

Packaging Your Success Story

Product Story:

A. Before I started Herbalife:

- I had poor eating habits and weighed _____ pounds and wore a size _____. [weight management story]
- Exercise was not a priority for me and I felt _____ (e.g., lack of energy, poor digestion, etc.) [general health story]
- My skin was _____ (e.g., dry, dull looking, etc.) [skincare story]

B. Then I started using Herbalife products in combination with healthy eating and exercise, and now:

- I feel _____ (e.g., healthier, younger, etc.) than I have in _____ (number of days, months, or years)
- I have more _____ (e.g., energy, support for my heart health, etc.)
- I went from a size _____ to a size _____.
- I lost _____ pounds and _____ inches in _____ (number of days, weeks, or months)
- My skin is _____ (e.g., better hydrated, smoother, etc.)
- I really enjoy _____ (e.g., eating lots of small meals, eating colorful, delicious healthy food; my daily shakes and healthy snacks).

Script your story: "Hi, my name is _____. Before Herbalife, I (list info "A" above). I started using Herbalife products with healthy eating and exercise, and my results have been incredible." (Then list info "B" above).

Income Story:

A. Before I started Herbalife, I was a(n) _____ (occupation).

B. Then I decided to join Herbalife:

- I started selling Herbalife products because _____.
- In my first month working the business _____ (part-time or full-time), I made \$_____.

C. And now:

- My Herbalife earnings have enabled ("me" or "my family") to _____. (list examples of what your Herbalife income has done for you or your family).
- In the past _____ (number of weeks), I earned \$_____.

Script your story: "Before Herbalife, I was (list info "A" above). Then decided to join Herbalife. (List info "B" above). Now.... (list info "C" above)."

Remember that when you make income claims, you are responsible for following Herbalife's Rules of Conduct and any laws relating to earnings claims and testimonials.