

# Freedom Revolution Zoom Launch Call

(outline/script)

## Who speaks on the call?

- Host
- Representative(s) (and spouse if applicable)
- Optional guest storytellers

## What does the HOST need?

- Juice Plus+® bottles/chewables to show
- Juice Plus+® Complete shakes to show
- A Tower Garden picture or brochure to show

## What does the NEW REPRESENTATIVE need?

- Your Juice Plus+® Product Story  
(written down, 30-45 seconds long)
- Your Juice Plus+® Business Story  
(written down, 1-2 min. long)

## A few reminders for the host:

1. Before starting the recording, ask the new representative to welcome everyone and introduce their guests.
2. Ask everyone to mute their microphones.
3. Remember to press **“Record.”**
4. Practice the script several times before the call. There is no need for memorization; just be familiar with it. Be excited and confident with a touch of humor!

### HOW TO INVITE (new representatives)

“Hi! Do you have a quick minute? I have a question for you. I’m starting a new virtual franchise and my friend and I are hosting a 30-minute online event. The plan is to network with key people we know, share quick information about family health and some personal stories about our mission. I thought of you specifically because \_\_\_\_\_ (compliment). There won’t be anything you have to do or buy but I would love for you to come.

Starting a business is a big step and the support of family and friends means the world to me.

If I were to send you an invitation, would you check out the dates and see if you can come?”

### HOW TO INVITE (existing representatives)

“Hi! Do you have a quick minute? I have a business question for you. I’m launching a new season of my (Juice Plus+) business, and my friend and I are hosting a 30-minute online event. The plan is to network with people we know, share some quick information about family health and some personal stories about our mission. I thought of you specifically because \_\_\_\_\_ (compliment). There won’t be anything you have to do or buy but I would love for you to come. (The support of family and friends means the world to me.)

If I were to send you an invitation, would you check out the dates and see if you can come?”

 **REMEMBER TO PRESS “RECORD!”**

*Freedom*  
**REVOLUTION**

## 1. Introduction

Hello everyone! My name is \_\_\_\_\_. Welcome to \_\_\_\_\_’s Juice Plus+® business launch (or Freedom Revolution) event! You may not know everyone speaking on this call, but we are partnering together in order to share a message of hope with mission-driven people. You have been invited because \_\_\_\_\_ respects you, cares about you, and would love for you to know what we are up to.

This call is meant to be relaxed and fun. You won’t have to buy or do anything—just being here to show your support is enough. For the first few minutes, we are going to talk about family health. You’ll hear information and inspiring stories of people taking their health to the next level and helping others do the same.

For the rest of the call we will talk about the organization that \_\_\_\_\_ has partnered with. The Juice Plus+ Company has allowed people all over the world to create additional options and a sense of fulfillment. Maybe something will stand out to you, and you’ll think of someone who needs to hear this message. So thank you for coming!

## 2. The Importance of Nutrition

**To kick it off, I'd like to ask you a question about health.** Would you agree that being healthy today can be a challenge? It's so true, isn't it? We'd all love to look good, feel good, and live a long, active life. We know it's our job to make this happen, but unfortunately it can be complicated, unpleasant, and time consuming! That's where we come in. \_\_\_\_\_ and I, (We,) along with thousands of others around the world are part of a movement called the Healthy Living Revolution, where we are helping people take their health back in ways that are simple, doable, and fun.

**The foundation of good health, however, is good nutrition.** We have to flood our bodies with the most important foods we could ever eat, which are raw fruits, vegetables, and berries. We're supposed to eat 9-13 servings every day, but almost no one does—and definitely not the variety or the consistency we need. That's why we love the nutritional support provided by Juice Plus+®.

This one simple change has taken our health to the next level! If you've never heard of Juice Plus+®, let me show what it is:

Card #2

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## 3. Juice Plus+® Product Information

- 30 raw fruits, vegetable, and berries in capsules and 15 additional plants in a complete whole food beverage  
(Hold up trio capsules and Complete pouches.)
- It all starts with farm fresh nutrition. (show front of bottles, then turn around to show the list of ingredients)
- Fruits and vegetables lose a lot of nutritional content when picked early and shipped long distances. The Juice Plus+ Company solves that problem by working with some of the best midsize family farms in North America. The juicing and drying facilities are located close to the farms, so that once harvested the produce promptly goes through a proprietary juicing and drying process. The whole food is used—including peels, leaves and seeds whenever possible—for the greatest amount of nutrients. The end result is highly concentrated nutrition in capsules and chewables for children—tested by independent experts to ensure natural purity.
- The Chocolate and Vanilla Complete is vegan, gluten-free, whole-food protein, fiber, amino acids, and fruits and vegetables in a shake. It's great for any meal, post-workout recovery, or a mid-afternoon snack.
- Here's what I love about Juice Plus+:
  - ✱ It's scientifically proven. Juice Plus+® is the most researched nutritional product in the world with 37 published studies in peer reviewed medical journals.
  - ✱ It's food, not a vitamin. (show food label) This is a nutrition label, not a vitamin supplement label. It's the same label you'll see on a bag of frozen broccoli in the grocery store. The government considers this food.
  - ✱ No warning label—safe for people of all ages, pregnant & nursing mothers, children, elderly, and even professional athletes.

Card #3

- (optional) The Juice Plus+® **Omega Blend, Complete Bars** and **Tower Garden** are other excellent ways we help people add more whole food to their diet as well.
- (optional) We also have a four-month program with a ten day jumpstart called the **Shred10**® that helps people jumpstart their health in a really fun, supportive community. Check out [www.Shred10.com](http://www.Shred10.com) if you'd like to learn more.

The Juice Plus+ capsules and Complete shakes combined provide 45 whole plant foods every day! Imagine your health in four months, six months, a year! I've been eating Juice Plus+® for \_\_\_\_\_ (months/years) and today, I \_\_\_\_\_  
(host shares personal Juice Plus+® benefits — 30 seconds max.)

## 4. Product Stories

We could share information all day, but the best part of the Healthy Living Revolution is how Juice Plus+ shows up in everyday life. It's not about treating or curing specific conditions or diseases, but the experiences you're about to hear show how good nutrition can help everything!

- Invite new representative to tell their Product Story (30 -45 seconds)
- OPTIONAL: Ask a guest storyteller to share their Product Story (30 -45 seconds)

**Before we move on I'd like to share a website we have created as a resource for anyone to use.** After the call, check out [www.HealthyLivingRevolution.com](http://www.HealthyLivingRevolution.com) for a family cookbook, children's activities, educational webinars, and other free resources for you.

Card #4

## 5. Business Information

Now we're going to transition to hearing about the company behind Juice Plus+®. As you can see, our main mission is to bring freedom through improved health. It's important to know that about 80% of Juice Plus+® is purchased by customers who have no affiliation with the company. The business is not for everyone, but there are those who are looking for another type of freedom. Enter the **Freedom Revolution!** Like I said before, we're not going to ask for anything, we simply want to share **why** we love the business and what it's done for us. Perhaps you will think of someone—even just one person in your life—who needs to hear what's possible.

Before we jump into stories, let's address three common questions about our business:

### 1. How does it work?

- It's called a virtual franchise— \$50 per year to own the business.
- Have an online office and personal website—run business from any device... anytime, anywhere.
- The company manufactures Juice Plus+®, delivers it, bills & collects from customers, and pays us by direct deposit each month. We just share by word of mouth, and the company does the rest.
- There is no inventory to keep; the only Juice Plus+® we touch is our own.
- All commission levels are permanent
- There are no quotas or minimums to meet.
- People can share a little or a lot with freedom to choose their own individual pace.
- There is no glass ceiling on income or territorial restrictions—the Juice Plus+® Company is in over 20 countries!

Card #5

## 2. What's so great about the Juice Plus+® Company?

- Was founded almost 50 years ago and our original president Jay Martin is still at the helm today.
- Privately held and debt free—over 12 billion in sales from Juice Plus+®. On track for \$1 billion/year by 2020.
- Money is made four ways: retail profit, commissions, one-time and residual bonuses, and family insurance.
- At the top position families are eligible for benefits including: medical, dental, disability, life, long-term care, chiropractic, prescription, college tuition assistance, holiday bonus and a monthly expense allowance.
- This can be for short-term cash flow or a long-term wealth building and retirement strategy.

## 3. What has the Juice Plus+® Company done to make a difference?

- The Juice Plus+® Children's Health Study provides free Juice Plus+® for children... >one million families to date.
- Title sponsor for the St. Jude's Marathon each year—in 2016 \$10 million was raised for the children's hospital
- Involved with Boys and Girls Club—created a technical institute to teach students marketable trades. 100% of graduates have been placed in jobs.
- Are donating Tower Gardens to every Boys and Girls Club across North America... over 4,000 centers.
- Donating 10 million Complete meals to the Volunteers of America. That's \$20 million worth of food that VOA will never have to buy. In fact, in 2016, Volunteers of America honored company president Jay Martin for his three decades of service.

Not only does the Juice Plus+® Company inspire healthy **living** around the world, but healthy **giving** as well.

Card #6

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## 6. Business Stories

- Introduce new representatives and ask them to share their Business Story (1-2 minutes)
- OPTIONAL: Ask a guest storyteller to share his/her Business Story (1-2 minutes each)
- Host shares his/her business story

Card #7

## 7. Conclusion

To wrap up, thank you again for joining us, either live or on the recording. We are excited to network with two types of people:

1. **People who are ready to invest in their health** and make life easier by adding Juice Plus+®. It only costs around \$2 or \$3 a day, kids can get it for free, and we've found it to be the most simple, affordable, and convenient way to get massive amounts of nutrition in our family.
2. **Anyone who wants to partner with \_\_\_\_\_ in this world-wide Freedom Revolution.** Our vision is to help people earn stable, residual income in order to expand their options—while traveling, spending time with family, **and** making a contribution to the world. We love helping moms have the freedom to choose **mom care** instead of day care—with financial peace of mind. We help hard-working professionals have the choice to build their own dreams instead of someone else's. College kids can build a side gig to help pay for school without having to get a job. Empty nesters can increase retirement so there's more than enough to enjoy life and give to future generations. And all of this takes place within a positive, fun community where people can thrive and be fulfilled.

So although you're here to support this launch, perhaps **you** could ask yourself “**What if** this could be a perfect fit for someone in my circles? **Who do I know** who may be dissatisfied and looking for a solution?” As skeptical as I was, I'm thankful my friend cared enough about me to share Juice Plus+ because it changed my life. And the best part is, I get to work with people like \_\_\_\_\_!

I can't think of anyone better to put in touch with your friends; don't you agree? So after the call you are more than welcome to connect with him/her about it. Congratulations, \_\_\_\_\_! I love what you're doing—it's been a blast! Do you have any final words for your friends? Thanks so much and have a great day/night! Card #8

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## After the Zoom Call

- Contact each person who came to the event with the follow-up script provided here.
- Take their orders, or send a video as a next exposure.

### HOW TO FOLLOW UP

“Thank you so much for coming to the call. It meant a lot that you showed up!

- Did anything stand out to you in particular?
- Do you see some people who need Juice Plus+®? It would be great to have a conversation with them— even just through a three way Facebook message or text. You know me; it will be relaxed, and we could just invite them to our next Zoom launch call.
- I would so appreciate the chance to share with them like we shared with you.

## What about people I invited who didn't show up?

- There will almost always be people who you invite who don't make it to the live call. Use the script below to share the recording with them.

“We missed you on the launch event! It's totally fine though—I know life gets busy. We had such a great time, everyone said they were glad they came. We actually recorded it - would you like me to send you the link? You can just click and watch or listen sometime today as you're running around.”

\*\*\* We recommend that you schedule at least four Zoom launch calls each month until you have a Qualified Business\*\*\*

## Tips for Zoom Launch Call Success

1. Choose at least two dates in one month and schedule two calls on each date—at lunchtime and in the evening, totaling four calls.
2. Create an image with your picture on it and the Zoom information to send to your guests after you initially invite them. Send a reminder the day before the call and 30 minutes before the call begins.
3. Invite personally, following the suggested verbiage. It utilizes the **indirect approach**, so you truly can invite anyone in your life: current customers, friends, family, even people that have said “no” to Juice Plus+® in the past. You are not asking them to say yes, only to show up and support you for 30 minutes.
4. Stick to the script word-for-word. It keeps the call focused, efficient, and duplicatable.
5. Limit Product Story length to **30-45 seconds**—this is the ideal length for this setting. Avoid a chronological account of the learning process or reflections of the journey. Instead, speak in “bullet points.” Simply list what your life was like before Juice Plus+® and then list what it's like now. Don't neglect to convey that Juice Plus+® just made sense to you and how valuable that peace of mind really is. The newest person will feel empowered to share from day one, regardless of outward experience.
6. Limit Business Story length to **2 minutes or less**. Work with your upline support to craft your business story. Even if you are just starting, you do indeed have a business story! Be clear about where you see your life heading and share with confidence. For existing distributors, keep your business story simple as well, modeling what you teach new team members.
7. Record each launch call and upload it to YouTube right away. Recordings should be 28 minutes or less; more people will watch if it's shorter than 30 minutes.
8. Promptly after the call, reach out and thank everyone who attended while the excitement is still fresh. Offer to send the recording to those who did not attend the event or invite them to the next call.
9. If you want to build your business quickly, aim to have at least four launch calls per month until you have a Qualified Business. Along the way, you will be hosting launch calls for your new team as well, with the help of your upline support. A new team member's first two launch calls should spotlight only him/her in order to have those initial recordings to share. After that he or she can buddy up with you or other team members. Remember, these calls are only 30 minutes long. They do not require a clean house or a babysitter and after a few times they become absolutely effortless!
10. Zoom launch calls are a BEAUTIFUL way for existing distributors to bring in new customers or team. Anyone can host, anyone can share, it can feature one person's business or multiple people. Just follow the script, understanding that we are always in a “new season of business,” and networking is powerful!
11. When following up, remember that your guests have had the most impactful, relatable, fun exposure to our mission. They will leave the call inspired and excited for you! Take advantage of that inspiration and have as many **brave conversations** as you can.
12. You can promote this event with different variations depending on your desired audience: “Moms on a Mission,” “Side Hustle for Millennials,” “Parents with a Purpose,” “Athlete Entrepreneurs,” etc. In order to adapt the event, simply create an appropriate invitation image, adjust the introduction in the script, and feature stories that your audience will identify with.

## How To Maximize Follow-up

### Transitioning from the Indirect Approach to Brave Conversations

You have just shared a powerful message of hope with important people in your life! They are excited for you, feeling honored to have been invited, and are most definitely inspired. When you thank your guests for coming, some may respond with, “I want this—what do I have to do?” Some may say, “Not for me, but good luck!” What about everyone else? Chances are, you had “dream team” friends who attended. How do you transition from talking about who they know to actually considering Juice Plus+® or the business for themselves?

This will take a brave conversation that comes not from the head, but from the heart. The transition from head to heart happens when you shift your focus from what they can do to help **you**, to how Juice Plus+® can potentially change the course of **their future**.

When having these conversations, pretend that you have everything you need and want in your life and focus 100% on their desires, values, and needs. The desired outcome is not necessarily that they join your team, but that they take some sort of action to improve their life—and **you** get to be the person who inspires them to do so. Honoring them in this way strengthens your relationship, and chances are they will become very open to Juice Plus+®.

Here is some verbiage to help you. This is most powerful in a live conversation; pick up the phone if you have their number.

- Thank you for coming! What were some highlights?
- Would it be okay if I shared a couple thoughts with you? (This is the doorway question—here we go!)
- You are so \_\_\_\_\_. Here’s what I see about the person you are: (specific, deep compliments about their character).
- Here is what I know about your situation. You’ve told me that \_\_\_\_\_ (list pain/problem that Juice Plus+® could fix) and you know things could be better.
- If you’re serious about changing things, could I share with you how Juice Plus+® could help? (product or business)
- This isn’t just about Juice Plus+® or me, it’s about your future—and that’s the most important thing. So even if *this* is not for you, have you considered doing *something* to change things? If not Juice Plus+®, then what?
- Can you see yourself considering this? Would you like to go for it?

#### Should Hesitations Arise...

“I know how you **feel**. I **felt** like that too: \_\_\_\_\_. (Try to throw in some humor.) But here’s what I **found**: \_\_\_\_\_. If we could move through these hesitations would you want to go for it? We can take it one step at a time with no strings attached. I’m pretty sure this could be fantastic for you.”

**Always to ask permission** to share your thoughts or opinions. It removes any perceived pressure and gives you freedom to speak the truth in love.

**Certainty is powerful.** Even if you are brand new, the more certain you are, the better your outcomes. However, it’s not just certainty about your future, it’s certainty of what Juice Plus+® can do for them. Their future is more important than their current opinion of you or what you’re doing. They deserve to know what’s possible.

If you come from the heart, ask permission to share, focus on them, and have certainty, they will thank you for caring enough to be brave.