



# CRAFTING STORIES THAT SELL

## FACTS TELL, STORIES SELL

Facts build interest and credibility. Once you establish this foundation, add your story to create a personal/emotional connection which leads to action! As a new Brand Partner, one of the first things to do is work with your Enroller or Upline leader to package your three stories: *product*, *business* and *Purium*, the *company*.

### CRAFTING YOUR THREE STORIES

As your business grows, so does the impact of your stories. Continue to evolve your stories, as you grow your success. Use Purium's tools to share powerful, already crafted success stories. Reach out to your Enroller and Upline leaders for guidance and tune into Dave & Amy's Opportunity Zooms!

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#### PRODUCT

How did Purium's products change how you look, feel and perform?

#### TOOLS TO USE:

- Transformation Success Stories on iSharePurium.com: <https://www.isharepurium.com/product-success-stories>
- Video: Transformation Success on Vimeo (also Phone App, iLearn, iSharePurium.com and the Purium blog): <http://bit.ly/ULTSuccessVideo>
- Blog: Transformation Success Stories: <https://bit.ly/ULTsuccess>
- Blog & Video: Biome Medic Success Stories: <http://bit.ly/BiomeMedicSuccess>

2

#### BUSINESS

How does an additional stream of Purium income change your financial situation and stress level?

#### TOOLS TO USE:

- Business Success Stories on iSharePurium.com: <https://www.isharepurium.com/success-stories>
- Business Opportunity Zooms with Dave & Amy (archived in iLearn "Zoom Recordings"): <https://www.isharepurium.com/events>
- Connect Calls with your upline Enroller, Diamond and/or Crown

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#### COMPANY

Why Purium and why now?  
Which of the 3 Pillars most resonates with you?

#### TOOLS TO USE:

- Business Opportunity Zooms with Dave & Amy: <https://www.isharepurium.com/events>
- "Our Movement" on iSharePurium.com: <https://www.isharepurium.com/our-movement>
- Video: Reducing your Carbon Footprint (also on Phone App): <https://vimeo.com/387200748>
- Video: Reducing your Carbon Footprint (also on Phone App and iSharePurium.com): <https://vimeo.com/400688111>
- Video: Dave Sandoval's Food Philosophy (also on Phone App and iSharePurium.com): <https://vimeo.com/103380535>



# STORIES THAT SELL

## 1

### PRODUCT

How did Purium’s products change you?

Sharing your personal Purium experience will drive your sales. This story will evolve, as you continue your wellness journey. Stay in your authenticity, be open, and don’t be afraid to share your vulnerability. The more honest you are, the more you will build credibility and spark curiosity.

Here are some key points that help craft inspirational stories:

**What product(s) or program(s) was most impactful?**

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**How did you feel before taking Purium products?**

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**How did you feel after?**

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#### TIPS:

- **SIMPLIFY.** What was an issue you had before Purium? How did Purium help you resolve it?
- **SPEAK CANDIDLY.** Express yourself as if you are talking to a friend with emotion, enthusiasm and warmth.
- **BE CASUAL.** Use your own words and tone to let your personality shine.
- **KEEP IT BRIEF.** A 30-60 second story is most powerful and memorable.
- **SHARE ONE DETAIL.** The more specific, the bigger the impact.
- **SHOW IT.** Illustrate how these products helped/help you; what made you believe in the products?
- **NIX ‘SELLER TALK.’** Words like “greatest,” “fantastic” and “phenomenal” weaken your story. Remember, this is just telling your story, not advertising a product.

Use your ULT Tracker results and this acronym to help you identify your transformational benefits from Purium products:

- **S**leep/Skin
- **W**eight
- **I**nflammation
- **P**ain
- **E**nergy
- **D**igestion

**What made you love Purium products?**

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**Why do you want to share Purium products (other than income)?**

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# STORIES THAT SELL

## 2

### BUSINESS STORY

How will Purium income change your life or how has it changed it already?

This is a story that is just getting started and will definitely continue to grow, as you build your business. With a well-crafted Business story, you can briefly and authentically share what motivated you to join Purium and how your Direct Selling business has impacted your life, your family's life and your lifestyle. If you haven't experienced that yet, how would you like it to impact your life? Look to your Enroller or Upline leader to help craft your business story.

#### Current job or income status and how much time has been dedicated to it?

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#### What do you like?

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#### What do you dislike?

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#### What is your why and how will Purium help you achieve your dreams?

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#### How does/can extra income from Purium allow you to do what you love?

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#### Find 1-3 stories @ [isharepurium.com/success-stories](https://isharepurium.com/success-stories) that will resonate with your prospects? How can you use these to help craft your own story?

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# STORIES THAT SELL

## 3

### PURIUM'S COMPANY STORY

Why Purium & Why Now?

Amidst a global lockdown, Purium was in full operation, shipping thousands of packages filled with high-quality, cellular-survival food directly to customers' doorsteps. We are proud to be an essential business that provides access to the highest quality superfoods to support health, satisfy food storage needs, and provide a critical source of income during these tough economic times.

Purium's Co-owners Dave and Amy lead Business Opportunity Zooms every week to share the most current inspiring success stories and relevance of Purium in today's world. iSharePurium.com offers all the messaging and videos you need to share Purium's special story, from Purium's history and leadership to the Movement and 3 Pillars of Purium. Your ability to share Purium's Story will play a major role in your success. Take time to master the Company Story so you can share it passionately and authentically.

Which of the 3 Pillars @ [isharepurium.com/our-movement](https://isharepurium.com/our-movement) inspires you most as a Brand Partner?

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What makes you trust Purium, the company?

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What have you gained from Purium (other than health or income)? Community, personal development, advocacy, product knowledge, etc.

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Why do you want to share Purium with others?

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#### COMPANY HIGHLIGHTS

- Purium's Founders, Dave Sandoval & Amy Venner
- Purium's vegan, organic, and non-GMO products
- Environmental mission to be plastic free in 2021
- Lucrative Compensation Plan with cash incentives
- E-Commerce site and Gift Code Marketing System
- Your timing- Why is this the best time to join Purium