

How to Package Your Product Story

Having a quick and powerful product story is the cornerstone of your Herbalife business! Whether you need to lose or gain weight, or simply have better health – it is imperative that you get the best results for you personally and feel passionate about the Herbalife products! Use all the products available to you to achieve your optimum results.

1) Before Herbalife

(How you felt before – mention only the 2-3 most major things)

2) I Got started on the Herbalife products...

3) I immediately noticed

(mention 1 or 2 major things)

4) And the best part is

(Give your end results)

Fill in the blanks:

“Before Herbalife, I was _____ and _____. I got started on the Herbalife products and I immediately noticed _____! The best part is that I _____!”

For example:

“Before Herbalife I was tired, rundown, and struggling to lose weight! I got started on the Herbalife products and I immediately noticed extra energy! The best part is that I lost 12 inches and 18 pounds in just 3 weeks!”

How to Package your Income Story

It is important to build a fast, powerful income story in order to attract others to join your team! People are looking for an opportunity to change their situations – just like you were!

1) Before Getting Started

(How you felt before – mention 2-3 major things)

2) I got started in the business to...

(Be home with my kids, earn supplemental income to _____ [pay off bills, buy a home], quit a stressful job, save for retirement, etc.)

3) I am doing this part-time around my full-time job as

a _____ . Or...My background is...(What you did before Herbalife or what your full-time job is)

4) Your results so far and/or where your business

plan is taking you (I have already made \$300 in the last 2 weeks, and I know, with the business plan I have, I'll be able to replace my full-time income by August!)

Fill in the blanks:

“Before I started this business, I was _____ and I got started so I could _____. I am working my Herbalife business very part-time around my full-time job as a _____. And so far I have made \$_____ in just _____ days!”

For example:

“Before I started this business I was living paycheck to paycheck just to pay the bills and I got started so I could make an extra \$500 a month to make life easier and do more with my family. I am working my Herbalife business part-time around my full-time job as a 5th grade teacher, and so far in just one month I've made an extra \$562!”

