



OUTLINE FOR PRODUCT STORY

Your history with (not sure what to put here) _____

How were you introduced to <your company's> products? _____

What regimen/products did you start on? _____

Timeframe in which you saw results? _____

Top 2-3 results... save the best for last: _____

"And the best part is": _____

OUTLINE FOR BUSINESS STORY

What is your current employment, career, or business situation? _____

What would you like to see change in your life? _____

How were you introduced to <your company>? _____

How is your business making a difference? Tie in your reason why: _____

1) "I help people to _____ so they can _____ & have more/less _____"

The key is using _____ & _____ language

2) "Well you know how... Well, I _____"

Examples:

"I've been in real estate for over 20 years. With the market so depressed, I was looking for something I could do part time to supplement my income. My friend introduced me to my company. She told me about her business and how she was looking for people to join her team. In just 90 days, my business was supplementing my lost real estate income."

"I've been a stay-at-home parent for the past 6 years. The kids are at an age where it was time for me to find a home business. My friend invited me to join her Executive team and that was exciting. Now I have the best of both worlds. I can work around the needs of my family and earn a generous income doing something I love."

"I retired 5 years ago. With the drop in my retirement funds, I wanted something to do, in part time hours, to supplement my income. I was contacted by a former business partner who interviewed me for his leadership team. This has been ideal. In just 3 months, my business income has comfortably added to my retirement income."