



# JUICE PLUS+ THE COMPLETE GUIDE

JAMES LAVELLE & TINIKA BELLE

# Juice PLUS+ PRODUCTS AND PRICES

## Juice PLUS+ Premium



£225.00

Or 4 installments  
of £57.75

## Juice PLUS+ Fruits & Vegetables

£147.00

Or 4 installments  
of £37.75



## Juice PLUS+ Vineyard

£78.00

Or 4 installments  
of £20.50



## Juice PLUS+ Premium Soft Chewables

£152.00

Or 4 installments  
of £39.50



## Juice PLUS+ Complete

£123.75

Or 4 installments  
of £32.50



## Juice PLUS+ Chewables

£79.00

Or 4 installments  
of £21.00



## Juice PLUS+ Soft Chewables

£98.00

Or 4 installments  
of £25.50



# Top Tip

Break the cost down into daily amounts and relate it to common purchases.

For example:

“It’s £57 per month, that works out at just £1.90 per day. It costs nearly double that for a cup of coffee!”

As well as receiving a great product, don’t forget to mention all the other added benefits of enrolling on the Juice PLUS+ programme

- Receive a free eating plan written by nutritional expert
- Added to Facebook groups for advice, recipes, tips and support
- Continued mentoring from their Juice PLUS+ distributor

Remember people buy you before they buy a product.

Your knowledge and enthusiasm could be the deciding factor!



# Top Tip

Taster events are a great way to introduce your friends and family to the product

People love to try something for free and once you have a captive audience it gives you a great opportunity to effectively explain the benefits of our amazing products



TALKING ABOUT  
JUICE PLUS+

## How To Approach The Conversation

Take a genuine interest in the person you're talking to, once you've generated good rapport you can drop Juice PLUS+ in to the conversation.

Ask *"Have you heard of Juice PLUS+?"* If the answer is *"No"* this is brilliant because you now have a blank canvas to share your experiences with, the products or business opportunity.

A less direct approach is *"Do you know anybody who'd like to earn extra money by working part time from home?"* Most people will say *"Me"*, if they do you now have an invitation to discuss further. If their response is *"No"* say *"Well, if you think of anybody could you give me a shout?"* and hand them your business card.

Once you've created rapport with somebody, another approach is saying *"You'd be amazing at what we do"* they might ask *"What do you do?"* respond with *"I'd love to send you some more information. why don't you give me your email address and I'll send you some stuff!"*. If they ask for more information there and then say *"I'm busy right now but I'll send everything to your email so you can look at it properly"*. Don't do our products and business a disservice by pitching at the wrong time. You're simply trying to create opportunity so you can send them further information.

Ask for their email address not phone number as some may consider a phone number is too personal and therefore might be reluctant to give it out.



**EMBRACE  
SHARE  
INSPIRE**

**Build your business simply by sharing your enthusiasm for the benefits of Juice PLUS+ products and business with the people you know. Show them that they have a chance to create financial freedom whilst also promoting healthy living. Inspire them to take better control of their health and wealth by sharing Juice PLUS+ with others.**

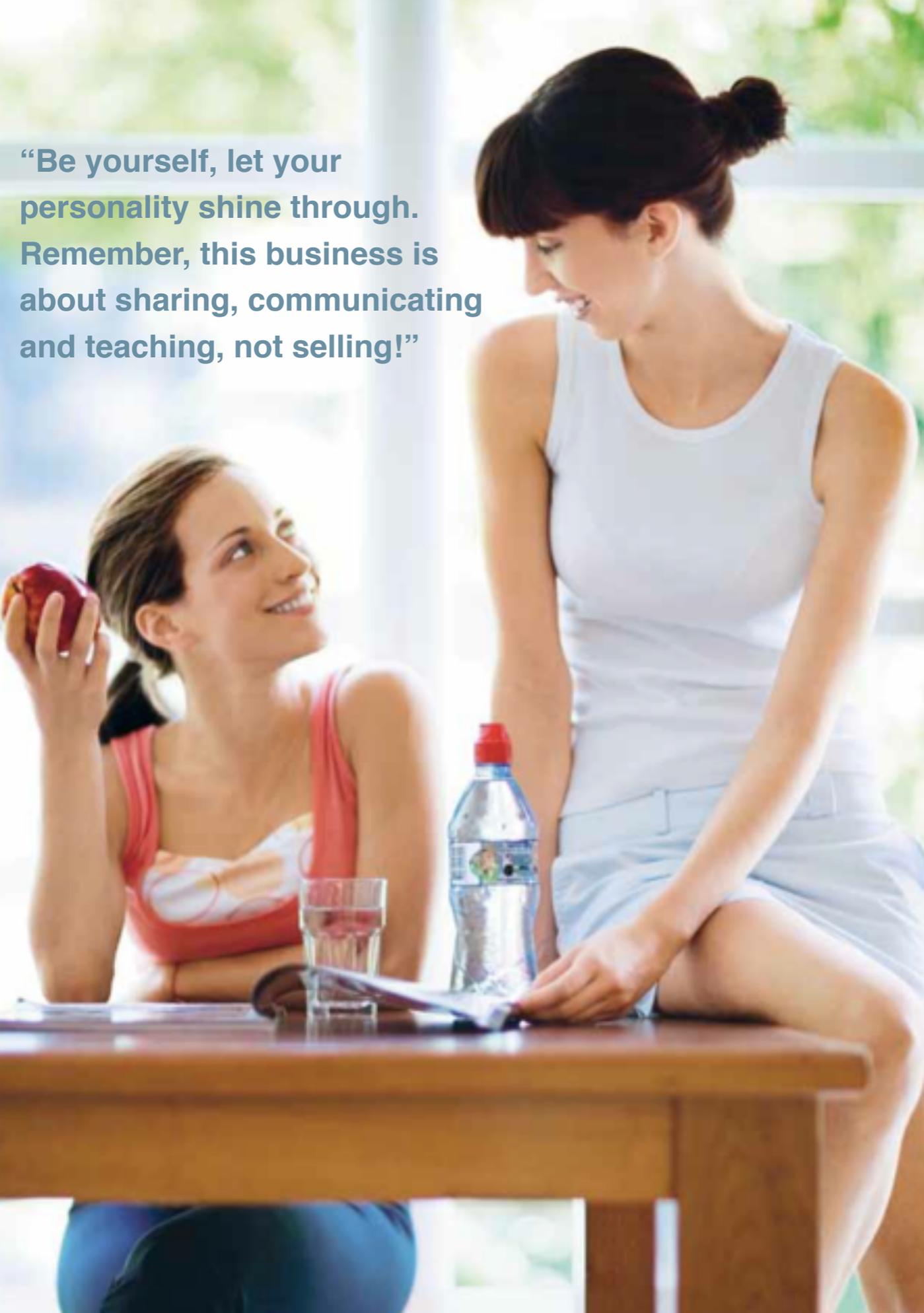
# Top Tip

## Convert your Juice PLUS+ Complete Customers to Juice PLUS+ Premium Capsules

Juice PLUS+ Complete is our best seller but most people only use 1 box to achieve their bodily goals. If you can convert your Juice PLUS+ Complete customers to Juice PLUS+ Premium Capsules this will create great stability and growth for your business. The statistics prove that Juice PLUS+ Premium Capsules customers tend to stay longer on our products.

**Customer retention is vital...  
Remember, retention is your pension!**





**“Be yourself, let your personality shine through. Remember, this business is about sharing, communicating and teaching, not selling!”**

## Talking About Juice PLUS+

- Be passionate about Juice PLUS+. Remember why you use it!
- Share the products and your experience of them, rather than trying to sell. Make sure you experience the products, as you can only truly share what you have used yourself.
- Create a list builder of contacts; friends, family colleagues etc to share your Juice PLUS+ story with. Keep adding to this list and don't assume that people won't be interested. When they say no, keep in touch. It may just not be the right time for them at this moment.
- Build a relationship with your customers and distributors. Show a genuine interest in their journey and be open to sharing your own.
- Don't just rely on social media, ensure you try to speak to new people every single day
- Remember you are an advocate for a healthy product and lifestyle so, walk the walk!
- Attend as many events as you can, to educate yourself and keep motivated, and invite people to join you. You can check upcoming events on [www.teamrhinoevents.co.uk/](http://www.teamrhinoevents.co.uk/)
- Remember that happy clients become the best distributors. Look after your customers well and you will quickly build a team. Lead them by example. Make sure you discuss their goals and help them to achieve them. Support your team by holding and attending events, whether in-home, informal meetings over coffee or information evenings.
- Have fun! Nobody wants to join a movement that isn't fun!

# Top Tip

Remember to tell your customers about how they can receive free Juice PLUS+ chewables for their children through the amazing children's health study



# Top Tip

Make sure your customers receive a nutrition plan, they are added to the Facebook support groups, and include any other ongoing advice that you think will help create a better customer experience



# SOCIAL MEDIA GUIDELINE

## **The Internet is not a “new world”, it’s just an extension of the regular world! The same rules apply!**

Sharing Juice PLUS+ on the Internet is no different from sharing Juice PLUS+ anywhere else. The same tried and proven system and the same basic rules apply. For example:

We share Juice PLUS+ with our “warm market” friends and acquaintances. It’s also fine to develop new relationships online just as you do in real life.

## **The Internet is different in one very important way:**

Think of sharing Juice PLUS+ on the Internet just like sharing Juice PLUS+ person-to-person, except that you need to be more careful because:

- Whatever you say will be in “print.”
- As a result, other people, maybe hundreds or even thousands of other people, could ultimately read it.
- It could become part of the “permanent record” and remain “posted” online for a long time for all to see.

## **The key to ONLINE success: take the conversation OFFline!**

When someone starts asking you lots of questions online about your personal experiences with Juice PLUS+, it’s time to take the conversation offline.

The Internet offers opportunities for expanding your “warm market”, both by reconnecting with old friends and by making some new ones. But you should view the Internet only as a place to connect and start the conversation, and never as a place to try to make (or close) the sale. Just as in the “offline” world, you should always share your Juice PLUS+ story person to person.

Nothing is as effective as a one-on-one personal conversation in conveying the passion you have for Juice PLUS+ and your personal experience with the product.

## **Avoid communicating online with hostile personalities of any kind,**

Just as you would not share Juice PLUS+ where it is not welcome in regular life, you need to move on when you encounter resistance Online. If someone posts a statement or opinion that you disagree with, you can voice your opinion but speak reasonably, factually, and with good humour. Try to understand and acknowledge the other person’s point of view. Don’t attempt to control the conversation. State your case as simply as possible and move on.

**Support any discussion of Juice PLUS+ with links back to your official Juice PLUS+ website.**

When engaged in conversation about Juice PLUS+, always link to the appropriate page on your official personal Juice PLUS+ website which supports the point you are trying to make.

## **STOP and evaluate the accuracy and truthfulness of your online contributions before posting them.**

If you do find that you’ve made a mistake, the best thing to do is admit it, apologise, correct it, and move on.

## **Build a reputation of trust among your online peers.**

- As you begin to share Juice PLUS+ online, take every opportunity to build a reputation of trust and establish yourself as a credible and transparent member of the “online communities” to which you belong.
- Always be respectful of others. This applies to both the type of information you post as well as the manner and context in which you present it.

- Obey the law. Never post, make available, or share information that violates local regulations.

## **Don’t be afraid to be yourself!**

Being professional doesn’t mean you can’t also speak in a “human voice” and have fun. Ours is a relationship business. Act the same way online that you would offline, only be even more thoughtful and careful about what you say.



**EVENTS**  
**WHY ARE THEY IMPORTANT?**



# EVENTS

## EDUCATION MOTIVATION INSPIRATION RECRUITMENT

- Learn about the product and the business, if you don't go you won't prosper.
- Surrounding yourself with positive people who are aspiring to chase the same dream as you are will help you to stay motivated. Just remember positive actions attracts positive results.
- Getting to regular events will keep you focused on your chosen goals.
- Listening to testimonials and success stories from people of all ages, backgrounds, and walks of life can be very powerful and inspiring.

- Invite your prospects so they can fully see what our opportunity is about, sometimes you can't tell people what's possible, you have to show them.
- Every top earner has a strong events culture and encourages the same with their team.
- Ask your upline to support you if you're not confident holding your own event.
- Persevere! If your first event isn't as successful as you had hoped then just keep trying because with hard work and positivity you will reach your goals in the end!

# Top Tip

Try hosting a small event at home to share your story and the business with your friends and family. In home events are very powerful and are a great way to create momentum for the bigger events!

*“Me and Rob sat just the 2 of us at an event presenting to each other and a packet of biscuits... We kept doing it and from there more people came and the business grew from there.”*

**John Holowaty**  
Europe's Top Earner





# **JUICE PLUS+** **COMMON QUESTIONS & ANSWERS**

# Commission & Points

Juice PLUS+ is very unique, you get paid in a multitude of ways. You will receive commission for retailing the product, you also get points, which lead to promotions and bonus amounts. The genius thing is that for everyone you bring in to your Juice PLUS+ franchise (within 5 generations) you will be paid a percentage of the product that they share, as well as this, you will receive points which lead to bonuses.

Position	Volume	PB Legs	Qualification	Bonus
SDD	£3,250	-	2 x in a row	£200 + £100
SC	£6,500	1 DD	2 x in a row	£400 + £500
SCC	£10,000	2PB	3 x in a row	£1,800
QNMD	£20,000	3PB	3 x in a row	£3,600
NMD	£40,000	4PB	3 x in a row	£7,200
IMD	£80,000	4PB	3 x in a row	£14,400
EMD	£120,000	4PB	3 x in a row	£21,600
PMD	£160,000	5PB	3 x in a row	£28,800

The bonus plan is exact of the 1st July 2014 but subject to change. Our bonuses for hitting each position are brilliant and is paid on top of the retail commission that you earn from personal and team sales. The beauty of the commission scheme is as your organisation grows your commission cheque will grow too. The best bit is you can work towards having a large passive income which will one day pay you whether you're there or not!



# JUICE PLUS+ THE FACTS



There are several aspects of Juice PLUS+ that set it apart from vitamin supplements and other nutritional products. The facts below help explain the benefits of Juice PLUS+ as a whole food based nutritional product and how Juice PLUS+ differs from other products on the market.

## How do I know that Juice PLUS+ is safe to take?

All Juice PLUS+ products are manufactured in certified facilities under the most exacting industry standards and are 100% compliant with all applicable regulations for foods and supplements. To independently verify this fact, both the manufacturing facilities and the products themselves have been tested and certified by NSF International's Good Manufacturing Practices programs and Product and Ingredient Certification programs.

## Is Juice PLUS+ a vitamin supplement?

No. Juice PLUS+ is not a vitamin supplement. Multivitamins contain a limited number of specifically selected vitamins and minerals. Often these vitamins are not even derived from natural sources. Unlike multivitamins, Juice PLUS+ contains juice powders from 17 fruits, vegetables and grains, and therefore provides a far greater variety of naturally occurring vitamins, antioxidants, and other phytonutrients found in the fruits and vegetables themselves.

## How is Juice PLUS+ made?

Juice PLUS+ is made from fresh, high quality fruits and vegetables, and is carefully tested to ensure that no pesticides or other contaminants affect the natural purity of the product. The fruits and vegetables are juiced, and the juices are then concentrated into powders using a proprietary drying process that carefully maintains temperatures at levels that preserve as much of the original nutrient quality as possible.

## Does Juice PLUS+ replace the need to eat real fruits and vegetables?

No. Juice PLUS+ should never replace a diet filled with a wide and colorful variety of fruits and vegetables. Juice PLUS+ is a convenient way for people to get even more of the whole food based nutrition that is so important to a healthy diet, and so lacking in our diets today.

# THE BUSINESS FREQUENTLY ASKED QUESTIONS

People from all walks of life, including teachers, health professionals, business executives, and stay-at-home mums, are among the thousands who share Juice PLUS+ with others. Juice PLUS+ representatives share the product through a unique business model called the Juice Plus+ Virtual Franchise. The facts on this page answer frequently asked questions about Juice Plus+.

Like other businesses, the Juice PLUS+ Virtual Franchise provides full-time Juice PLUS+ representatives who have reached the highest level of leadership in the company access to many of the same benefits that corporate employees receive, including health insurance, life insurance, disability insurance, dental insurance, a family tuition fund, and a year-end bonus.

## Why is Juice PLUS+ not sold in stores?

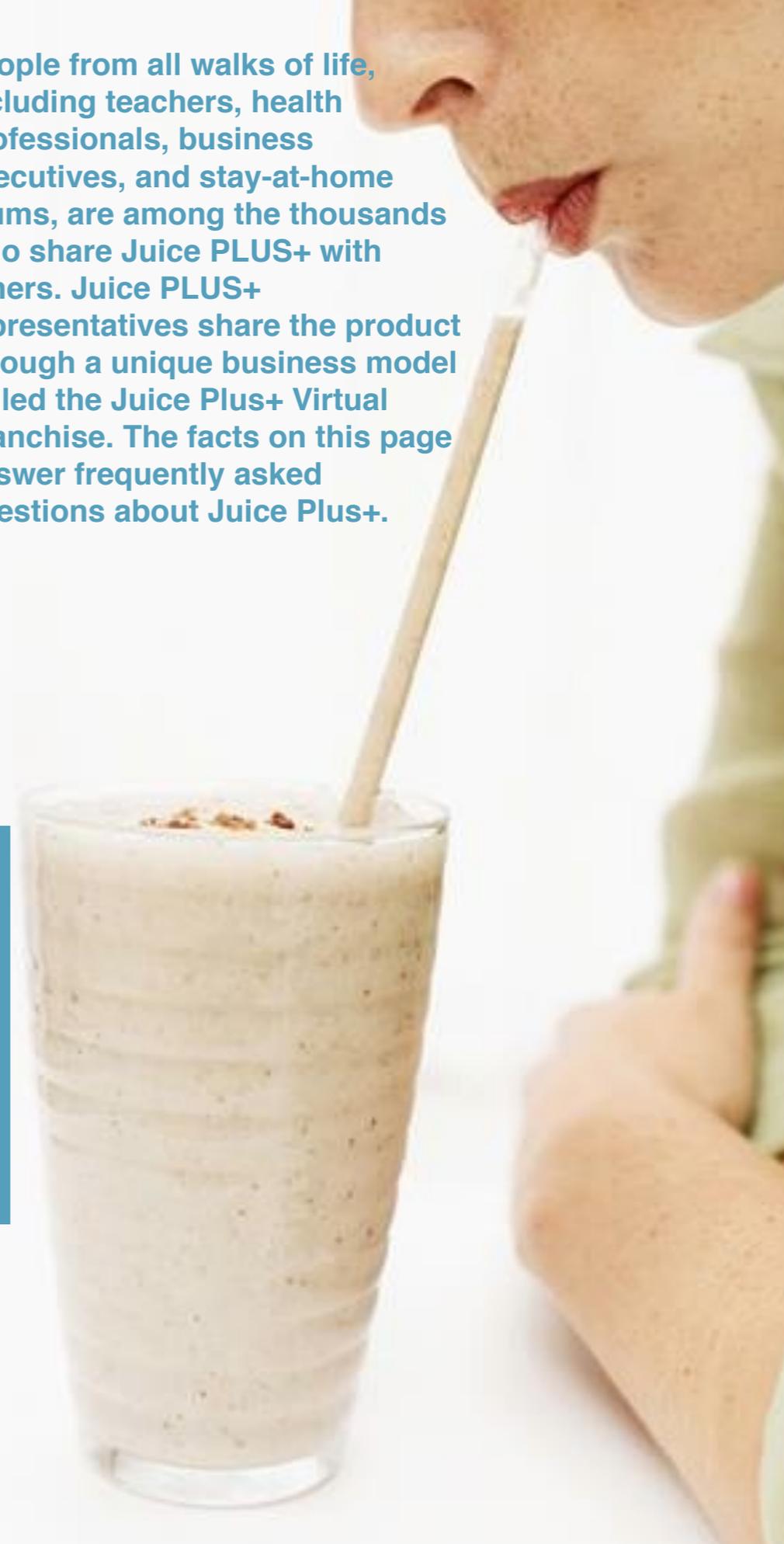
Like growing numbers of products and services today, Juice PLUS+ is sold directly to consumers rather than through traditional retail outlets. This gives consumers the opportunity to have conversations with Juice PLUS+ representatives to fully understand the product before buying. The Virtual Franchise system also allows the company to invest money in the people who share the product rather than spending money on advertising and other expenses typically associated with selling a product in stores.

## Is the way Juice PLUS+ is sold an MLM business scam?

No. Juice PLUS+ is sold through a unique business model called the Juice PLUS+ Virtual Franchise that combines aspects of several types of businesses. While the Virtual Franchise employs a compensation model adapted from network marketing, sometimes called multilevel marketing, or MLM, it is more closely akin to the franchise business model in many respects.

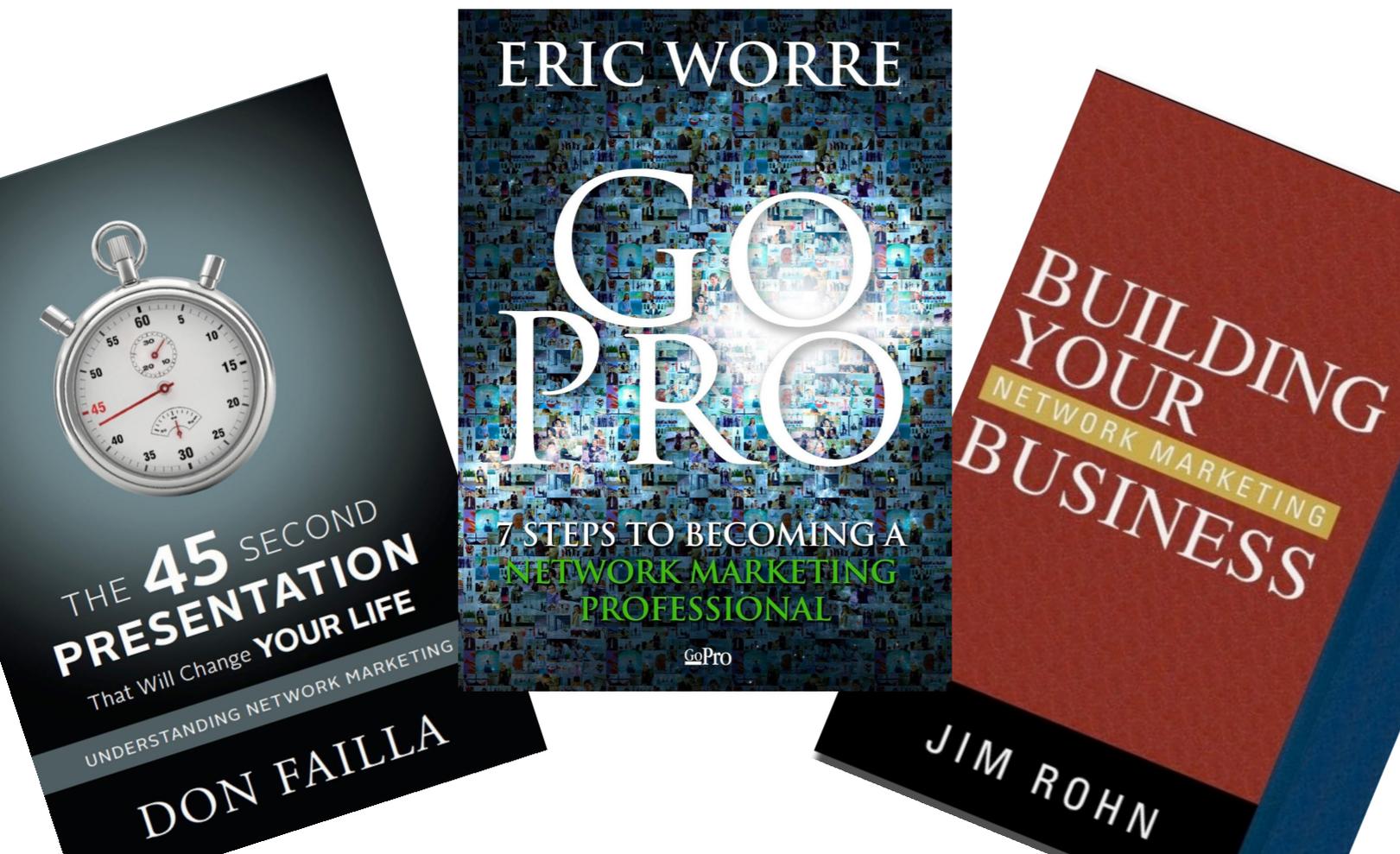
MLM programs typically involve requirements to purchase product inventory in order to make money. Juice PLUS+ representatives are not required to purchase any product inventory, because the company ships directly to the consumer when orders are placed. In addition, the company closely monitors purchases of the product by representatives to ensure that they are not accumulating product.

Similar to a franchise, the Juice Plus+ Virtual Franchise offers entrepreneurs the opportunity to sell established branded products through a market-proven system supported by a corporate office. The Juice Plus+ Virtual Franchise does not include the large franchise fees and other investments required by traditional brick-and-mortar franchise businesses, however.



# Recommended Reading

There are many books on the market that can help you build your Juice PLUS+ business. Listed below are some of the books that I found most useful on my road to success. They cover topics like network marketing strategies, how to build your business, how to recruit people with a 45 second presentation, and growing your team through promoting events.





## Contact Information

### For Business Queries:

Tel: 01628 918 115

Email: [service@juiceplus.co.uk](mailto:service@juiceplus.co.uk)

### For Customer Queries:

Tel 01628 918 116

email: [salesupport@nsamilan.com](mailto:salesupport@nsamilan.com)

## Useful Links

<http://www.juiceplus.co.uk/en-gb/home.html>

<http://www.juiceplusfacts.com>

<http://www.juiceplussports.eu/uk/>

<http://www.juicepluschildren.info/uk/>

<https://www.juiceplus.co.uk/en-gb/science.html>

<http://www.drmitraray.com/q-a/q-and-a-juice-plus/>

<https://www.nsaonline.co.uk/esuite/control/main>

<http://teamjp.net/health/>

<http://www.juiceplus.com/content/JuicePlus/en/clinical-research/published-medical-and-scientific-journals.html#>

<http://youtu.be/xuDatJNomXY>

<http://youtu.be/sRDXn75xHWs>