

# You + Story + Invite

## You

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You've always encouraged me to dream big.

## Story

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I took your advice and decided to invest in myself! I started a new wellness business that's going to allow me to stay home with the kids and still contribute to the family economy.

## Invite

What do you think about being one of the first people I share my new business with?

## You

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You're always finding new, on-trend products that are backed by science and not just the latest fads.

## Story

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I followed your lead and started looking for more customized and personal solutions for my nutrition needs. I found some amazing product lines that offer choices to best suit me.

## Invite

What are your thoughts on looking at the products with me?

## You

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You're always looking for plant-based options for you and your family...

## Story

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...so I started incorporating more plant-based options into my life. I found this amazing product that has really simplified my meals and gives me the confidence to help others eat well.

## Invite

What do you think of being one of the first people I share a sample with?

# Build Your Own

Now that you have the formula in action, spend some time thinking about the people you want to invite to your Friends and Family Event. Use the formula to craft personal invitations to your event.

Name	You +	Story +	Invite
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