

## I-STORY

Another way to personalize your recruiting message is with a three-minute I-Story. This is your story of what Tupperware has meant for you. It's great to have when people want to know more about the difference our business has made in real-life terms. Let's look at an example:

*"My Tupperware journey started during one of my son's soccer games. I was telling another soccer mom how stressful it is to always feel rushed for time when trying to get your children from school, to practice, and home for homework. She told me that she used to stress about that stuff too until she started her own Tupperware business! Now, she works out of her home and has financial freedom allowing her to set her own schedule and pick up her kids every day after school! She offered me the Tupperware opportunity, and I decided to accept in order to earn a little extra holiday shopping spending money.*

*Shortly after I started my Tupperware business, I noticed how fun and easy it was to make this extra money. I also noticed how my "extra" income started significantly growing every time I offered the Tupperware opportunity to someone else. Additionally, I was earning trips, cars, and prizes with Tupperware! Since my full-time job didn't offer me those types of perks, I traded my full-time job for a full-time business that provides the financial freedom our family has always dreamed of. I now have financial freedom, time with family, and FUN every time I go to "work"— what more could I ask for? For reaching my goals last year, my reward from Tupperware was a dream vacation for my family to Walt Disney World in Orlando, FL. I cried when I saw the expression on my son's face as he entered the Magic Kingdom at Walt Disney World for the first time. If I had continued my previous full-time job, we wouldn't have been financially able to make this dream come true for my son. What an incredible gift I was given that day at the soccer field. The gift of a Tupperware business was certainly a significant gift for my family!"*