

HOME HEALTH PARTIES

Why do Home Health Parties?

- It's an easy, non threatening way to educate people about nutrition and Juice Plus+
- Effective way to increase your Preferred Customer base – talk to 10 people vs. 1 on 1
- Create excitement and momentum with guests – makes them more likely to buy
- Terrific tool to use to assist new Fast Trackers to achieve Virtual Franchisee position
- Great way to train new Distributors on how to present Juice Plus+
- Reaffirm your existing customers decision to use Juice Plus+
- Use the “Buddy” system approach to help you all grow your business

When should you do a Home Health Party?

- Change of Season:
 - Holiday's (“Give the gift of great health for the Holidays”)
 - New Years (New Years Resolutions, healthy start on the new year)
 - Before Summer (Bikini season)
- New school year
- New sports team
- New exercise group
- New neighborhood
- New business associates
- in other words... *Anytime!*

Who do you invite?

- Preferred Customer prospects
- Existing P/C's and their friends and family
- Other Juice Plus+ Distributors
 - Important training for new Distributors
 - Ratio of 1 Distributor to every 4 guests is ideal
 - Helps field questions
 - Complete order forms
 - Share their story and *add excitement !*

Where do you have Home Health Parties?

- New Distributors home (or yours)
- Sometimes in a “Hostess” home
- School (private or public)
- Office (doctor's office, Health Club, lawyers office)
- Clubhouse (great place to gather Mom's group, Tennis Club, etc.)

How to Invite

The invitation process is very important to a successful Home Health Event

In real estate it's location, location, location. In our business it's exposure, exposure, exposure.

1. Follow the system
2. Keep it simple and fun
3. Be consistent

Memory Jogger

1. Make a list of everyone you know (100 names or more)
2. Set-up at least 3 HLP's: one for each side of the family, one for friends and co-workers.
You should have one within your first 30 days of starting NSA. Have all 3 within a 2-week period. Why?
 - a. They can't be busy for all three dates.
 - b. It will make it easier to express track and move up to the Sales Coordinator position.
3. The best approach when calling your co-workers, friends, family etc. for your health event:
 - a. Verbal invitation & commitment - example:
Mary, Hi, it's _____ (small talk). What are you doing on June 27? Check your calendar. If they respond nothing say great!! *Pencil* me in. I am having a special health event. We will be discussing all the latest research on staying healthy and I am sure you will find it very interesting. There will be food and refreshments. I am going to send you an invitation with an 24 hour Prevention Plus hotline 800 #. This will help you better understand what this is all about. The only thing I ask is that you will agree to listen to it. (If they can't make it that night you can still send/give them the number or three way them in and also book them for your next health event.)
Be sure to have enthusiasm and conviction when you are talking to them. This is the major factor in getting them to attend. Practice before you call them.
 - b. Send the invitation along with a written personal note saying, please call me after you have listened to the 800 24 hour hotline (or the tape). You can print the invitation on your computer but be sure to use fruit and veggie border paper or colored paper, whatever you prefer just be sure it is special.
 - c. Follow-up to make sure they listen to the 800 number if not 3 way them in. You are calling to confirm their attendance. Please remind them that you are having a special speaker coming all the way from _____ and you need to know one way or the other. Create a sense of urgency. Make them tell you yes or no, maybes are not acceptable.
 - d. Follow-up the night before to remind them about your health event. (You must invite at least 20 people per event) If you follow the system at least 10-15 will show.

Supplies Needed

1. Tape to be given at end of presentation could be either:
“Call Me in the Morning”, ”Surviving to Thriving”,or “I Haven’t Got Time for the Pain”
2. The Guide to Better Health Brochures
3. Post Card Follow-up Kit
4. Whole Truth in 15 Minutes Videos
5. Name Tags
6. Vanilla Complete, Thins, and Gummies for your guests to sample and 4 oz Dixie cups
7. Basket of fruits and vegetables for display purposes, preferably with the fruits and vegetables in Juice Plus

What to Serve

- Platter of cut up fruits and vegetables *Water
- Baked organic chips/ Salsa
- Anything healthy, raw nuts, etc.

- Juice Plus+ Complete
 1. Rice Dream (vanilla)
 2. Soy milk (vanilla)
 3. Fresh or frozen strawberries
 4. Fresh or frozen blueberries
 5. Fresh or frozen cranberries
 6. Fresh or frozen bananas
 7. Fresh pineapple (golden)

- Always add 1/2 cup of cold, filtered water to every cup of soy or rice dream. This prevents it from being too thick.
- If you use fresh fruits, add ice. If fruits are frozen, it’s not necessary to add ice.

You must have samples of the Complete, Thins, and Gummies for your guests!!!!

The fortune is in the follow-up. Be sure to follow up with everyone after the event. Your goal is to find 3 who would like to offset their costs or earn a part-time income.

Home Health Party Notebooks

1. ½ inch 3-ring binder with outside plastic sleeves and inside plastic pockets (6-12). \$1.99 ea.
2. Place a one page colorful, pertinent article on fruits and vegetables from the media in front and back plastic cover insert of each 3 ring binder. (Each one being different)
3. **Inside front Pocket** – (*gift for guests*)
 - (a) Juice Plus Guide to Better Health
 - (b) “Call Me In The Morning” (*audio tape of choice*)
 - (c) Business Card
 - (d) “Fruits and Vegetables are as good as gold” flyer to order (888-391-2100)

4. Middle of Notebook

Healthy Lifestyle Party Information (Download Presentations Boards found on NSA Online at Prevention Plus+ in Home Presentations and place in plastic sheet covers – 1 per page) If you do not have a color copier, Kinkos, Office Depot, etc will download and print for you. 10 pages at \$.99 per copy. *Place Health Survey in plastic sheet prior to the following presentation boards.*

- | | |
|--|---|
| (a) Americans Aren't Very Healthy | (k) JP+ ingredients list |
| (b) Our Children are Unhealthy Too | (l) What Should I Expect ? letter |
| (c) Why are We So Unhealthy | (m) What to Expect From Taking JP+ letter |
| (d) FACT | |
| (e) “Surviving to Thriving” or video of choice | |
| (f) The Solution | |
| (g) What's in a Fresh Whole Clean Apple | |
| (h) Conclusion | |
| (i) Real Important | |
| (j) Juice Plus+ Fruit and Vegetable sheet | |

5. In back pocket

- (a) Children's Research Form
- (b) Children's Foundation Flyer
- (c) Preferred Customer Re-Order Form
- (d) Referral Form (*self-addressed, stamped, folded, and ready to mail*)
- (e) Party Planner Form (*self addressed, stamped, folded, and ready to mail*) (*You will mail invites from list provided by hostess*)

SCRIPT FOR THE PARTY

1. You are a facilitator rather than a presenter. This is very similar to teaching a Church School Class.
2. Be sure everyone puts a nametag on when they come in.
3. Pass out notebooks. Tell them “If you open the notebooks, you will have the privilege leading the discussion.” Go around the room asking each person to explain what is on the cover of their notebook. Add a comment to each one. For example: If you have the Newsweek cover of “Diet and Cancer” with the fork and broccoli on the front. You can say – that isn’t a Twinkie on the end of the fork. This is a great way to start the presentation, gets them involved and gives them ownership of the information. Even before they open their notebook, they understand the value of whole-food nutrition from a credible source.
4. Review the inside cover. The brochure and tape are theirs to take home.
5. Go over the Health Survey together. Go over the notebook - one page at a time, BUT ask them to read. For example: "Sue. would you read the first page." Add a small comment about each page.
6. After reading the “Why Americans are So Unhealthy” go over the props
7. Visuals/Props
 - 5lb bag of sugar
 - 3/4 lb. bag of sugar in a zip lock bag
 - 18 individual packets of sugar in zip lock bag
 - 8 oz Dannon Yogurt mixed berry , 9 packets of sugar inside Dannon cup.
 - Snickers bar (compare the yogurt to the snickers bar, more sugar in the yogurt!!)
 - 1 lbs. simulated fat (to order call Nasco 800-558-9595/or nasco.com)/or 16 tsp. Crisco in ziplock bag
 - 20 oz Coke, and Frutopia 18 packets of sugar in a baggie (there are 20 in a Frutopia)
8. After reading the FACT page, show the “Whole Truth in 15 Minutes” video.
9. AFTER VIDEO, you will take over the rest of the presentation,
10. ASK THE AUDIENCE...
 - *How Many of You take supplements?
 - *Is There Any Question About Whether Vitamin Supplements Are The answer?
 - *Do you think Vitamins are as beneficial as Whole Food?Someone will ask, “You mean if I take this I don’t need to take vitamins?”

Show and explain the “Apple” page.

11. Go over the “Ingredients” page.

12. Then pass the picture of the fruits and vegetables in Juice Plus around to each guest. Ask them,

13. “Do you think you could eat this every day, or more importantly do you think you could get your children to eat this everyday?”

14. Then ask them to guess what it would cost if they were to purchase in the supermarket one day’s worth of the produce in the picture - give them the hint it is about 4-6 pounds of produce (page 69 V.F. Owner’s Manuel)

15. Have them write their guess on a piece of paper and pass them to you. Whoever guesses closest to 8.50 wins the video as a prize.

17. Margaret Collins uses the actual money (a 5 dollar bill, 3 ones , and the change) to demonstrate the actual cost of the produce.

18. Congratulate the winner and ask him/her to count the money and place it on the picture of the produce. Award them with the video.

19. Then take a 1.00 bill and .30 from the change show them the twin pack of Juice Plus and say, “Juice Plus costs 1.30 per day, show them 4 capsules. And the produce used in the Juice Plus is vine ripened and free from all pesticides, herbicides, and contaminants. Doesn’t Juice Plus make perfect sense? It makes sense to me.

20. Go over the Conclusion page.

21. This is what will happen to you when you take Juice Plus. The antioxidant level in your bloodstream will go sky high, all 6 parameters of the immune system are enhanced and we know that the root cause of disease is immune deficiency. And damage to your DNA is reduced by 66% and all this greatly reduces your risk of degenerative disease. Juice Plus is the most scientifically documented nutritional product in history.

22. Go over the Complete and the Thins- using the Guide to Better Health give samples of the Thins and Gummies.

23. Go over the Clinical Test (handout), become familiar with this.

24. Are there any questions? Disease specific questions ask the question, Do you think if you added this (show the picture) to your diet everyday that your health would improve?

25. Then ask for the sale and go over all the Juice Plus product line.

“It is your health & it is your choice but it just makes sense to me.” JP+ a simple, affordable and convenient way to improve your health and help prevent dreaded diseases as well as slowing down the aging process.

(Show \$1.30 with twin pack and say “for \$1.30 per day”)

27. There are 2 ways to order the product. In the back of the notebook are two different order forms – Preferred Customer & Children’s’ Research Form. And we’ll explain each of our products and how you take them.

SHOW AND TELL EACH

- **JP Capsules - Show JP+ Box “this is the way it is shipped 4 month’s supply, because it takes a cell in your body 120 days to completely rebuild it self. Or this is not a one week health strategy. Like working out in the gym, you can’t get the body you want in even one month. Darn it ! It took a long time to get were you are at today and it will take time and consistency to get healthier. However, our company allows you to pay for it with monthly installments.**

When the company sends JP+ directly to you, you receive the discounted price and become a preferred customer. Your next shipment will be sent out 4 months later, by that time you should have depleted this supply if you have been faithfully taking it every day 2 fruits and 2 veggies every day. Your order can be changed or added to at any time very easily. You are in complete control of the billing cycle.

- **JP Gummies — Children take 3 of each of these per day. Adults take 6 and 6. They come 4 jars to a box and a child would need one box every 4 months an adult would need one box every 2 months. Adults love these!**
- **JP Complete - Is a great meal replacement or snack. It is densely nutritious, providing nutrition from both fruit and vegetable powders, along with a proprietary blend of other foods and nutrients typically lacking in today’s diet. Available in Chocolate or Vanilla, and contains no refined sugar, no artificial sweeteners, yeast, eggs, dairy, cholesterol or caffeine! Both the simple and the complex carbohydrates are slow releasing, making this product even safe for diabetics. (4 to a carton and can pay monthly 27.00 per month if you eat it every other day 53.00 per month if you eat it every day like I do, less than 2.00 per day).**
- **JP Thins - If you have a tendency to snack, these are great! They are a weight loss supplement that works without the use of any stimulants or drugs. JP+ Thins are all-natural! They burn fat, increase energy, suppress appetite, lower Cholesterol, and**

increase metabolism. The Thins contain several soluble and insoluble fibers.(8 bottles per case/can pay monthly, 27.00 per month)

“We have a gift for those of you who decide to start on Juice Plus today/tonight Acorns or a pill box.

And if anyone wants to host a Healthy Lifestyle Event for friends who couldn't be here today/tonight we have a *gift of your choice!* Either, a jar of Gummies, can Complete, jar of Thins, to be delivered the day/night of your party. Now we want to answer any of your questions that you may have about your order forms. Again we thank you for coming and we look forward to working with you as you take control of your own health.”

Review, Children's Research Foundation brochure and form.

What I would like you to do is become a customer today and when you get results and you will get results if you are consistent you can't help but tell people about Juice Plus and we have a referral program to help you offset your costs. How does that sound. Would you like to start with all three products or just the capsules?

You are there to help them fill these forms out.

FORTUNE is in the FOLLOW - UP, DON'T DELAY , followup in 48 hours after the PARTY.

Hold a Juice Plus+ Health Presentation in your Home!

What's in it for you?

• Help our company/NSA develop approximately 5 new Juice Plus+ customers and it will offset your Juice Plus+ cost. (They must be like products).

Ex. 5 Juice Plus+ customers offset your Juice Plus+ capsule cost. 5 gummie customers offset cost of gummies OR

• Help our company/NSA develop approximately 20 families and it will produce a monthly passive income of \$450.00

• Own your own virtual franchise for only \$50.00

• Set your own hours and schedule

• No experience necessary

• No inventory or delivery

• Exciting contests, promotions and trips

- **Excellent training program**
- **Potential full-time pay for part-time work.**