



Share your Story

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KNOWLEDGE ZONE  HERBALIFE.

Share Your Story

The **emotional aspect** of your Herbalife story will have the **greatest impact** on your audience.



The Importance of Your Story

1. It helps your audience, whether it be one person or a group of people, know **what changes** you have experienced.
2. A personal story is **powerful**; you're giving your first-hand experience and helping to build trust with your audience.

Your Story is an Inspiration

Your story is your chance to **inspire** your audience and show them **what may be possible.**



Structuring Your Story

What makes a Good Story?

Engaging

Authentic

Verifiable

An **engaging** story helps to 'hook' your audience.

An **authentic** story shows that you are **genuine** about the changes that you have made.

A story that is **verifiable** is also authentic. This means your story is achievable and legally sound.

You audience will:

This gives your story:

It shows that:

- **Listen** to your story.
- Want to find out **more**.

- **Credibility.**
- Encourages **confidence.**

- You are being open and honest about the **facts.**

Telling Your Story in 3 Steps

1

Before Herbalife I...

What were your daily eating and lifestyle habits like and how did you feel?

- Diet
- Exercise
- Feelings
- Confidence levels

2

Then I...

With the help of your Herbalife Member, what changes did you make to your lifestyle?

- Did you become more active and improve your eating habits?
- Which products did you use?

(Always state lifestyle changes first and then products).

3

Now I...

What changes have you noticed and how do you feel now?

- Do you feel more confident?
- Have you found new hobbies from being more active?

Types of Stories

There are two main types of stories:

- 1. Product Success Stories**
- 2. Earnings & Lifestyle Stories**

When you are sharing your story, you are making a claim about Herbalife products or the business opportunity. Weight loss claims associated with Herbalife products are prohibited according to South African Legislation.

Product Success Story

Examples for Product Success Story

Say What's Typical:

*“By substituting one meal a day with Formula 1, I’ve kept my weight off for the past two years.” **

This is based on simple facts, making it an acceptable way of showing what you have experienced.

* Substituting one daily meal of an energy restricted diet with a meal replacement contributes to the maintenance of weight after weight loss

Show What's possible:

“With the support of my coach, changing my diet, incorporating exercise in combination with taking Formula 1 shakes, I feel I am at my best weight in 15 years. I’m now playing football with my mates twice a week, and I’m buying smaller size clothes!”

This delivers the same message, in a **more engaging** way.



Impactful Product Success Stories

Notice how the example talks more about how the person **feels** following the changes they made.

*“With the support of my coach, changing my diet, incorporating exercise in combination with taking Formula 1 shakes, I feel I am at my best weight in 15 years. I’m now playing football with my mates twice a week, and I’m buying smaller size clothes!” **

By knowing what you **can** say, you can talk about your personal circumstances. This example:

- Talks about their day-to-day life.
- Helps put into perspective how their changes affected their life.

* These results are not necessarily typical. Individual results will vary. The Herbalife® Weight Management programme can help slimming or weight control only as part of a kilojoule-controlled diet.

Emotive Stories Have More Impact



Guardrails for your Product Success Story

- Always say how you incorporated a **change in lifestyle** and **exercise** as part of your story.
- Highlight a **balanced diet** or balanced meal(s) as well as the use of Formula 1 or other products.
- Be **responsible**. Keep your weight loss in your personal story to a **reasonable level**.
- Use pictures if you want to illustrate your results. Please do not use the words 'before' and 'after'.
- Be sure that your pictures represent **reasonable** weight loss and include in your story how your weight loss has helped you e.g. resume specific past-times / activities you love, **how it made you feel**.

Use the Templates on MyHerbalife.com



Now I...

- Start my day with Herbalife Breakfast: Formula 1 Shake, Tea & Aloe
- Drink minimum of 2 litres of water daily
- Eat two healthy snacks in between meals, the protein bars being my personal favourite

These templates are ideal to use at events, on social media, in your pitch book. They:

- Show and tell how you used to be.
- How you used to feel.
- How **you are now**, after making lifestyle changes.

Disclaimers for Product Success Stories

Use the disclaimer below when showing or sharing your product success story e.g. events, social media, online etc.

These results are not necessarily typical. Individual results will vary. The Herbalife® Weight Management programme can help slimming or weight control only as part of a kilojoule-controlled diet.

It is a requirement to show that:

- It is not purely the product **making the difference.**
- It is a combination of factors that help make a change happen.

Weight Management disclaimer *All references to weight management relate to the Herbalife Weight Management Programme which includes, amongst other things, a balanced diet, regular exercise, an adequate daily fluid intake, nutritional supplementation where required and appropriate rest, individual results will vary.”*

Health Claims

Herbalife products are classified as foodstuff, complementary and alternative medicine (CAM) or cosmetics and are not designed to alleviate any medical conditions.

Do not use words such as:

- ‘Prevent’, ‘diagnose’, ‘treat’, or ‘cure’. These words are associated with medicines, and cannot be used with Herbalife or Herbalife products.

Reference to specific medical conditions is not allowed. For example:

- Diabetes, osteoporosis, headaches, migraines, pregnancy, digestive disorders etc.

For product information that can be talked about in a conversation and on your own materials, check out the latest Product Brochure and or myherbalife.com.

Product disclaimer : *This product is not intended to diagnose, treat, cure or prevent any disease.*

Earnings & Lifestyle Story

Examples of Earnings Claims

Say What's Typical:

“A typical Supervisor in Herbalife makes £500 gross per month when you look at the Statement of Average Gross Compensation.”

This is factually correct, and is an example of a story based on level of income.

Show What's possible:

“When I started, I really jumped in, worked hard and was able to get my monthly income up to £500 gross a month, by month three in the business.”

This delivers the same message, but it is said in more **personal** and **authentic** way.

An Impactful Earnings Story

- Share your **lifestyle changes**.
- Share how Herbalife has had an **impact** on your income.
- Talk about the benefits of being your own boss.
- Always **emphasise your hard work** and dedication.
- Your story and photos should be **typical and representative** and not excessive to an average person.
- If you earn a certain amount a month then it's fine to share if you really want.
- Be honest. Let people know that **different amounts are earned** by different people.
- Be sure to reference the **Statement of Average Gross Compensation** to show typical earnings at different levels at Herbalife.

Using Pictures

Pictures of **you**, your **home** and / or your **car** may be classed as **lifestyle claims**.

For example, by showing a picture of yourself with a luxurious car, it implies that you own the luxurious car, as a **result** of your Herbalife business.

Whilst this may be true, remember to make it **authentic**. Show that hard work is put into making your business a success and that it didn't happen overnight.

Statement of Average Gross Compensation (SAGC) Disclaimer

- If you have the SAGC in your country:
 - *“Income applicable to the individuals (or examples) depicted and not average. For average financial performance data, see the Statement of Average Gross Compensation paid by Herbalife at Herbalife.com and MyHerbalife.com.”*
- If you don't have the SAGC in your country:
 - *“Income applicable to the individuals (or examples) depicted and not average.”*

It takes considerable time to build the significant retail business required to achieve the earnings depicted and, if the Member has chosen to do so, to sponsor, train and support other Members and thereby achieve commissions and bonuses that can contribute to such earnings.

Tools Available

Tools are Available to Support You

Visit the Knowledge Zone on MyHerbalife.com for:

- Handy Story cards
- Share your story Brochure
- Product Story Guide lines

Share your product story

ENGAGING
AUTHENTIC
VERIFIABLE

Good Testimonial

Results are not necessarily typical. Individual results will vary. The Herbalife® Weight Management programme can help slimming or weight maintenance only as part of a calorie-controlled diet.

If you can emotionally impact someone then you have more of a chance of being able to help them.

"Here's my product story..."

- Before Herbalife I...
- Then I...
- Now I...

Say what's: **Typical**

Show what's: **Possible**

Claim Examples

"With the support of my coach, changing my diet, incorporating exercise in combination with Formula 1, I feel I am at my best weight in 15 years." ✓

* Substituting two daily meals of an energy restricted diet with meal replacements contributes to weight loss

Claim Examples

"With this product you will lose more than 2.5 pounds per week, safely" (false and misleading) ✗

"This product and programme will block the absorption of fat and calories leading you to lose a lot of weight" (medical claim) ✗

PHOTOS

Use pictures if you want to illustrate your results. Don't communicate excessive weight loss etc.

BALANCE

It's ok to talk about Herbalife products in your story, but make it balanced and authentic by also talking about changes in your diet, levels of physical activity etc.

Share your earnings story

ENGAGING
AUTHENTIC
VERIFIABLE

Good Testimonial

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If you can emotionally impact someone then you have more of a chance of being able to help them.

"Here's my product story..."

- Before Herbalife I...
- Then I...
- Now I...

Say what's: **Typical**

Show what's: **Possible**

Claim Examples

"I used to be a lawyer, now I run my own Herbalife business full-time and earn more money than I did as a lawyer" ✓

"Since starting my Herbalife business 5 years ago, I have been able to enjoy vacations and even buy a new car!"

Claim Examples

"I've made a ton of money with my Herbalife business." (Making exaggerated statements that cannot be proven and are misleading) ✗

"I sit back and the money comes in" (earning income requires hard work and dedication) ✗

AMOUNTS

If you earn a certain amount a month then it's fine to share if you really want to. Be honest that different amounts are earned by different people. Be sure to reference the Statement of Average Gross Compensation* to show typical earnings at different levels at Herbalife.

PHOTOS

Images used to show an increase in lifestyle are also considered earnings claims. Your story and photos should be typical and representative and should not be excessive to an average person.

TERMS

Don't use terms like "get rich", "can dream with Herbalife"... these don't represent the Herbalife brand which is about supporting people to get results.

Share Your Herbalife Story

Say What's Typical
+
Show What's Possible
Guardrails

Product Story Examples

Substituting one daily meal of an energy restricted diet with a meal replacement contributes to the maintenance of weight after weight loss. *

"By substituting one meal a day with Formula 1, I've kept my weight off for the past two years." **

"With the support of my coach, changing my diet and getting regular exercise, in combination with Herbalife Formula 1, I feel I am at my best weight in 15 years. I now play football with my mates twice a week, and buy smaller size clothes!" *

*IFPA, Journal 2010, pp. 1483

- Always say how you incorporated a change in lifestyle and exercise as part of your story.
- Highlight a balanced diet or balanced meals alongside the use of Formula 1.
- Be responsible and keep your weight loss in your personal story to reasonable levels.
- Use pictures if you want to illustrate your results. Only present "Before I..." photographs. Do not make reference to before and after photographs depicting weight loss.
- Be sure that any weight loss represented is reasonable. It is also nice to include how your weight loss helped you resume specific activities that you love, or how it made you feel / changed how others feel about you.
- The emotional impact of your story will have a great impact on someone listening.
- Always add the appropriate weight loss or product disclaimer.

Earning Story Examples

"A typical Supervisor in Herbalife makes R2780 per month when you look at our Statement of Average Gross Compensation."

"When I started, I really jumped in and worked hard, which enabled me to get my monthly income up to R2780 a month by my third month in the business."

"By working hard and focusing on my business, I was able to move my family from a 2-bedroom apartment to a 5-bedroom apartment. Now my two girls get to have their own bedrooms."

- Share your lifestyle changes and how Herbalife has had a verifiable impact on your income.
- Talk about the benefits of being your own boss.
- Always emphasize your hard work and dedication.
- Your story and photos should be typical and representative and not excessive to an average person.
- If you earn a certain amount a month then it's fine to share if you really want to.
- Be honest that different amounts are earned by different people.
- Be sure to reference the "Statement of Average Gross Compensation" to show typical earnings at different levels at Herbalife.
- Always add the appropriate earnings disclaimer.

Herbalife products are classified as foodstuff, complementary and alternative medicine (CAM) or cosmetics and are therefore not designed to alleviate any medical conditions.

This means that you should avoid using words such as: "prevent", "alleviate", "treat", or "cure" as those terms are associated with medicines and cannot be used when talking about Herbalife products.

References to specific medical conditions are not allowed, for example Diabetes, osteoporosis, headaches, migraines, pregnancy, digestive disorders etc. These should never be used, even when giving verbal product stories.

Check out the Product Brochure, or visit myherbalife.com to find out product information that can be used when telling your story.

You can use the Product Story Guide template available on myherbalife.com with a clear reference to the changes that you have made along the way in terms of healthy eating and exercise. Do not refer to them as "Before" and "After" pictures.

• live a healthy active lifestyle and start my day with a Herbalife Breakfast.

Now I...

Engaging **Authentic** **Verifiable**

=

GOOD STORY

Protect your business with facts

When you share a story, you are making a claim about Herbalife products and/or the business opportunity. Therefore, it must be truthful, accurate and not misleading. Weight loss claims associated with Herbalife products are prohibited, according to South African legislation.

What's Your Story?