



How To Package Your Product Story

1. From the table below, choose **two** results that have been most impactful for you:

Productive Energy	Muscle Gain	Improved Health
Weight Loss	Strength Gain	Improved Sleep
Appetite Control	Endurance	Even Mood
Inches Lost	Workout Recovery	Convenient Nutrition
Mental Focus	Better Workout	GI Functionality
Reduced Stress	Muscle Tone	

2. Write them down: (a) _____, (b) _____
3. Write down two examples of how (a) and (b) impacted your life, plus one side benefit:
 (for example: I have energy to play with my kids after work, or my house has never been so clean!, plus I am saving money because I don't consume coffee/soda/fast-food/snack anymore)
- (c) _____.
- (d) _____.
- (e) _____.
4. Select two items from the table below which are most nearly the **opposite** of (a) and (b), and most closely describe your situation **before** Advocare.

Tired all day	Couldn't gain muscle	Poor eating habits
Afternoon slump	Tired at the end of workout	Up and down all the time
Struggled with my weight	Very sore after workouts	Broken sleep
Snacking all day	Not getting results in the gym	Constipated GI
High stress/frazzled	Plateau in my workouts	Irritable Bowels
Crave coffee/soda/candy		

5. Write them down: (f) _____, (g) _____
6. Write down two examples of how (f) and (g) made your life difficult:
 (for example: I was too tired to cook dinner for my family, or I have tried everything out there and nothing worked, or I snacked all day long.)
- (h) _____.
- (i) _____.
7. Who shared Advocare with you (circle one)?
- (j) Friend
 - (j) Family member
 - (j) Coworker
 - (j) Acquaintance

8. What impressed you about Advocare when you first heard about it (circle one)?

- (k) Visible product results
- (k) Impressive Science/Safety
- (k) Impressive Endorsers

9. What is your goal with Advocare products?

(l) _____.

Congratulations! You have *nearly* completed the single most impactful step toward successfully sharing advocare with those you speak to!

One more step....

Your story is:

I used to be (h) _____ and

(i) _____.

A (j) _____ shared Advocare with me. I was very impressed with (k)

_____. So I got started on some of the products too. What

happened is I am no longer (a) _____, or (b) _____. In fact, I am (c)

_____.

(d) _____,

and (e) _____. The advocare products will

help me to achieve (l) _____.

Now, recite your story, modify the language to make it sound more natural – *but* you must resist the temptation to add anything else in!. Now get out a watch and time how long it takes you to share your story. Write the number here: _____seconds.

If your number is 30 seconds or less – and you keep to this when talking to your prospects! - you **will** achieve your income goals!