

# Mission Driven Communities



A

HEALTHY LIVING  
COMMUNITY



B

THRIVING BUSINESS  
COMMUNITY



C

DYNAMIC LEADERSHIP  
COMMUNITY



D

LIVING LEGACY  
COMMUNITY

A

Customers

B

Team  
Members

C

Leaders

D

Legacy  
Builders

Create Life Changing  
Experiences



A

Customers



B

Team Members



C

Leaders



D

Legacy Builders





# Team Training Binder Overview

## Foundational Trainings

**The following is a list of the trainings and presentations included.**

- 1. Mission Driven Community Presentation Slides**
- 2. 3 Success Habits Presentation Slides**
- 3. Organizational Workbook Slides**
- 4. Fast Track to Sales Coordinator Booklet / Presentation Slides**

The purpose of this “Team Training Binder” is to make our foundational team training presentations and documents available to you and to have them all in one place.

The “Organizational Workbook” is contained within this larger “Team Training Binder”. It can also be used as a stand alone workbook in it’s own 3 Ring Binder. The cover page of the “Organizational Workbook” is titled “How to Plan and Organize your Business with the tools of the Mission Driven Model”. I chose to include the “Organizational Workbook” in this Training Binder because it organizes the slides of the other 3 trainings in a way that can easily be put into action. The Training Slides that I have included in the “Organizational Workbook” provide a guide as we Plan, Do and Get Better at building relationships. The worksheets provide a guide to understand how to do our business in a Mission Driven way. This tool is beneficial for training even if you track this information electronically.

The trainings above can be accessed separately or all together. They can be viewed from any smart phone or electronic device. They can be downloaded as a pdf file to print and use in a 3-Ring binder or the pdf file can be used as a presentation when viewed in full screen mode.

Each Section of this Binder has a table of contents or a Title Page with a blank page to indicate a new section has begun.

The contents of this workbook in whole and in part can be found on the JPVF.info website under Section C at the bottom. The Fast Track to Sales Coordinator Booklet can be found separately at the bottom of Section B on JPVF.info. Once you click on the words FT - SC Booklet, it will open up a page with a lot of options. As you scroll down, you can view the entire FT-SC booklet as well as other resources related to the point values of our JP and Tower Garden products.





# MISSION DRIVEN MODEL

MISSION DRIVEN MODEL

## THE MISSION >>>



**INSPIRING HEALTHY  
LIVING AROUND  
THE WORLD**



# Mission Driven Communities



A

HEALTHY LIVING  
COMMUNITY



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DYNAMIC LEADERSHIP  
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D

LIVING LEGACY  
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A

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Legacy  
Builders

Create Life Changing  
Experiences



A

Customers



B

Team Members



C

Leaders



D

Legacy Builders



# Healthy Living

## COMMUNITY



A

Customers



### EAT REAL FOOD

Fruits, vegetables, clean protein, nuts & seeds

\*Secret Weapon:  
Avoid dairy, gluten & sugar



### DRINK WATER

1/2 to 1 gallon of water daily



### MOVE

Move your body 30-90 minutes most days



### SLEEP

Sleep a minimum of 7 hours each night  
(8 hours is ideal)





# Thriving Business

## COMMUNITY



**B**

### Team Members



#### PICTURE THE POSSIBILITIES

*Create curiosity, cast vision  
for what's possible and help  
others explore their dreams*



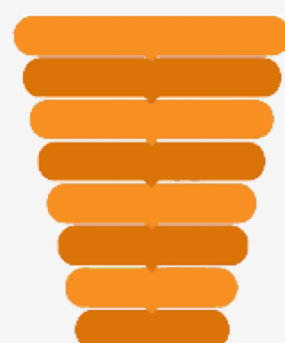
#### FOLLOW THE PATH

*Maximize your earnings as  
you build and duplicate a  
strong customer base*



#### STEP THROUGH THE PROCESS

*Value relationship with each  
step and engage each  
person in our community*



#### MAKE A PERSONAL PLAN

*Create a plan that maximizes  
your time and income  
potential*







# *Dynamic Leadership*

## COMMUNITY



C

### Leaders



#### VALUE RELATIONSHIPS

*Relationships aren't  
something Relationships  
are everything*



#### SHOW UP

*Things happen when  
you show up*



#### STAY CONNECTED

*A leader helps others stay  
connected and fosters unity  
One Team, One Mission*



#### STAY THE COURSE

*A leader begins with the  
end in mind and always  
stays on course*



# Living Legacy

COMMUNITY



D

## Legacy Builders

The  
**CORE** 4

### HEALTHY MINDS

*Develop a healthy mindset to design your life*



### HEALTHY BODIES

*Develop healthy skill-sets to become a happy, productive person*



### HEALTHY RELATIONSHIPS

*Develop a healthy heart-set to grow meaningful relationships*



### HEALTHY FINANCES

*Develop a healthy spirit of generosity to share your resources*







# Thriving Business

COMMUNITY

**Three**

**Success**

**Habits**

*"Success is nothing more than a few simple disciplines, practiced every day."*

*...by Jim Rohn*

**Create Raving Fans**



**HABIT 1: PLAN IT**

**HABIT 2: DO IT**

**HABIT 3: GET BETTER AT IT**



# HABIT 1: PLAN IT

**Three**

**Success**

**Habits**

Personalize Your Plan

---

MAKE “PAR” WEEKLY



*“Motivation is what gets you started.  
Habits are what keep you going”*

*...by Jim Rohn*

**P**lan

Plan Your Week

Know what you want to accomplish

**A**ct

Activate Your Plan Daily

Daily Method of Operation (DMO)

**R**ecord

Record Results to Evaluate

Your Plan

Your Activity

Your Progress



# HABIT 2: DO IT

Three

Success

Habits

Build Relationships  
*while doing the "A" activities*

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## T-ING OFF DAILY

*using the "Tools" of the business*

**TALK**

to people, share your story and build meaningful relationships. Learn their F.O.R.M. and S.I.G.N to create interest and cast vision.

**TEXT**

people with an invitation, a video clip, a Facebook Post or just to connect and get to know them.

**TAKE**

people to events and personally introduce them to others in our community so they fall in love with our culture.

**TEACH**

a series of educational exposures so your (P-C-T) become Raving Fans of each of our Mission Driven Communities.

**TRACK**

your conversations and record their educational exposures so you know your Prospects, Customers, & Team Members. (P-C-T)

**TURN**

Prospects into Customers  
Customers into Raving Fans  
Raving Fans into Team Members

**TRAIN**

Team Members with goals to become Leaders

# HABIT 3: GET BETTER AT IT

**Three**

**Success**

**Habits**

Personal, Professional and  
Leadership Development

*"For things to get better, we need to get better."  
...Jim Rohn*



## 3 Success Pillars

Mindset  
Skill set  
Heart-set



**PERSONAL**

## C. A. L. M. Confident Leadership

**C**ommunicate

**A**ffirm

**L**ove - **L**ead - **L**isten - **L**earn

**M**entorship

**PROFESSIONAL**

## L. E. A. D. by Example

**L**earn

**E**quip

**A**ssimilate

**D**uplicate

**LEADERSHIP**

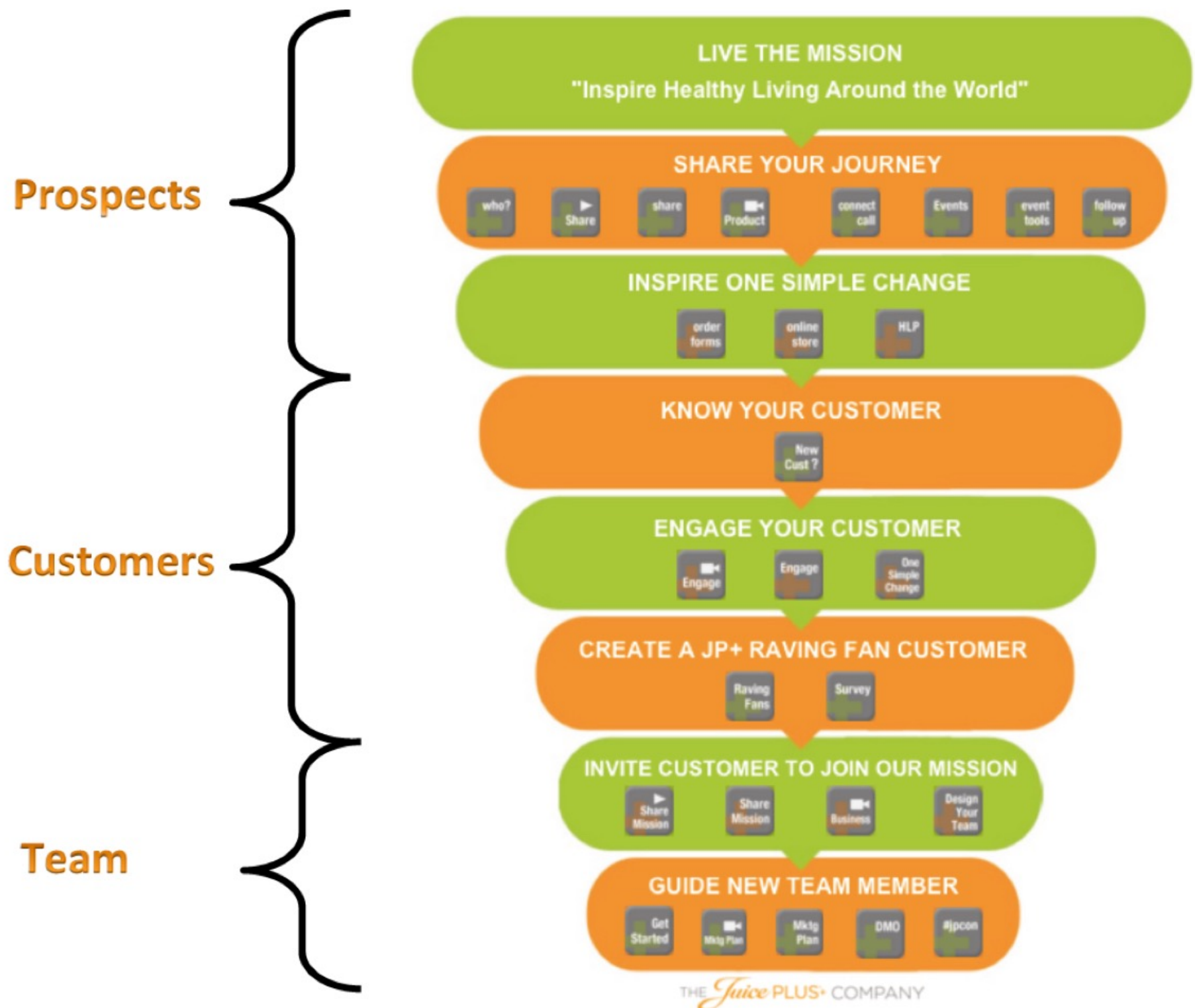




# PLAN and ORGANIZE YOUR BUSINESS

*with the tracking tools of the...*

## Mission Driven Model



### 3 Success Habits:

Plan it ... Do it ... Get Better at it...



# Team Training Binder

## *"Mission Driven Communities Sheet" (Front Cover)*

### *Table of Contents (Back Cover)*

*We recommend keeping extra worksheets in the 3-Ring Binder Pockets and the 8 Tab Divider Pockets*

#### Left Front Binder Pocket

- Extra JP Order Forms
- JP CHS (4) Customer Post Cards

#### Team Training Binder Overview (Title Sheet)

- MD Community Presentation Slides
- 3 Success Habits Presentation Slide

## Plan and Organize Your Business with the Tools of the MD Model (Org Workbook Cover)

- Table of Contents
- Fast Track to SC Presentation Slides

### TAB 1 Habit #1: Plan It / Share Your Journey

1. Tab 1 (Title Sheet) / Success Habit #1 (Title Sheet)
2. Share Journey w/ 4 Step Communication Process (Optional)
3. Who / Memory Jogger
4. Monthly Event Planner / Invitation Lists
5. Daily Method Operation (Prospect, Customer, Team Care)
6. Monthly Royal Crown Scorecard

### TAB 2 Habit #2: Do It / Prospects

1. Tab 2 (Title Sheet) / Success Habit #2 (Title Sheet)
2. Memory Jogger Next Steps
3. Connection Record Form

### TAB 3 Habit #2: Do It / Customers

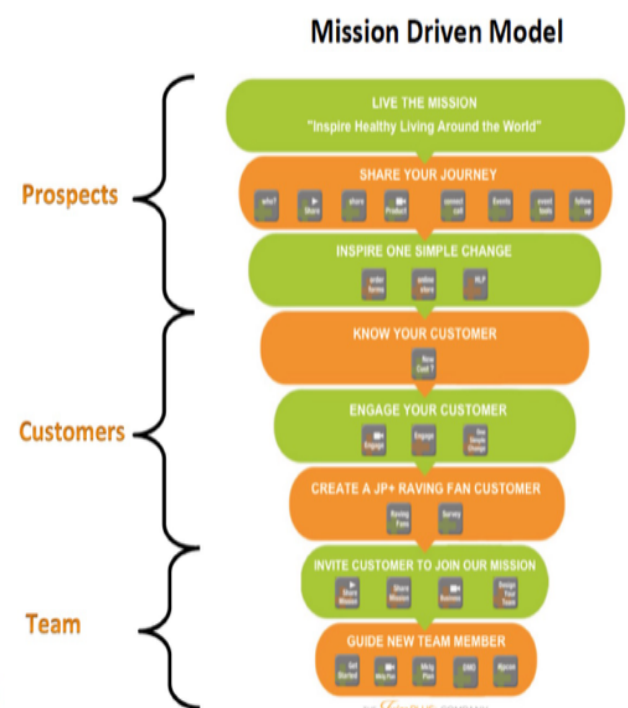
1. Tab 3 (Title Sheet)
2. Qualify Your Business / Customer Planner Tracker
3. Engage Customers / Connection Record Form
4. JP New Customer Questionnaire
5. JP+ Experience Survey
6. 1<sup>st</sup> 4 Months Customer Care (4 Tabs)
7. Long Term Customer Care (A-Z Tabs)

### TAB 4 Habit #2: Do It / Team Members

1. Tab 4 (Title Sheet) / Thriving Bus Community Sheet
2. Join Our Mission / 30 Reasons Why love JP Business
3. "WHY" Worksheet
4. Design your Team Worksheet
5. Potential Team Member Profile
6. Stair Steps Compensation Plan / Points Chart

### TAB 5 Habit #3: Get Better at it / Reports / Resources

1. Tab 5 (Title Sheet) / Success Habit #3 (Title Sheet)
2. Thriving Business with the 4 Core Principles
3. Assessment Tool to Evaluate Skills and Identify Focus
4. Conference to Conference Planning / Royal Crown Monthly Scorecard
5. Company Reports: Customers, PVC, 12 Mo / (Opt) Coaching Docs
6. Your Planning and Tracking Tools - Paper or Electronic







# FAST TRACK TO SALES COORDINATOR

BUILD YOUR BUSINESS. EARN BONUSES.



Commission %	0%	6%	14%	22%
Commission \$	\$0	\$10	\$24	\$37
Retail Profit	\$39	\$39	\$39	\$39
Total	\$39	\$49	\$63	\$76

## Why are you starting a JP+ Virtual Franchise?

1. What is it that you want this business to do for you? \_\_\_\_\_  
\_\_\_\_\_
2. Why do you want this? \_\_\_\_\_  
\_\_\_\_\_
3. What are you willing to do to get it? \_\_\_\_\_  
\_\_\_\_\_

## WHY people choose a JP+ Virtual Franchise

by Kathrine Lee

### 1. Is this decision financial?

Do you want to bridge the gap with your general finances?

Do you want to bridge the gap with just paying for your own Juice Plus+?

Or do you want to leverage your income and/or have multiple streams of income with a network marketing company?

### 2. Is this for fulfillment?

Do you want to be part of a cause?

Do you want to leave a legacy by making a difference?

Do you want a business of your own?

Do you want to add purpose to life (maybe to offset a tragedy)?

### 3. Is this for fun?

Do you want to be around a community of positive people who are being proactive about their health and finances?

Do you want to leverage your income so you can have more fun?

Do you want to have extra spending money to travel more?

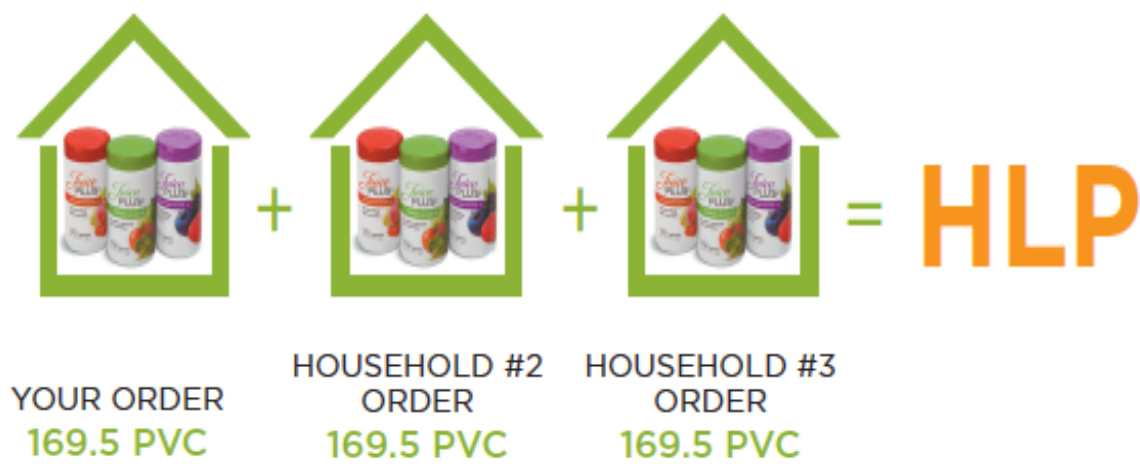




# HEALTHY LIVING PLAN

Accumulate 500 Purchase Volume Credit points (PVC)\* in 30 days by sharing Juice Plus+ with at least 2 other households outside of your own. Submit your \$50 application fee and place your orders.

## EXAMPLE



## YOU EARN

- + Promotion to DD
- + 6% Commission on future orders
- + \$100 Bonus
- + Retail Sales Profit (RSP)

Children's Health Study

Ask your sponsor for details of how the Children's Health Study Program works; how it is funded and how you can participate in providing Juice Plus+ to children free so all they pay is the cost of shipping.

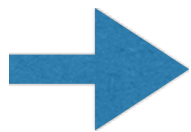
FIRST MONTH INCOME based on achieving your HLP with 3 Trio** orders	
Trio 1 RSP	\$39
Trio 2 RSP	\$39
Trio 3 RSP	\$39
HLP BONUS	+ \$100
TOTAL INCOME	\$217

\* Refer to your Profit and incentive Guide for PVC point values      \*\* Orchard, Garden and Vineyard Blends

## List your family orders and your other households

Date of First Order: \_\_\_\_\_

Name	Products	PVC
1. _____		
2. _____		
3. _____		
4. _____		
5. _____		



# GETTING ORGANIZED

## GET STARTED

1. Submit representative application and receive email from the Juice Plus+ Company.
2. Log into your [JuicePlusVirtualOffice.com](http://JuicePlusVirtualOffice.com) and bookmark site.
  - Click on Personal File and set up your personal websites.
  - Click on Submit Customer Order and place first order.
3. Get familiar with your personal JuicePlus.com website
4. Browse [JuicePlusPromotions.com](http://JuicePlusPromotions.com) (free shipping on first order)
5. What are your expectations from this business? What is it you want? \_\_\_\_\_

## GET CONNECTED

1. VOXER is the primary communication tool to connect with your team.
2. Team Facebook group: \_\_\_\_\_
3. Customer Facebook group: \_\_\_\_\_
4. Meet your National Marketing Director: \_\_\_\_\_
5. Add these contacts: Customer Support 1-800-347-6350 [customercare@juiceplus.com](mailto:customercare@juiceplus.com)  
Distributor Support 1-901-850-3000 press "3" [support@juiceplus.com](mailto:support@juiceplus.com)

## GET MOVING

1. Attend the Next Events.
  - Local Events: \_\_\_\_\_
  - JP+ Conference: \_\_\_\_\_
2. Start using VOXER to communicate with your mentors.
3. Complete your HLP in 72 hours.
4. \*Post on Social Media - click to see ideas
5. Plan 2 Events of your own on Zoom, FB or in person.
  - \_\_\_\_\_
  - \_\_\_\_\_

 **HEALTHY LIVING PLAN**

 +  + 

YOUR ORDER	HOUSEHOLD #2 ORDER	HOUSEHOLD #3 ORDER
169.5 PVC	169.5 PVC	169.5 PVC
1. _____		
2. _____		
3. _____		
4. _____		
5. _____		

### MISSION DRIVEN MODEL

## THE PROCESS >>>



Check out the Mission Driven Model section of the Virtual Office for official requirements, tools and resources!



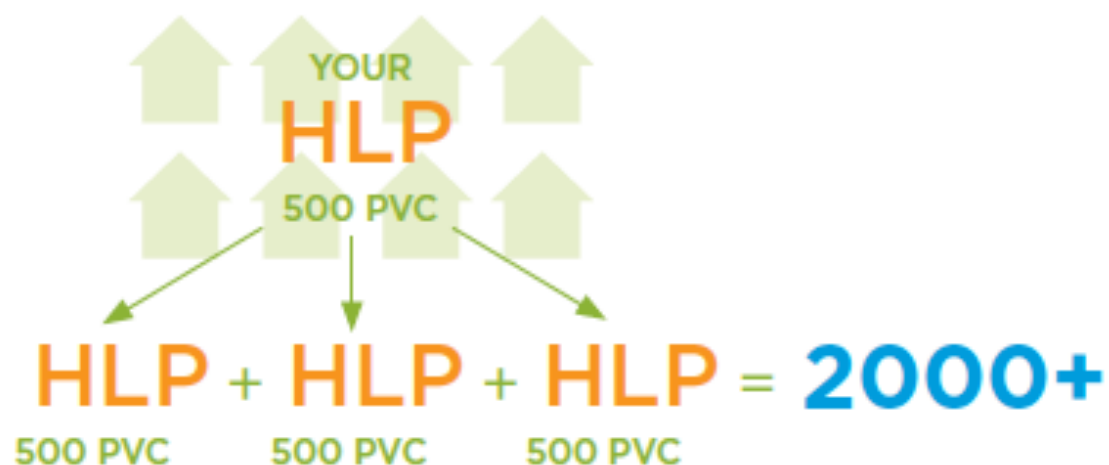


# 2000 PLUS+

Accumulate 2000 PVC points in 60 days by:

- Sharing Juice Plus+ with 8 total households (counting the 3 from HLP) Including 1 Representative who has at least 1 order.
- OR-
- Your 500 HLP points plus 1500 PVC points from your Representatives

**EXAMPLE BASED ON  
12 TRIO ORDERS:**



**YOU EARN**

- + Promotion to VF
- + 14% Commission on future orders
- + \$250 Bonus
- + Conference Ticket (\$150 value)
- + Retail Sales Profit

**Continue to Track your orders and households to 2000+**

Date of First Order: \_\_\_\_\_

	Name	Products	PVC
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____
11.	_____	_____	_____
12.	_____	_____	_____

# Next Step after 2000+...



## QUALIFY YOUR BUSINESS

Once you achieve your 2000 + you have the opportunity to qualify your business. The best way to think of this is to build a solid customer base.

Build a qualified business by accumulating 24 Trio orders or a minimum of 1,000 PVC each month.

As you grow your personal customer base your income grows. The following example compares the monthly income of a Virtual Franchisee with a customer base of 24 Trio customers to 40 Trio customers.

**Your earnings as a Virtual Franchisee on your Customer Qualified Business**

### Customer Qualified Business

# Trios	PVC	Monthly
24	1,017	\$376
40	1,695	\$627

Continue to add customers and team members

### STAY ON TRACK

- + Know your “WHY”
- + Build a strong foundation of customers
- + Share your journey with others

Serving approximately 40 households contributes to a healthy and qualified business.

Another benefit of qualifying your business is that you earn an extra 5% Performance Bonus on your team members.



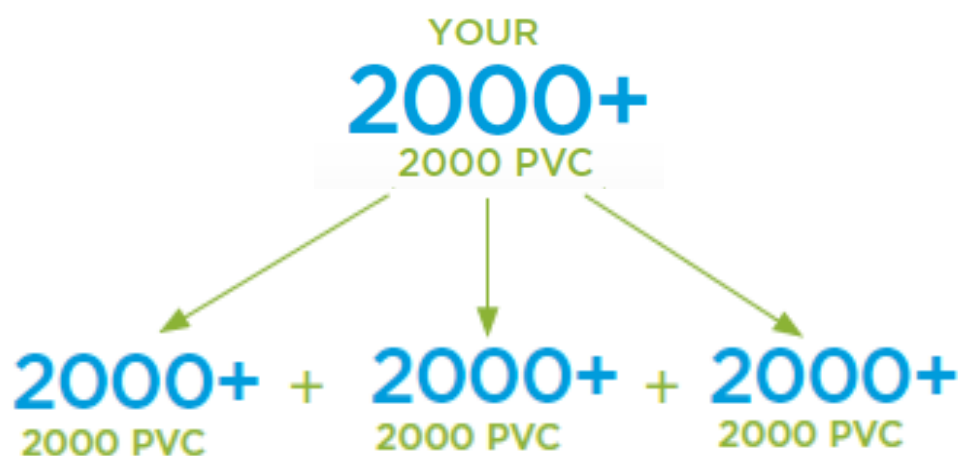


## FAST TRACK TO SALES COORDINATOR

Accumulate 8,000 PVC points in 6 months.

Build your team with 2 VF's + 1 DD and qualify your business.

### EXAMPLE



### YOU EARN

- + Promotion to SC
- + 22% Commission on future orders
- + \$500 Bonus
- + Another Conference Ticket
- + Business Partner Program
- + Retail Sales Profit

### YOUR 6 MONTH BONUS OPPORTUNITY

#### FAST TRACK BONUS EARNINGS:

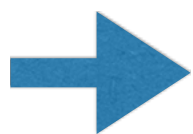
Your Healthy Living Plan	\$100
Your 2000+	\$250
Your Fast Track to SC	\$500
Help 3 Representatives earn 2000 PLUS+	\$750
2 conference tickets	+\$300
<b>BONUS TOTAL</b>	<b>\$1900</b>

(Plus Retail Sales Profit & Commissions)

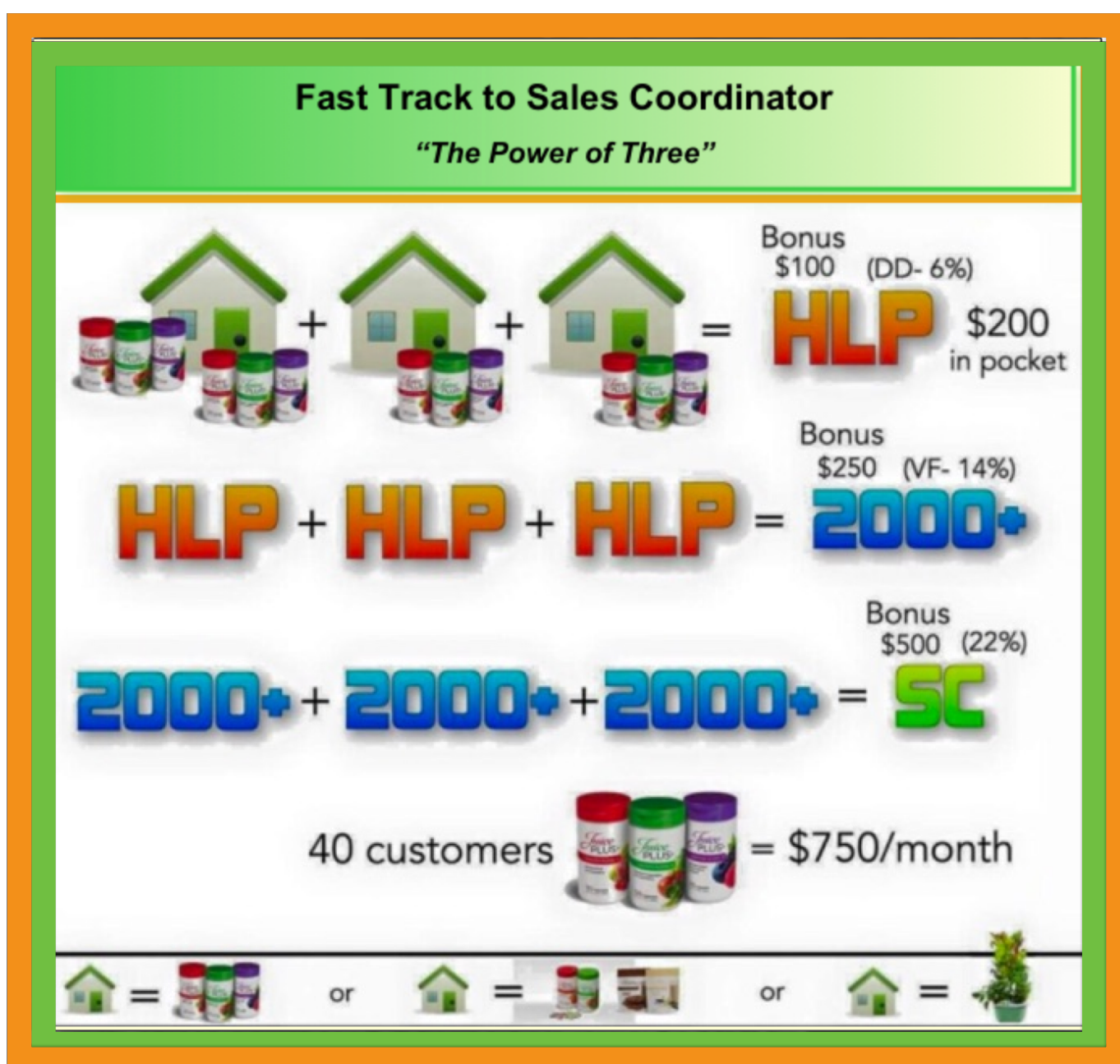
Your earnings increase as a Sales Coordinator on your

#### Customer Qualified Business

# Trios	PVC	Monthly
24	1,017	\$458
40	1,695	\$763



# FAST TRACK OVERVIEW



# MONTHLY SUCCESS FORMULA

## Royal Crown Monthly Goal!

5 New Customers (\**Trio*)

1 New Team Member who finishes their 6%-HLP!

1 New Team Member who finishes their 14%-2000+!

*\*VF earns an extra \$542 by achieving this!*

*\*SC earns an extra \$598 by achieving this!*





# Tab 1: Plan it / Relationships



## Habit #1: Plan It / Share your Journey

### 1. Success Habit #1: Plan it (Cover Sheet)

- **Plan your Week**

*Prioritize & block off time slots in your schedule to make connections  
Enter your time slots on either a paper or electronic calendar planner*

- **Activate your Plan Daily**

*Focus on each Activity and avoid Multi-task during scheduled plan*

- **Record your Results**

*Evaluate your efforts & plan again*

### 2. (Opt) Share your Journey w/ 4 Step Communication Process

### 3. “Who” to Contact Categories / Memory Jogger List

### 4. Monthly Event Planner / Invitation List

### 5. Daily Method of Operation; (*Weekly “A” Activity Guide*)

*Use Calendar Planner to block off time to focus on 4 Categories of people*

### 6. Royal Crown Monthly Scorecard to Record Results

## Other Resources

- JPVF.info / MDM Resources in Sec C



# HABIT 1: PLAN IT

**Three**

**Success**

**Habits**

Personalize Your Plan

---

MAKE “PAR” WEEKLY



*“Motivation is what gets you started.  
Habits are what keep you going”*

*...by Jim Rohn*

**P**lan

Plan Your Week

Know what you want to accomplish

**A**ct

Activate Your Plan Daily

Daily Method of Operation (DMO)

**R**ecord

Record Results to Evaluate

Your Plan

Your Activity

Your Progress



## WHO DO I TALK TO?

### SOCIAL MEDIA

Friends on FB  
Friends of friends on FB  
Who's following me on Twitter?  
Who's following me on Instagram?  
Other social media platforms

### LIST YOUR WARM MARKET

Cell Phone Contacts  
Address Book Contacts  
Email Contacts  
Recent business cards collected?  
Christmas Card List  
Closest friends  
Co-workers  
Child Care Provider  
House cleaner/Maid Interior  
Neighbors  
Teachers  
Fitness Professionals

### YOUR RELATIVES

Aunts  
Brother-in-laws  
Brothers  
Cousins Daughter/Daughter-in-law  
Father-in-law  
Grandkids  
Grandparents Mother-in-law  
Nephews  
Nieces  
Parents  
Retired relatives Sister-in-laws  
Sisters  
Son/Son-in-law  
Uncles

### I KNOW SOMEONE WHO'S A

Agriculturalist  
Antique Dealer  
Art Instructor  
Avon/Mary Kay Rep  
Bank Teller  
Bottled Water Supplier

Tupperware Rep  
UPS Driver  
Waitress/Waiter  
Welder  
Yoga/Work out instructor  
Caregiver to my parents/in-laws  
Delivers Parcels/Packages  
Goes bowling with me  
Is in my Book Club  
Is in my quilt guild  
Is in my Elks/Rotary/Lions Club  
Lives down the street  
Mows my lawn  
Owns my House/Apartment  
Remodeled my house  
Repaired my TV or appliances  
Sells me gasoline  
Was in my carpool  
Was my Best Man/Maid of Honor

### WHO IS MY?

Accountant  
Association members  
Auto mechanics  
Babysitter  
Bank teller  
Barber/Hairdresser  
Boss/co-workers  
Bowling Team members  
Bunko friends  
Car salesman  
Card group friends  
Child Care Provider  
Children's friend's parents  
Church members  
Club members  
College Friends  
Computer Tech  
Convenient Store Manager  
Day Care provider/owner  
Decorator  
Delivery Person  
Dental Hygienist  
Dentist/Doctors (your kid's too)  
Dermatologist  
Fishing/hunting buddies  
Financial planner  
Former Boss  
Garage Mechanic

### WHO SOLD ME MY

Appliances  
Boat/motorcycle  
Business cards/office supplies  
Camper/trailer  
Car/Truck  
Computer  
Craft Supplies House/Apartment

Bus Driver  
Carpenter  
Chiropractor  
Coffee Supplier  
Conservation Officer  
Contractor  
Cub Scout Leader  
Dietitian  
Dry Cleaner employee  
Editor  
Electrician  
Fed Ex/UPS Driver  
Fireman  
Florist  
Funeral Director  
Furniture salesmen  
Grocery store Manager  
Hairdresser  
Hotel/Motel Manager or owner  
Judge  
Karate Teacher  
Kid's current teachers  
Lab Technician  
Librarian  
Massage therapist  
Monument Business  
Music Teacher  
Notary Public  
Nurse  
Office Manager  
Pampered Chef/Tupperware Rep  
Pilot/Stewardess  
Policeman/woman  
Probation Officer  
Restaurant owner  
Scuba instructor  
Seamstress  
Secretary  
Security Guard  
Sheriff  
Speech Therapist  
Sports Team member  
Student  
Supermarket manager  
Teacher  
Tire or Auto Part employee  
Title Agent  
Trash collector  
Truck Driver

# MISSION DRIVEN MODEL - THE PATH

## *Memory Jogger*

1. Build Your Customer Base    2. Develop a "Qualified Business"    3. Duplicate Steps 1 and 2

Name	Products	Order Date	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			





Click here to learn  
about Event  
Co-Ops in the U.S.

# Monthly Event Planner

Month: \_\_\_\_\_

Sample Invite Verbiage:

*"Want to have a night out on Thursday for a nutrition talk? We have an incredible doctor coming to speak right here in town! (Thurs 7pm) Dr Richard Dubois (well respected infectious disease doctor) is speaking on the Power Of Nutrition to Heal & Prevent Disease. He will also share about a simple way to add more fruits and vegetables to our diet! Can you join me? We can drive together!"*

Create Invitations!

- ★ Virtual Office  
"JP+ Creative" Section
- ★ Photofy, Pic Monkey etc



Contact, Send,  
Contact to Invite!



- ★ Contact prior to event
- ★ Send an Invitation
- ★ Contact day of /  
day before event

In-Home Events, Coffee Shop, Restaurant, Doc Office, Gym, Etc.			
Date:		Date:	
Time:		Time:	
Place:		Place:	

Local Events - Inspiring Healthy Living Healthcare Pro Lectures			
Date/Time:		Date/Time:	
Place:		Place:	
Speaker:		Speaker:	

Social Media Events - FB Events/Webinars			
Date/Time:		Date/Time:	
Place:		Place:	
Speaker:		Speaker:	

Conference/Zoom Calls and 3-Way Connection Calls			
Date/Time:		Date/Time:	
Place:		Place:	
Speaker:		Speaker:	

JP+ Conference		JP+ Team Trainings	
Date:		Date:	
Time:		Time:	
Place:		Place:	

Follow-up After the Event in 24-48 hours: Ask 3 Questions...

1. What part did you like best?    2. Does Juice Plus+ make sense to you?    3. Would you like to get started?





**Click here to learn  
about BUTTS IN  
SEATS by Staci Ellis**

# Invitation List

[illegible]

# DMO Daily Method of Operation

For the week of: \_\_\_\_\_

	Monday	Tuesday	Wednesday	Thursday	Friday
<b>2 NEW PEOPLE</b> Share with 2 New or Memory Jogger people per day. Share your story, send a video or invite to an event					
<b>2 FOLLOW UPS</b> -Good time to talk? -What did you like best about the info? -JP+ makes sense? -Ready to start?					
<b>2 CUSTOMERS</b> -Do Questionnaire -Add to FB Group -Check In w Cust -Join Our Mission? -Next ship date					
<b>2 TEAM</b> Schedule 3-Way welcome and coaching calls, events, discuss next steps & DMO					
<b>Events</b> Host, Attend, Invite to or Speak.					
<b>3-Way Calls with</b> Prospects, Customers, Team Members					
<b>Social Media</b> Post, Comment, Like, Reach out					
<b>Check VOXER</b> Listen, learn in team chats, 1:1 w/Customers and Team Members					
<b>Personal Growth</b> Books, audios etc.					

**Notes:**

[Click to DOWNLOAD an Organizational Workbook](#)

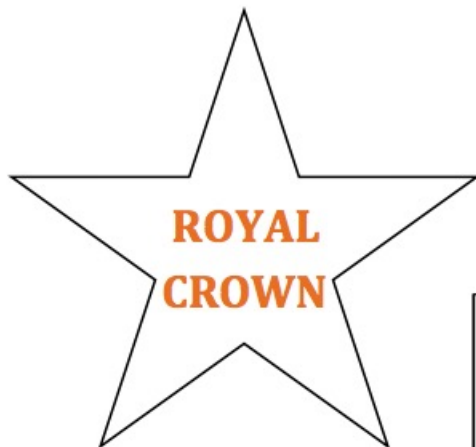
# "ROYAL CROWN" MONTHLY SCORECARD

*At the end of each business month, fill in the blanks to chart your progress on achieving Royal Crown.*

	Name	Product
<b>Add 5 New Preferred Customers (PCs)</b> <i>Any product order counts but aim for Trio Orders and 5 separate households</i>	1.	_____
	2.	_____
	3.	_____
	4.	_____
	5.	_____

<b>Add 1 New HLP, DD 6%</b>	1.	_____
-----------------------------	----	-------

<b>Previous Month's HLP, DD 6% to 2000+, VF 14%</b>	1.	_____
---	----	-------



<p><b>Royal Crown Monthly Goal REWARDS!</b></p> <p>*VF at the 14% earns an extra \$542 by achieving this!</p> <p>*SC at the 22% earns an extra \$598 by achieving this!</p>
---





# Tab 2: Prospect Care



## Habit #2: Do It / Prospect Relationships

### 1. Success Habit #2: Do it (Cover Sheet)

- *What do we do? Build Relationships*
- *Habit 2 focuses on 3 groups of People*
- *Prospects - Customers - Team Members*

### 2. Memory Jogger Next Steps

### 3. Connection Record Form

- *It's important to get to know & care for our people*
- *A System is needed to save time and do it well*
- *Our MDM System can be paper or electronic*
- *This MDM Worksheet is a teaching tool of what to do.*

### Other Resources

- JPVF.info Section A
- Mission Driven Model Resources in Sec C





# HABIT 2: DO IT

Three

Success

Habits

Build Relationships  
*while doing the "A" activities*

---



## T-ING OFF DAILY

*using the "Tools" of the business*

**TALK**

to people, share your story and build meaningful relationships. Learn their F.O.R.M. and S.I.G.N to create interest and cast vision.

**TEXT**

people with an invitation, a video clip, a Facebook Post or just to connect and get to know them.

**TAKE**

people to events and personally introduce them to others in our community so they fall in love with our culture.

**TEACH**

a series of educational exposures so your (P-C-T) become Raving Fans of each of our Mission Driven Communities.

**TRACK**

your conversations and record their educational exposures so you know your Prospects, Customers, & Team Members. (P-C-T)

**TURN**

Prospects into Customers  
Customers into Raving Fans  
Raving Fans into Team Members

**TRAIN**

Team Members with goals to become Leaders



# Memory Jogger - Next Steps

Worksheet to effectively plan conversations about JP and the VF

	1	2	3	4	5		
	<i>List people with whom you would like to share JP/VF</i>	<i>Relational Next Step Build or renew relationship "Invite" to learn more</i>	<i>Educational Next Step Discuss health journey. Identify interests to determine best tool.</i>	<i>What Tool? Match tool with Need or Interest</i>	<i>What Story? Plan to share stories that relate</i>	<i>What Event? Involve them in community and build belief.</i>	<i>Have a Vision Call to action Close with "Next Step"</i>
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							

Ask questions to learn about the people you are inviting

(F: Family O: Occupation R: Recreation M: Message) (S: Strengths I: Interests G: Goals N: Needs)





# Connection Record Form

Contact Name:			
First Contact Date:			
When/Where/How Did you Meet? <input type="checkbox"/> JPC Lead <input type="checkbox"/> Referral <input type="checkbox"/> Other			
Phone:		<input type="checkbox"/> Cell <input type="checkbox"/> Home <input type="checkbox"/> Work <input type="checkbox"/> Text ok?	
Address Street:		Employer	
City:		State:	Zip:
Email:			<input type="checkbox"/> FB (y/n)
Spouse:		Children? (Names/Ages):	
Health Concerns/Issues:			
Primary Interests: <input type="checkbox"/> Juice Plus+ <input type="checkbox"/> One Simple Change <input type="checkbox"/> TG <input type="checkbox"/> Business			

<p><b>F.O.R.M Art of Communication (Asking Clarifying Questions)</b></p> <p>F: FAMILY Ask about theirs and tell them about yours</p> <p>O: OCCUPATION Ask them about their job. Compare notes on how your jobs differ/compare</p> <p>R: RECREATION Ask them what they do for fun...sports/hobbies/volunteer work. Talk about what you have in common.</p> <p>M: MONEY/MOTIVATION Ask how they feel about where they are in life right now. Ask where they want to be in 5 yrs? Share "30 Reasons We Love our JP Business" sheet...some of the reasons are based on RESPONSIBILITY of sharing our passion to touch future generations with health...some are geared towards future planning for The JP+ Company career and NMD benefits ...some for college/vacation/retirement or more TIME with family. Help them find a WHY for JP and/or business.</p>	<p><b><u>Product/Business Resources</u></b></p> <p>Product Websites:</p> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <p>YouTube Videos:</p> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <p>Business Websites:</p> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <p>YouTube Videos - Business:</p> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<p>DVDS:</p> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <p>Brochures:</p> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <p><b><u>Order Info</u></b></p> <p>Start Date:</p> <input type="checkbox"/> Complete Trans, (CT) <input type="checkbox"/> Trio Caps <input type="checkbox"/> O/G Caps <input type="checkbox"/> Trio Chews <input type="checkbox"/> O/G Chews <input type="checkbox"/> Complete <input type="checkbox"/> Complete Bars <input type="checkbox"/> CHS <input type="checkbox"/> TG
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**Notes on back** →





# Tab 3: Customer Care

## Mission Driven Model



## Habit #2: Do It / Customer Relationships

1. **Qualify Your Business / Customer Planner / Tracker**
2. **Engage Customers / Connection Record Form** - *Track Educational Exposures*
3. **JP New Customer Questionnaire** - *Get to know Your Customer*
4. **JP Experience Survey**
5. **Customer Care System for New Customers in 1st 4 Months**
  - (Opt) Insert 4 Tabs for 1st 4 Month Customer Care ( or Electronic System)
  - We follow New Customer Questionnaire and move it each of the 4 months
6. **Long Term Customer Care System - After Second Shipment**
  - (Opt) A-Z Tabs in Binder for Paper Tracking or you can ...
  - **File Electronically using the editable PDF File or use an App like Evernote**
    - *The system is the same no matter what Tool you use to track - it's up to you*
    - *It's important to know & care for our customers*
    - *A System is needed to save time and do it well*
    - *Our MDM System works with both paper or electronic tools*
    - *Studying the MDM Worksheets is a great way to learn the Cust Care System*

### Other Resources

- Customer Welcome Letter (Optional)
- JPVF.info Sections A, B & C
- Mission Driven Model Resources in Sec C

# Next Step after 2000+...



## QUALIFY YOUR BUSINESS

Once you achieve your 2000 + you have the opportunity to qualify your business. The best way to think of this is to build a solid customer base.

Build a qualified business by accumulating 24 Trio orders or a minimum of 1,000 PVC each month.

As you grow your personal customer base your income grows. The following example compares the monthly income of a Virtual Franchisee with a customer base of 24 Trio customers to 40 Trio customers.

**Your earnings as a Virtual Franchisee on your Customer Qualified Business**

### Customer Qualified Business

# Trios	PVC	Monthly
24	1,017	\$376
40	1,695	\$627

Continue to add customers and team members

### STAY ON TRACK

- + Know your “WHY”
- + Build a strong foundation of customers
- + Share your journey with others

Serving approximately 40 households contributes to a healthy and qualified business.

Another benefit of qualifying your business is that you earn an extra 5% Performance Bonus on your team members.





# Customer Planner / Tracker

				Track Promotional PVC to 2000+		Track Posted PVC to "Customer Qualify"	
Customer Name		Date	Product	Promo PVC	Cumulative Promo PVC	Installment Posted PVC	Cumulative Posted PVC
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
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32							
33							
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35							
36							
37							
38							
39							
40							

JP Product Table	Promo PVC	Installment Posted PVC	Retail Profit
Capsules Trio	169.50	42.38	\$39.00
Capsules O/G	106.50	26.63	\$23.00
Capsules Vineyard	63.00	15.75	\$16.00
Chewables Adult Trio	181.50	45.38	\$38.00
Chewables Adult O/G	111.00	27.75	\$22.00
Chewables Child O/G	55.50	13.88	\$11.00
Chewables Vineyard	70.50	17.63	\$16.00
Samples	63.00	0.00	\$0.00

JP Product Table	Promo PVC	Installment Posted PVC	Retail Profit
Complete ( 60 Servings)	70.50	17.63	\$16.00
Complete Singles (60 Packs)	77.25	19.31	\$17.00
Complete Bars (60 bars)	70.50	17.63	\$16.00
Tower Garden (Frieght \$50)	352.50	29.38	\$55.00
Tower Garden Family (3 TG's)	1,132.50	94.38	\$180.00
TG Minerals (A and B)	20.00	0.00	\$0.00
Extension Kit (\$19)	35.00	0.00	\$0.00
TG Tomato Cage (\$19)	30.00	0.00	\$0.00
TG Grow Lights	109.50	0.00	\$0.00

# Engage Customers

## One on One – Get to know your customer

Complete Customer Questionnaire on Day 1

Send One Simple Change Tracker and thank you note

Check in at Day 10, 30, 60, 90 etc.

Build relationship using phone, text, FB, VOXER



## Add to Customer Facebook Group

Engage in the Group by Liking and Commenting

Welcome them into the Group

Engage in the Group by Posting

Encourage Customers to engage



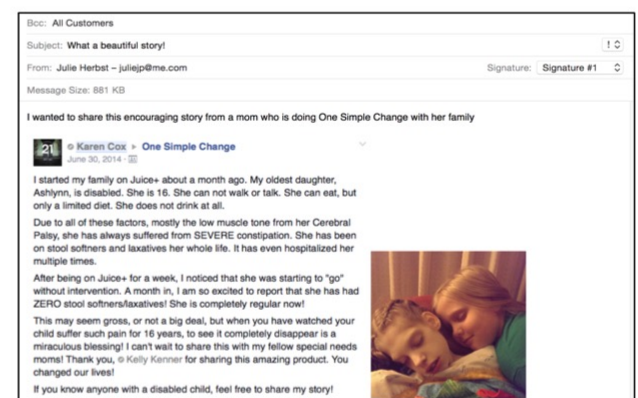
## Add to Customer Email List

Turn on your Email Notifications on Facebook

Receive emails of Customer FB Group posts

Forward the emails to customers

Allows Customers to see what is happening



## Invite to Events

Fun, Education, Inspiration

Engage Customer in JP+ Community

Customer Appreciation

Promote One Simple Change themes







# Connection Record Form

Contact Name:			
First Contact Date:			
When/Where/How Did you Meet? <input type="checkbox"/> JPC Lead <input type="checkbox"/> Referral <input type="checkbox"/> Other			
Phone:		<input type="checkbox"/> Cell	<input type="checkbox"/> Home <input type="checkbox"/> Work <input type="checkbox"/> Text ok?
Address Street:		Employer	
City:	State:	Zip:	
Email:			<input type="checkbox"/> FB (y/n)
Spouse:		Children? (Names/Ages):	
Health Concerns/Issues:			
Primary Interests: <input type="checkbox"/> Juice Plus+ <input type="checkbox"/> One Simple Change <input type="checkbox"/> TG <input type="checkbox"/> Business			

<p><b>F.O.R.M Art of Communication (Asking Clarifying Questions)</b></p> <p>F: FAMILY Ask about theirs and tell them about yours</p> <p>O: OCCUPATION Ask them about their job. Compare notes on how your jobs differ/compare</p> <p>R: RECREATION Ask them what they do for fun...sports/hobbies/volunteer work. Talk about what you have in common.</p> <p>M: MONEY/MOTIVATION Ask how they feel about where they are in life right now. Ask where they want to be in 5 yrs? Share "30 Reasons We Love our JP Business" sheet...some of the reasons are based on RESPONSIBILITY of sharing our passion to touch future generations with health...some are geared towards future planning for The JP+ Company career and NMD benefits ...some for college/vacation/retirement or more TIME with family. Help them find a WHY for JP and/or business.</p>	<p><b><u>Product/Business Resources</u></b></p> <p>Product Websites:</p> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <p>YouTube Videos:</p> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <p>Business Websites:</p> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <p>YouTube Videos - Business:</p> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<p>DVDS:</p> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <p>Brochures:</p> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <p><b><u>Order Info</u></b></p> <p>Start Date:</p> <input type="checkbox"/> Complete Trans, (CT) <input type="checkbox"/> Trio Caps <input type="checkbox"/> O/G Caps <input type="checkbox"/> Trio Chews <input type="checkbox"/> O/G Chews <input type="checkbox"/> Complete <input type="checkbox"/> Complete Bars <input type="checkbox"/> CHS <input type="checkbox"/> TG
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**Notes on back** →





# JP+ New Customer Questionnaire

Customer \_\_\_\_\_ Start Date \_\_\_\_\_

## Get to know your customer and their expectations

Why are you making the decision to use the Juice Plus+ products?

What are your expectations from using JP+?

What would you like to see improve in your health?

Where will you and your family be keeping your Juice Plus+ so you will remember to take it every day?

*What is your favorite way to learn? read, listen, attend live events?*

*What is the best way to contact you? phone, text, email, facebook?*

*May we add you to our Facebook Support Group and introduce you?* ☐ Yes ☐ No

## The JP+ Experience Customer Care Program

Below are some ideas for engaging and building a relationship with your new customer. Add the dates below to your calendar and remember to connect one on one with your customer. The JP+ company will assist with customer care by the following: sending educational materials with each shipment, emailing a variety of inspirational messages during a customer's first 100 days, creating monthly *One Simple Change* themes for the purpose of engaging customers and providing *Inspirational Healthy Living* events with doctors around the country and so much more.

- .....
- ☐ **Day 1:** Add Customer to *Customer FB Group* and introduce them. Send OSC Tracking Form or Brochure with a thank you note or optional gift from [www.juicepluspromotions.com](http://www.juicepluspromotions.com). Address and stamp 4 postcards to customer and/or their child so they are ready to mail during first 4 months.
  - ☐ **Day 10 Contact #1** Thank you! Are you being consistent with JP+ and one Simple Change? Any Results? If so, will you share in *Customer FB Group*, on social media or at an event? Did you receive emails from the JPC? Share another exposure such as a video, invite to event or 3-way Call; or invite to join mission.
  - ☐ **Day 30 Contact #2** Congratulate for consistency with taking JP+ and One Simple Change. Ask them questions on the JP+ Experience Survey. Any Results? If so. will you share in Customer FB group, on social media or at an event? Share another video, invite to event or 3-way Call; or invite to join our mission.
  - ☐ **Day 60 Contact #3** Congratulate for consistency with taking JP+ and One Simple Change. Any Results? If so. will you share in Customer FB group, on social media or at an event? Which emails have you enjoyed most from the company? Share another video, invite to event or 3-way Call; or invite to join our mission.
  - ☐ **Day 90 Contact #4** Congratulate for consistency with taking JP+ and OSC. Ask them the questions on the JP+ Experience Survey. Any Results? If so, will you share in our FB group, on social media or at an event? Alert to next shipment every 4 months; Share a video, invite to event or 3-way Call; or invite to join our mission.



JUICE PLUS+®

# EXPERIENCE SURVEY

Please respond to the following questions regarding YOUR personal Juice Plus+® experience. Thank you for completing the experience survey.

## HAVE YOU NOTICED:

YES NO N/A

☐ ☐ ☐

Eating, liking or craving more fruits and vegetables than you used to?

☐ ☐ ☐

An improvement in your exercise?

*Have you found that you can workout better, longer, stronger with less pain afterwards? If you don't exercise, have you found if you do something strenuous around the house or yard, that you are not as sore as you used to be?*

☐ ☐ ☐

Eating less sugar, drinking less soft drinks and/or eating less quantity and/or feeling more full and satisfied after one portion?

☐ ☐ ☐

Cooking fresh meals at home?

☐ ☐ ☐

Drinking more water and/or snacking less?

☐ ☐ ☐

Can you fall asleep faster? Stay asleep better? If you do get up in the middle of the night, are you able to fall asleep faster?

☐ ☐ ☐

Taking less over-the-counter medications for pain-relief, allergies, cold/flu, etc?

☐ ☐ ☐

Experiencing less illness and less sick days?

☐ ☐ ☐

An increase in your energy level?

*Do you feel less sleepy after lunch or does your energy last longer into the night?*

☐ ☐ ☐

Any weight loss or weight gain desired?

☐ ☐ ☐

Healthier gums?

*Less bleeding when brushing or flossing your teeth? Did you have improvements in your gum measurements (if you were recently measured)?*

☐ ☐ ☐

Healthier hair?

*Grows faster, stronger, doesn't break as much? Less hair in the brush/bottom of the shower?*

☐ ☐ ☐

Stronger or faster growing nails? Chip and break less, grow faster?

☐ ☐ ☐

Improvements in your complexion?

*Smoother skin, clearer skin, a reduction in the oiliness or dryness of your skin, or just an overall "healthier glow"? Have you found that you sunburn less quickly in the summer?*

☐ ☐ ☐

An improvement in regularity (bowel movements)?

*If you didn't used to be daily, are you more daily now? If you were daily, does it tend to be a faster/smooth process?*

☐ ☐ ☐

An improvement in your general sense of well-being?

☐ ☐ ☐

A decrease in your feelings of stress?

☐ ☐ ☐

An improvement in your positive mental outlook?

☐ ☐ ☐

Any other changes you have made with "One Simple Change?" If yes, which ones?

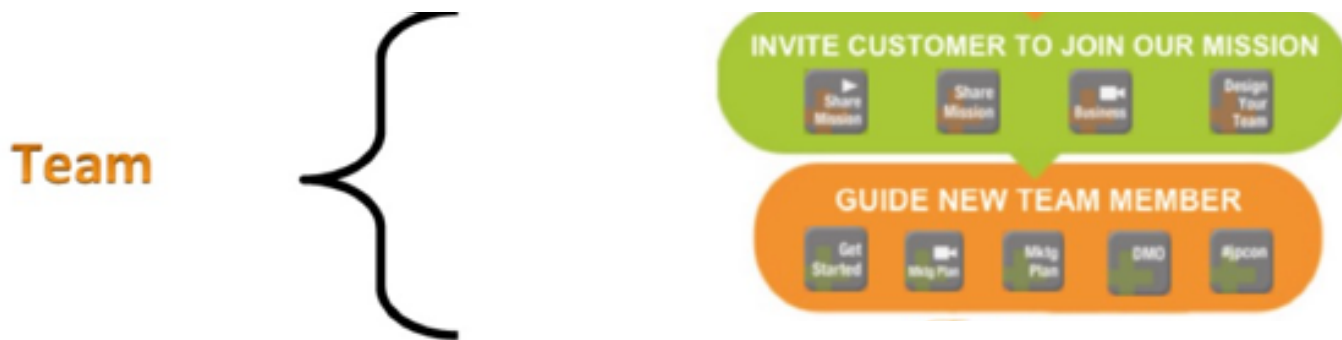
CUSTOMER NAME \_\_\_\_\_





# Tab 4: Team Member Care

## Mission Driven Model



## Habit #2: Do It / Team Member Relationships

1. Thriving Bus Community / Join our Mission
2. 30 Reasons “WHY” we love our JP
3. “Why” Worksheet
4. Design Your Team Worksheet
5. Potential Team Member Profile
6. Stair Steps of Marketing Plan
7. Points Chart for Products

### Other Resources

- Team Member Welcome Letter (Optional)
- JPVF.info Sections A, B & C
- Mission Driven Model Resources in Sec C

# Thriving Business

## COMMUNITY



**B**

### Team Members

## The CORE 4

### PICTURE THE POSSIBILITIES

*Create curiosity, cast vision for what's possible and help others explore their dreams*



### FOLLOW THE PATH

*Maximize your earnings as you build and duplicate a strong customer base*



### STEP THROUGH THE PROCESS

*Value relationship with each step and engage each person in our community*



### MAKE A PERSONAL PLAN

*Create a plan that maximizes your time and income potential*





# Join Our Mission

Use “Experience, Share, Join” Verbiage to invite to the business.

## Experience

*“I had a wonderful experience with Juice Plus+!”*

## Share

*“I naturally started sharing it with my friends and family!”*

## Join

*“I decided to join the mission of this company which is to ‘Inspire Healthy Living Around the World’ and not only am I seeing others get healthy but...*

**(Share what has happened already, and/or what would you like to see happen in the near future?)**

*...I’m paying for our product already and now I’m looking forward to making my car payment.”*

*...I went from making a few hundred dollars a month to paying off our credit card debt. I’m making the mortgage payment now and it feels great! This company even has a wonderful medical benefits package that I can receive for our whole family. This is turning out to be a game changer for us!”*

*...We’re saving for the kid’s college education. It feels good to contribute to our family’s income and I’m helping people with their health at the same time!*

### **OTHER REASONS PEOPLE JOIN OUR MISSION:**

PASSION AND PURPOSE + GIFTING EDUCATION + HEALTH AND COMMUNITY + TIME FREEDOM AND FLEXIBILITY + CONTRIBUTING TO FAMILY’S INCOME + PAYING DOWN DEBTS + COLLEGE EDUCATION + VACATIONS + FUN, LEARNING AND GROWING WITH OTHERS + DESIGNING OUR OWN FUTURES AND HELPING OTHERS REALIZE THEIR DREAMS

## Invite them to take a look:

*“Would you like to learn more about joining our mission and the wonderful company behind JP+?”*

### **Ask these questions to help a Raving Fan Customer Step Into Their Story:**

1. What was your normal like BEFORE you added Juice Plus+®?
2. Tell me MORE about that!
3. How did that make you FEEL?
4. What’s that like NOW?
5. How does THAT make you feel?

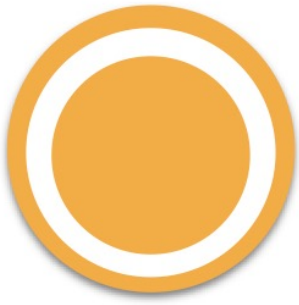
### **Experience, Share, Join**

You are having a wonderful experience with Juice Plus+®!

You may be naturally sharing or wanting to share it with friends!

Would you like to learn more about joining our mission and the wonderful company behind JP+?





## 30 Reasons Why I am Proud of and love my Juice Plus+ Business

1. I love gifting health to my family and everyone I know and don't know yet.
2. I love sharing education on nutrition and health.
3. I love that my family is not on medications or going to the doctor as much and that I actually have the ability to CHANGE the health picture of others.
4. I love that I can help others realize THEIR dreams with taking control of both their health and their wealth.
5. I love the integrity of this company, the longevity, the research of the products, the support, the fact that there are no boundary restrictions and that my children can continue our business when I'm gone.
6. I love working from home and setting my own hours; the flexibility of time; more time with family.
7. I can raise my own children without the need of as many babysitters.
8. I can take the business with me everywhere I go.
9. I can go on vacation, mission trips, or take some down time and still receive a paycheck.
10. With the uncertain economy, it's a great feeling towards becoming more autonomous.
11. I love that being proactive in building my team for our family keeps my anxiety down; not worried as much about layoffs.
12. I love that we have paid off our VISA bill and now are SAVING.
13. I love actively building towards vacations, college tuition fund, church contributions and retirement.
14. My spouse and I are actively working together towards the goal of both of us being able to have this as a home based business.
15. I love that I can take the pressure off of my husband having to have the entire financial burden of our family.
16. I love contributing and feeling a part of the success of our future goals together.
17. I love that there is no glass ceiling; the sky's the limit; we have control over our "raises".
18. I love how actively involved my whole family is; I'm not alone.
19. I love modeling strong work ethic and goal setting with my children.
20. I love the friends that I am making within The Juice Plus+ Company family where we all have the same goals, dreams and passions.
21. I love learning and growing constantly and developing myself as a leader.
22. I'm scared but am loving being pushed out of my comfort zone slowly but surely.
23. I love that my confidence and belief in myself is growing daily.
24. I love that I have wonderful mentors to help me on this journey.
25. I love that I am growing in patience, caring, persistence; that I am becoming a person with a "servant's heart".
26. I love that I'm learning better how to communicate with people.
27. I love voxer, trainings, conventions and bootcamps where I come away able to DREAM BIG.
28. I love having HOPE again for the future.
29. I love that I am more in touch with ME; I'm giving myself permission to GROW.
30. I love that I have a sense of purpose in life; I'm getting out and seeing more; doing more.



# Why are you starting a JP+ Virtual Franchise®?

PASSION AND PURPOSE + GIFTING EDUCATION + HEALTH AND COMMUNITY + TIME  
FREEDOM AND FLEXIBILITY + CONTRIBUTING TO FAMILY'S INCOME + PAYING DOWN  
DEBTS + COLLEGE EDUCATION + VACATIONS + FUN, LEARNING AND GROWING WITH  
OTHERS + DESIGNING OUR OWN FUTURES AND HELPING OTHERS REALIZE THEIR DREAMS

1. What is it that you want this business to do for you? \_\_\_\_\_
2. Why do you want this? \_\_\_\_\_
3. What are you willing to do to get it? \_\_\_\_\_

## Three Categories of WHY People Build a Juice Plus Virtual Franchise®

By Kathrine Lee

☐ Is this decision *financial*?

- To bridge the gap with your general finances?
- To bridge the gap with just paying for your own Juice Plus?
- Or do you want to leverage your income and/or have multiple streams of income with a network marketing company?

☐ Is this for *fulfillment*?

- Do you want to be part of a cause?
- Do you want to leave a legacy by making a difference?
- Do you want a business of your own?
- Do you want to add purpose to life (maybe to offset a tragedy)?

☐ Is this for *fun*?

- Do you want to be around a community of positive people who are being proactive about their health and finances?
- Do you want to leverage your income so you can have more fun?
- Do you want to have extra spending money to travel more?



# Designing Your Team

Identify 5 people you admire, respect and would like to spend more time with. Answer the following questions about each: How do you know them? (friend, coworker); What do you know about them? (cancer survivor, mom); What have you already shared about JP+/TG?

## *Who do you know that is...*

- Credible and connected
- Money motivated / entrepreneurial
- Positive
- Cause-Oriented
- Ready for a change
- Likes to help others
- Self starter / teachable
- Health conscious
- A “raving fan” customer

Name:

## *For each person include...*

- city and state
- age
- occupation
- spouse’s occupation
- children’s ages
- group affiliations / circle of influence
- what you like, love and respect about them

1

Next Steps:

2

Next Steps:

3

Next Steps:

4

Next Steps:

5

Next Steps:





# Potential Team Member Profile

Name:	Age:	Phone:
City/State:	Current Occupation:	
Family Information (spouse/children):		

## Juice Plus+ / Tower Garden Experience

Start Date:	Notes:
<input type="checkbox"/> Experiencing great results	
<input type="checkbox"/> Referring customer prospects	
<input type="checkbox"/> Multiple exposures (CDs/events/FB parties)	

## Characteristics...

	Notes:
<input type="checkbox"/> Entrepreneurial?	
<input type="checkbox"/> Health conscious?	
<input type="checkbox"/> A people-person? High energy?	
<input type="checkbox"/> Cause-oriented?	
<input type="checkbox"/> Teachable?	
<input type="checkbox"/> Motivated for increased income or purpose?	

## Personal

What is the most significant thing about this person that makes you feel they would do well in the JP+ business?
What do they want from the JP+ business?
What is it that you really like, love or admire about this person & why would you like to work with them every day?

# FRANCHISE\* 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 2014*



National  
Marketing  
Director  
(NMD)

Benefits  
Package

Health, Vision,  
Dental, Disability,  
Life, Prescription,  
Tuition,  
Reimbursement,  
Holiday Bonus

20% Business  
Incentive Bonus Up  
to \$3,000/mo.

4%  
Promote Out  
Bonus

5%  
Performance  
Bonus

22%  
Commission

Retail Sales  
Profit

Qualifying  
National Marketing  
Director  
(QNMD)

Q- School

20% Business  
Incentive Bonus Up  
to \$1,000/mo.

4%  
Promote Out  
Bonus

5%  
Performance  
Bouns

22%  
Commission

Retail Sales  
Profit

Senior Sales  
Coordinator  
(SSC)

20% Business  
Incentive Bonus up  
to \$500/mo.

4%  
Promote Out  
Bonus

5%  
Performance  
Bonus

22%  
Commission

Retail Sals  
Profit

Sales  
Coordinator  
(SC)

\$500  
+  
Another  
Conference  
Ticket

Virtual  
Franchisee  
(VF)

\$250  
+  
Conference  
Tickets

Direct  
Distributor  
(DD)

\$100  
Bonus

Distributor

Commission

6%

14%

22%



## ① HEALTHY LIVING PLAN

Accumulate 500 Purchase Volume Credit points (PVC)\* in 30 days by sharing Juice Plus+® with at least 2 other households outside of your own.

+ Promotion to DD  
+ 6% Commission  
+ \$100 Bonus  
+ Retail Sales Profit

## ② 2000 PLUS+

Accumulate 2000 PVC in 60 days by sharing JP+® with 8 total households (counting the 3 from HLP), including 1 Rep who has at least 1 order.

+ Promotion to VF  
+ 14% Commission  
+ \$250 Bonus  
+ Conference Ticket  
+ Retail Sales Profit

## ③ FAST TRACK TO SC

Accumulate 8000 points in 6 months. Build your team with 2 VFs + 1 DD and \*qualify your business.

+ Promotion to SC  
+ 22% Commission  
+ \$500 Bonus  
+ Conference ticket  
+ BP Program (Leads)  
+ Retail Sales Profit

**THE PATH: 1. Build Customer Base 2. Qualify Your Business 3. Duplicate this with others**

**\*Qualify Your Business with at least 1,000 \*PAID points with your own customers**

Teach 3 others to Qualify \$1,250/month    Teach 12 others to Qualify \$3,300/month    Teach 39 others to Qualify \$10,000/month

To monitor fast track progress on your Virtual Office: Click on My Team Data - Close to Fast Track Team Building Bonus. Look up any team member ID and date range. Select Level 1 for HLP or 2000+ and Select Level ALL for FTSC.

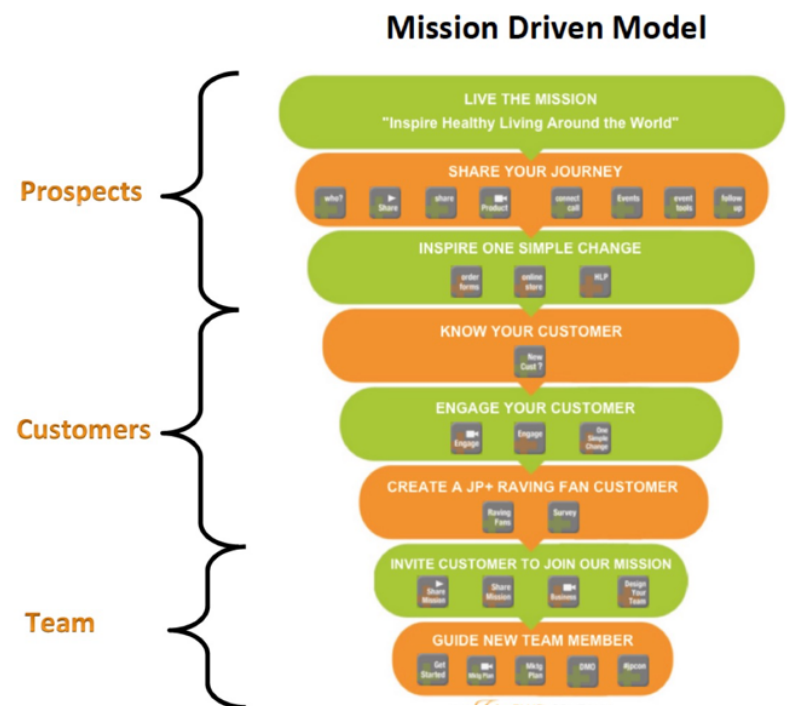
All Products	*PVC/ Promo Total Points	*Mo. Install Paid Points	Cust Install Price	Cust In Full Price	Retail Sales Profit	RSP +6% Comm	RSP +14% Comm	RSP +22% Comm
Trio Capsules (O, G, V)	169.5	42.38	71.25	279	39	49.17	62.73	76.29
O & G Capsules	106.5	26.63	44.5	172	23	29.39	37.91	46.43
Vineyard Capsules	63	15.75	28.25	107	16	19.78	24.82	29.86
Trio Chewables (O, G, V)	181.5	45.38	76.75	301	38	48.89	63.41	77.93
O & G Chewables - Adult Supply	111	27.75	47.5	184	22	28.66	37.54	46.42
O & G Chewables - Child Supply	55.5	13.88	24.5	92	11	14.33	18.77	23.21
Vineyard Chewables	70.5	17.63	30.75	117	16	20.23	25.87	31.51
Complete Shake (4 Bags-60 ser)	70.5	17.63	30.75	117	16	20.23	25.87	31.51
Complete Shake (8 Bags)	141	35.25	61.5	234	32	40.46	51.74	63.02
Complete Singles (60 packs)	77.25	19.31	33.25	127	17	21.64	28.18	34.00
Complete Bars (30 bars)	35.25	8.81	32.5/2mo	62	8	10.12	12.94	15.76
Complete Bars (60 bars)	70.5	17.63	32.5/4mo	124	16	20.23	25.87	31.51
Chewables Samples (120 packs)	63	-----	-----	-----	-----	3.78	8.82	13.86
Tower Garden®	352.5	29.38	45.25	525+ship	55	76.15	104.35	132.55
Tower Garden® Family (3 TGs)	1,132.5	94.38	142.33	1,690+sh	180	247.95	338.55	429.15
TG Minerals (A and B)	20	-----	-----	40+ship	-----	1.20	2.80	4.40
TG Extension Kit	35	-----	-----	70+ship	-----	2.10	4.90	7.70
TG Tomato Cage	30	-----	-----	60+ship	-----	1.80	4.20	6.60
TG Grow Lights	109.5	-----	-----	219+sh	-----	7.17	16.73	26.29

Shipping is included on all JP+ prices above - \$7 per item / Add shipping to Tower Garden prices





# Tab 5: Get Better at it



## Habit #3: Get Better at it

1. Success Habit #3: Get Better at it (Cover Sheet)
2. Thriving Business w/ 4 P's and Graphics
3. Assessment Tools to Evaluate Skills & Identify where to Focus
4. Conference to Conference Planning / Royal Crown Monthly Scorecard
5. Monthly JP Reports *(Printed or Saved Electronically)*
  - Customer Genealogy Reports
  - PVC and 12 Month Analysis Reports
  - Coaching Documents
6. Your Planning & Tracking Tools *(Paper or Electronic )*
  - Preferred Customer Trackers / Printed Paper or Excel Worksheet
  - KPI Reports at end of month Personal Customers, PB & POB
  - Royal Crown Monthly Scorecard

### Other Resources

- 5 Belief Resources
- 3 Success Pillars Tools / Mindset, Skill-set, Heart-set
- Communication Skills Trainings - See Core Competency Sheet
- L.E.A.D. Yourself 1st Training - It applies to all areas of our life





# HABIT 3: GET BETTER AT IT

**Three**

**Success**

**Habits**

Personal, Professional and  
Leadership Development

*"For things to get better, we need to get better."  
...Jim Rohn*



## 3 Success Pillars

Mindset  
Skill set  
Heart-set



**PERSONAL**

## C. A. L. M. Confident Leadership

**C**ommunicate

**A**ffirm

**L**ove - **L**ead - **L**isten - **L**earn

**M**entorship

**PROFESSIONAL**

## L. E. A. D. by Example

**L**earn

**E**quip

**A**ssimilate

**D**uplicate

**LEADERSHIP**



# Thriving Business

## COMMUNITY

### Mission Driven **MODEL**

- » The Picture
- » The Path
- » The Process
- » The Plan

### PICTURE THE POSSIBILITIES



### Mission Driven **MODEL**

- » The Picture
- » The Path
- » The Process
- » The Plan

### FOLLOW THE PATH



### Mission Driven **MODEL**

- » The Picture
- » The Path
- » The Process
- » The Plan

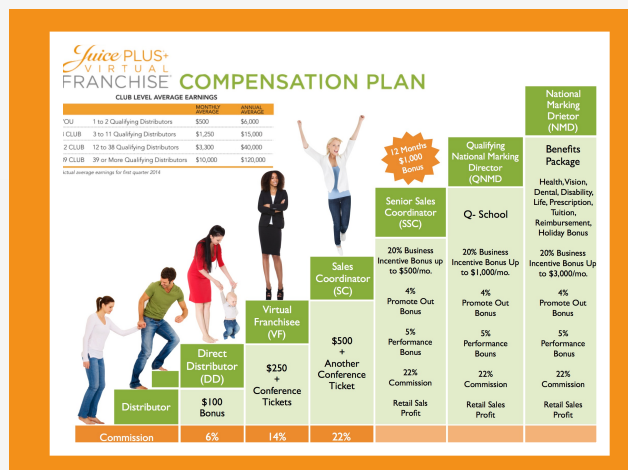
### STEP THROUGH THE PROCESS



### Mission Driven **MODEL**

- » The Picture
- » The Path
- » The Process
- » The Plan

### MAKE A PERSONAL PLAN







# Assessment Tool

*Evaluate Skills in Following Areas*

MAKE A  
PERSONAL PLAN



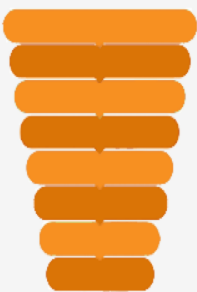
PICTURE THE  
POSSIBILITIES



FOLLOW  
THE PATH



STEP THROUGH  
THE PROCESS



3 SUCCESS  
PILLARS



## 1. Plan it - See Tab 1

- Do you Picture the Possibilities to Design your Life?
- Do you update your Conference to Conference Plan?
- Do you update your Weekly Connection / Activity Planner?
- Do you stay focused on Daily Activities scheduled in Planner?

## 2. Do it - Build Relationships See Tabs 2-4

- Consistency in doing the following “A” Activities
  - Meet New People - Prospects
  - Follow Up Connections with them
  - Get to know your Customers
  - Get to know your Team Members



## 3. Get Better at it - Assessment See Tab 5

- 3 Success Pillars: Evaluate your strengths and weaknesses
  1. Mindset: *Are you Positive, Grateful and a Lifelong Learner?*
  2. Skill-set: *Are you actively armoring yourself with the 5 Beliefs?*
  3. Heart-set: *Are you connected to people; Do you desire to share?.*
- Are you clear about your Why, Vision, and Goals?
- Assess your Monthly Progress with your Monthly Reports
- Do you have an accountability partner?





# Conference to Conference Planning

"Success happens by design, not by accident"

Planning Sheet for \_\_\_\_\_ Location/Date of Next Conference \_\_\_\_\_

Name	Current		By Conference Goal		Conference Attendance	
	Position	Qualifiers/ Club	Position	Qualifiers/ Club	First Time Attendee	Returning
<b>Where are you now and where would YOU like to be in your business by next conference?</b>						
<b>Who will you be bringing with you to the next conference? (use back if more space is needed)</b>						
1						
2						
3						
4						
5						
<b>Where do your distributors want to be by next conference and how many team members will they bring?</b>						
1					Enter Numbers	
2						
3						
4						
5						

CONFERENCE GOAL TOTALS*					
Attendance		New Promotions*		New Club Members*	
First-Time to Conference		Sale Coordinators		3 Club	
Returning Team		Sales Coordinators/POBQ		12 Club	
<b>TOTAL</b>		Sales Coordinators/Bus Partner		24 Club	
		Senior Sales Coordinator		39 Club	
		QNMDs		50 Club	
		NMDs		100 Club	
		<b>TOTAL</b>		<b>TOTAL</b>	

\*The JP+ Company recognizes the promotion and club levels listed above

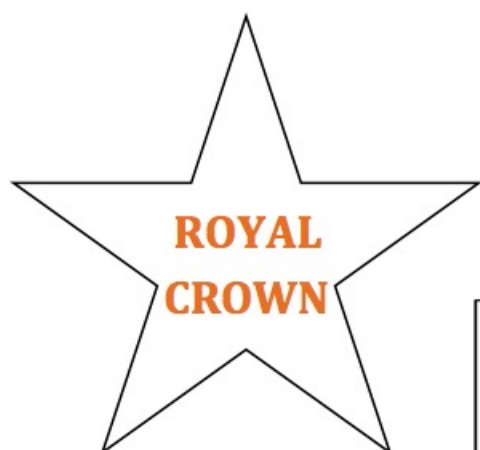
# "ROYAL CROWN" MONTHLY SCORECARD

*At the end of each business month, fill in the blanks to chart your progress on achieving Royal Crown.*

	Name	Product
<b>Add 5 New Preferred Customers (PCs)</b> <i>Any product order counts but aim for Trio Orders and 5 separate households</i>	1.	
	2.	
	3.	
	4.	
	5.	

<b>Add 1 New HLP, DD 6%</b>	1.	
-----------------------------	----	--

<b>Previous Month's HLP, DD 6% to 2000+, VF 14%</b>	1.	
---	----	--



## Royal Crown Monthly Goal REWARDS!

\*VF at the 14% earns an extra \$542 by achieving this!

\*SC at the 22% earns an extra \$598 by achieving this!