What gets in the way of your satisfaction?" (Listen carefully so you can wrap your product & business story around their needs.)
- 2- **Sponsor shares Juice Plus+ Product & Business Story** – Refer to the product story of the person who put her on the call.
- 3- **Focus back on the new person:** Since this business is so much about helping others fulfill their life dreams, I'd love to know, if you could wake up tomorrow and be living out your dreams, what would your life look like?  
What are your options or plans to achieve that?  
(It's important to listen deeply to learn about this prospective partner, to see if it is a good fit, and to know how to share the information to come so that it's relevant to them).
- 4- **Transition back to the business:** For many of us, this business is helping us dream again, believe in our dreams and build the life of our dreams. I'm eager to share some of the information on our company and answer questions or concerns. We don't know if this is a fit yet, but I think as we continue our conversation, you're going to know if it is.  
Ready to continue?
- 5- **Cover Company Information / background (rely on Embrace,Share,Inspire book)**

- 6- **Ask for feedback.** I'm curious. What do you like about our mission and the company? Anything else you'd like to know or any concerns about our approach? Is what you are learning consistent with your values and beliefs?
- 7- **Four-Question Go Pro Close:**

Based on what you've just seen, if you were ready to get started with this company on a part-time basis, approximately how much would you need to earn per month in order to make this worth your time?

Approximately how many hours could you commit each week to develop that kind of income?

How many months would you work those kind of hours in order to develop that kind of income?

If I could show you how to develop an income of (their answer to question #1) per month, working (their answer to question #2) hours a week over the course of (their answer to question #3) months, would you be ready to get started?
- 8- **Build the credibility and image of the person you are doing the call for.** (Do this every time from brand new distributor to seasoned NMD) Share the strengths that person has. Talk about why (the new person) is so fortunate to be directly connected to someone with such strength and emphasize what a great team they will be together. [Your distributor will aspire to live up to that description].
- 9- Not only do you secure and solidify that new person looking at starting our business, but you also instill confidence in their sponsor, and you put the "new person" in a position to be comfortable opening up his/her warm market to their sponsor.
- 10- That upline Sponsor forms the bridge that enables the new distributor to feel comfortable to open their contacts to their immediate sponsor so he/she can share the business story and help that new distributor create team immediately. . [This facilitates the process of your distributor stepping into his new distributor's warm market.]

## HEALTHY LIVING PARTY INVITE

Hi . . .

Is this a good time? I just had a few minutes and wanted to invite you to a party.

Great.

I was thinking about you because (you're a concerned mom like me, you're training for a marathon, you were telling me how tired you are of your kids getting sick, I care about you, whatever the reason. . .)

I love what I'm doing getting my own and other families healthier with my Juice Plus business.

I'm having two parties on . . . . . and . . . . .

Which date works for you?

Great.

I'll mark you down

Count on a reminder call/text.

I've got a couple of options for you, so pull out your calendar.

Ready to get healthy? I'm having a healthy living party connected with my Juice Plus business on Tuesday, May 2 at 7 in the evening and on Saturday, May 17, at 10 in the morning.

### Team Building – Invite to a Conversation

*Always ask if it's a good time to talk first. If not reschedule.*

*If you haven't talked to someone in a long time, find out what's new with them first.*

Hi ..is this a good time; do you have a few minutes? Great. I'm calling because I love what I'm doing with my Juice Plus business and helping my own and other families get healthier. I'm expanding my business and thought of you because . . . .(two bullet points). This may or may not be a fit, but I wanted to invite you to a conversation to learn about what I'm doing. I'm looking for partners who want to link arms with me, do something meaningful and earn extra income. Would you be open to a conversation with me and my friend and partner in the next few days to explore the possibility?

Or Hi . ..is this a good time? Great. I'm calling because I've been thinking about you. I just started something new and I see us doing this together. I am so excited, even though I don't really know what I'm doing yet; I just know that it's good. I was thinking you might want to come on along and do it with me – I'm getting my own and other families healthier. When can you connect in the next couple of days, either over the phone or in person, so I can share more and you can see whether it's a fit?

**Important Note:** Adapt this verbiage to suit your style and language. You want to be totally comfortable with this.

## FOLLOW-UP VERBIAGE

Hi. . .

Is this a good time?

I'm calling because I'm placing my end of the week orders and thought of you

I know you're thinking about adding Juice Plus+

Are you ready to get started?

Great.

All I need is some information

What's your shipping address

Email

Will you be putting this on credit or debit card?

Great

What's that number and expiration?

(Many reps fill out a paper copy and then add to the Virtual Office later. Some fill out right on Virtual Office)

Hi. . .

Is this a good time? Do you have a few minutes?

I'm just calling to thank you for attending last night's presentation and because I'm so eager to hear what you liked about it?

(listen and reflect back)

If they're excited, say:

Sounds like this makes sense to you.

Are you ready to get started?

Wait – do not speak – let them think

If they aren't sure, say

What information do you need to know from me to make a good decision for you?

If they ask, how much does it cost, say

That's the best part.

Let's look at the options and see which one is best for you

Take them to your website store

Explain the three options

The basic is 17 fruits and vegetables into your body everyday for only \$44.50 a month

That's a little over 11 to the food budget each week

The premium is 26 fruits and vegetables into your body everyday for only \$71.50 a month – about \$2.50 a day – the cost of a Starbucks

If you like smoothies the super premium is either \$100 or \$130 a month, depending on whether you drink a smoothie everyday or every other day.

Our family loves smoothies so we're on everything

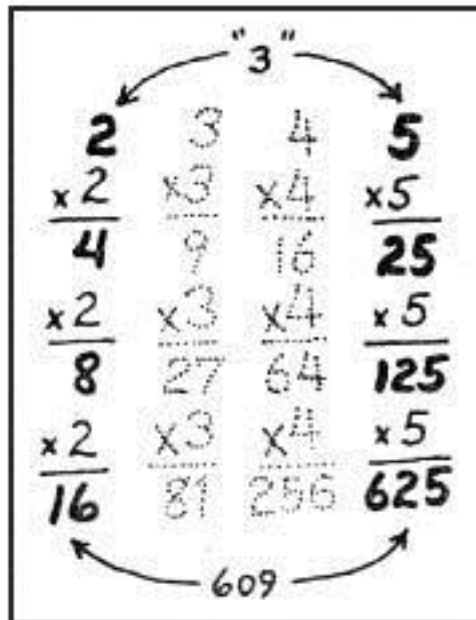
What makes sense for you and your family?

## NAPKIN PRESENTATION

If you invite 2 partners to join you in your business, and teach them to invite 2 and teach them to invite 2 and so on you will have 30 partners 4 generations later.

If you add just 1, and invite 3 and teach them to invite 3 and so on, you will have 120.

If you invite 5 and teach them to invite 5 and so on, you will have 780 partners inspiring healthy living around the world. Which do you prefer?

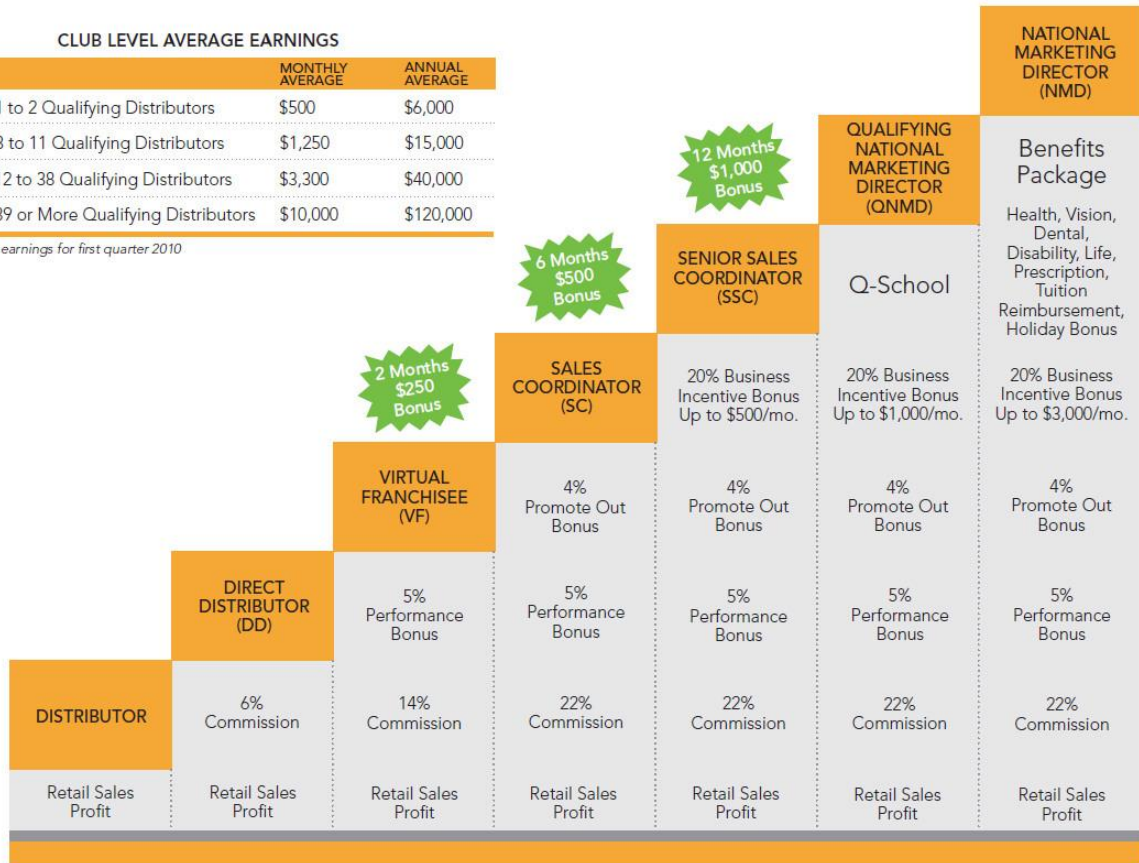


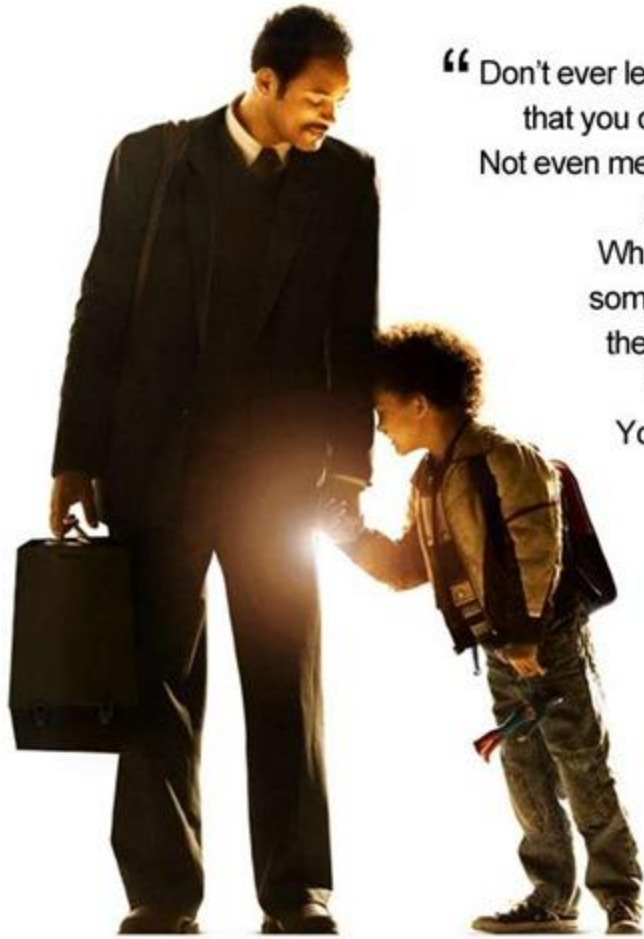
# Juice PLUS<sup>®</sup> VIRTUAL FRANCHISE<sup>®</sup> COMPENSATION PLAN

## CLUB LEVEL AVERAGE EARNINGS

		MONTHLY AVERAGE	ANNUAL AVERAGE
YOU	1 to 2 Qualifying Distributors	\$500	\$6,000
3 CLUB	3 to 11 Qualifying Distributors	\$1,250	\$15,000
12 CLUB	12 to 38 Qualifying Distributors	\$3,300	\$40,000
39 CLUB	39 or More Qualifying Distributors	\$10,000	\$120,000

*Actual average earnings for first quarter 2010.*





“ Don't ever let someone tell you  
that you can't do something.  
Not even me. You got a dream,  
you gotta protect it.  
When people can't do  
something themselves,  
they're gonna tell you  
that you can't do it.  
You want something,  
go get it. Period.”

~ Will Smith  
(The Pursuit of Happiness, film)