

PACKAGING YOUR STORY W/ EXAMPLES

Product Story: "MBB"

3 PARTS:

1. **MOMENT** from your past (Where were you... why were you looking for a change- Physically, mentally, etc?)
2. **BRIDGE** to breakthrough: (What you saw/how you found Alovéa: saw a friends results, etc..so I got on product...)
3. **BENEFIT(S)** you are experiencing now: (What happened: Share results and time frame)

EXAMPLE:

"At 59 years old, the amount of wear and tear on my body from being an ex athlete was actually causing major issues. I was at the point of not being able to walk up the stairs comfortably, and I couldn't even do more than 5 BODYWEIGHT squats.

A friend of mine shared she had just started some products to help her joints as well and was already noticing so much relief.

I said I have nothing to lose so gave the products a try and only THREE WEEKS LATER, I am literally running up my stairs, I'm doing WEIGHTED squats, and I feel like I took 10 years off my life!!"

BUSINESS STORY: "MBB"

3 PARTS:

1. **MOMENT** from your past: (Who are you: Share a little about yourself/ why were you looking for opportunity?)
2. **BRIDGE** to breakthrough: (How did you find Alovéa and why did you join?)
3. **BENEFIT** you are experiencing now? (What is exciting you the most? Or what is your most exciting achievements?)

Make it meaningful! Focus on MEANING not just MONEY- talk about what it is doing for your family or what you hope it will do

EXAMPLE:

"I was a kindergarten teacher by trade, looking for extra income as my job stability was suffering because of the economy.

My mom introduced me to Alovéa and shared there was opportunity to earn income.

What initially attracted me was the ability to supplement my income in part time hours around the needs of my family and classroom.

In very part time hours, I've been able to supplement my teaching income, and with my growing business I'm on track to match my teaching income by the end of the year.

This business is providing me the security our family needs without having to worry about budget cuts."