



# 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

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## 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

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Before Herbalife I was...

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- 
- 

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!

*“Today I feel  
great!”*

*“I feel healthy!”*

*“It is a  
fantastic day!”*

# 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

**Weight-Loss Claim**

An extensive questionnaire generated responses from more than 100 U.S. Herbalife Independent Members about their weight-loss programs and results. They reported weight loss ranging from 4 pounds to 167 pounds and a reduced body mass index (BMI) of 1.5 points to 24.1 points, suggesting that consumption of Herbalife® products is associated with weight loss and improvement in BMI in those ranges.

**THE JOURNEY CONTINUES!**

*Picture: A.C.*

# Great Example



**Samantha B. Williams** at **Wow Nutrition.**

13 mins · Asheville · 🧑

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!



**WEIGHT-LOSS CLAIM**  
An extensive questionnaire generated responses from more than 200 U.S. Herbalife Independent Members about their weight-loss programs and results. They reported weight loss ranging from 4 pounds to 167 pounds and a reduced body mass index (BMI) of 1.5 points to 24.1 points, suggesting that consumption of Herbalife® products is associated with weight loss and improvement in BMI in those ranges.

# What's Missing?



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

# Weight Loss Disclaimer

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## **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.*

# Income Story

- 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

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Before Herbalife I was...

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- 

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...

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And now the best part is....

- 
- 

And last month I earned \_\_\_\_\_ with Herbalife!



# Income/Earnings Disclaimer

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## Found on [myherbalife.com](http://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](http://Herbalife.com) and [MyHerbalife.com](http://MyHerbalife.com).*

# Additional Information

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

# Call to Action



- 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!!**



