

PACKAGING YOUR PRODUCT & INCOME STORIES



We do 2 Things in this Business

- Get Customers = share product stories
- Get Distributors = share income stories
 - Those Distributors Get Customers & Get Distributors





The Power of Testimony

- Your own health is your best advertisement.
- We are in the story sharing business.
- Package your story and share it.
- Learn and share others results.





Packaging Your Product Story

Fundamentals of your story

- Relate to others
- If it's not necessary to say... it's necessary not to say
- Short (elevator) =< 2 minutes
- Your story is by design
- We don't make any medical claims



Before, During & After

- What I weighed/felt like before.
- The action I took.
- The first thing I noticed.
- And the best part is....





Product Story – Fill in the Blanks

Before Herbalife I was...

- •
- •
- •

I got started on my Herbalife Nutrition Plan and the first thing noticed was....

- •
- •
- •

And the best part is...



Success Tip

It's more important how you **feel** about what you say than what you actually say!





Posting Online

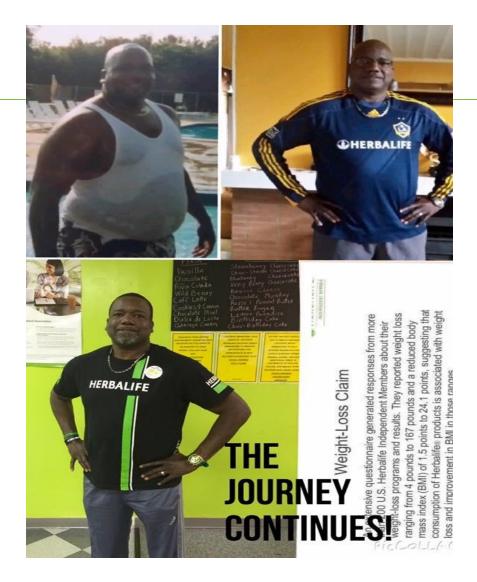
KEY THINGS TO FOCUS ON WHEN POSTING ONLINE:

- You using the products (Examples: 21 Day Shake Challenge, At the Gym)
- You engaging in a healthy active lifestyle
- Pictures before, during, after
- Results
- Add written disclaimer





Great Example





Great Example

Samantha B. Williams at Q Wow Nutrition. 13 mins · Asheville · A

Transformation Friday 🌳 This is the smallest size I have EVER been! 🏂 This is the best I have EVER felt 🙄 I am HAPPY 👌 When you are ready to make a change in your life... Send me a message!

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What's Missing?



Congrats to Jennifer! She is the WLC winner, Losing 30 lbs!



Weight Loss Disclaimer

Found on myherbalife.com

People who use Herbalife Formula 1, twice a day as part of a healthy lifestyle, can generally expect to lose around half a pound to 1 pound per week.





- Your income story will attract others to your business
- We are in the story sharing business.
- Package your story and share it.
- Learn and share others results part time and full time and lots of different backgrounds.





Income Story

Before Herbalife I was...

•

•

Because of my results I decided to become a Distributor for some extra income...or....I was looking to make additional income to....

•

The first month helping a few people get results on the products I made an extra...

•

And now the best part is....

•

•

And last month I earned ______ with Herbalife!



Income/Earnings Disclaimer

Found on myherbalife.com

Income applicable to the individuals (or examples) depicted and not average. For average financial performance data, see the Statement of Average Gross Compensation paid by Herbalife at Herbalife.com and MyHerbalife.com.



Additional Information

- Find all disclaimers and information on myherbalife.com
- Building Your Business (Located under Business Essentials)
- Resources Center (Located under Business Essentials)
- Also check out the video library for awesome tutorials







- Get your best and fastest product results possible
- Package your product story and practice it
- Get customers and put \$\$ in your pocket right away
- Package your income story and practice it
- Take it to the Marketplace and BUILD YOUR BUSINESS!!





