

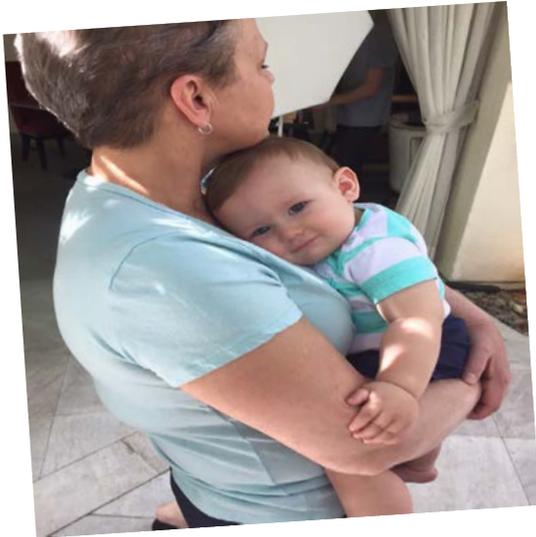


## **“How the pay gap hurts women’s financial security.”**

**Time – March 14<sup>th</sup>, 2016**

- According to an analysis by TIME, women earn less than men at every age range: 15% less at ages 22 to 25 and a staggering 38% less at ages 51 to 64.
- We analyzed the average wages earned by more than 15 million Americans from 2008 -2012, classified into 460 occupational categories...
- Most startling: there was not a single occupation in which women ages 30 and older took home significantly higher average salaries than their male colleagues, even if they started out making more. lisa

# Chairman's Retreat - Rachel Tabor



# Chairman's Retreat - Rachel Tabor

- **Take Aways**
  - Master Coordinator mentality
  - Vision/meaning in life
  - Importance of setting goals



- Leaders Eat Last – shift in focus to builder's dreams
- True opportunity we are given with Shaklee

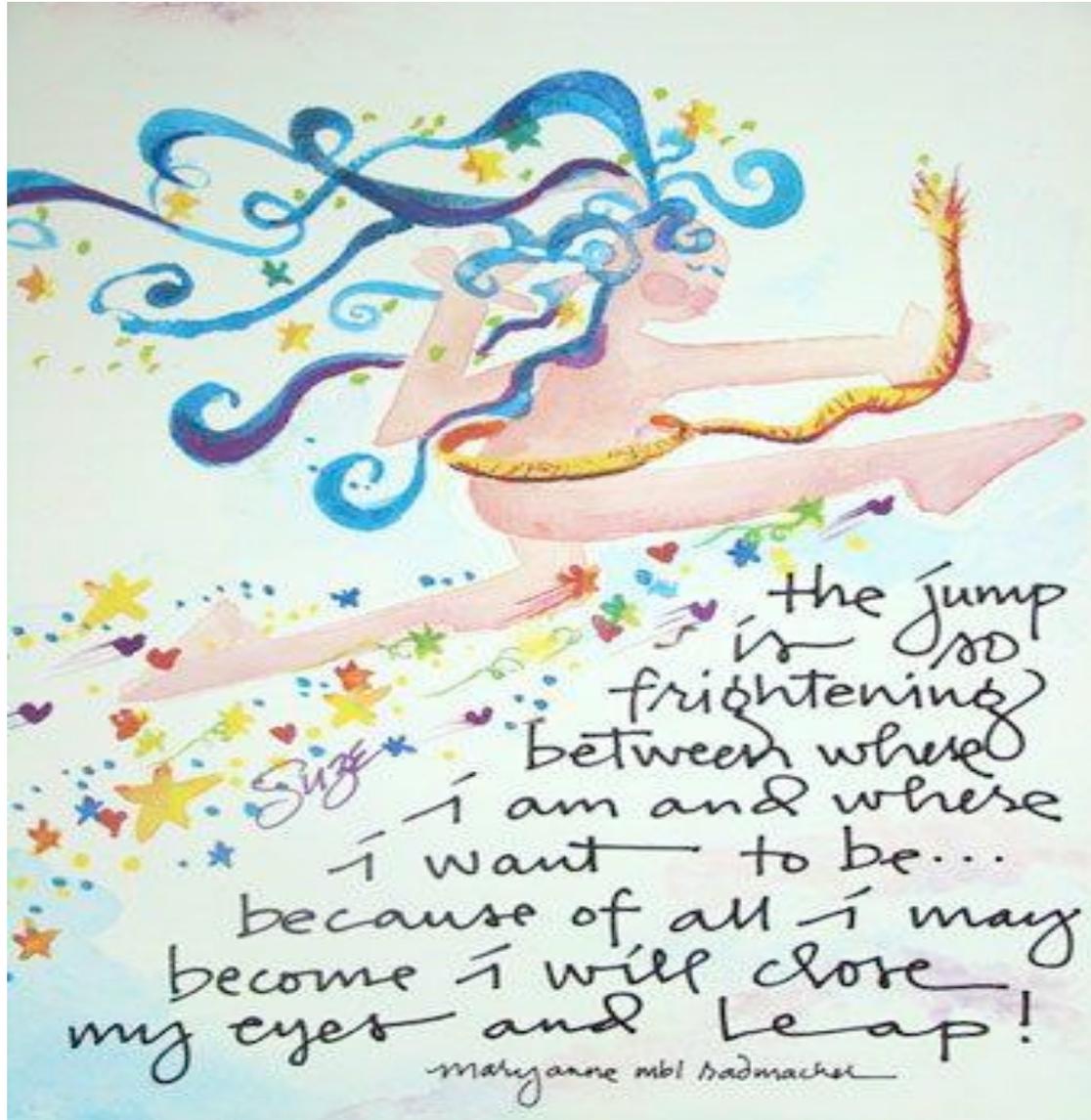


# Chairman's Retreat - Rachel Tabor

## Next Steps

- A Day in the Life
- Director by GLOBAL!  
Facebook group
- Skilling Up
- Keep momentum and positive energy going!





the jump  
is so  
frightening  
between where  
I am and where  
I want to be...  
because of all I may  
become I will close  
my eyes and Leap!  
marganne mbl hadmacher

“Opportunity is missed by most people because it comes dressed in overalls and looks like work.”

—THOMAS EDISON

Amazing things happen  
when you work hard!  
—PETE



8 Weeks To Director  
Shaklee Business Training 2016

The Power of a Plan  
Week # 7  
March 17, 2016



# Our Training Team



Key  
Coordinator  
Harper Guerra



Senior  
Executive  
Coordinator  
Lisa Anderson



Senior Executive  
Coordinator  
Katie Odom



Executive  
Coordinator  
Ashley McDonald



Senior Coordinator  
Becky Choate



Master Coordinators  
Barb Lagoni & Jo Coogan



## Objectives for Week 7 -- The Power of the Written Plan

- To understand the process ... starts with our VISION ...  
Which leads to setting our SPECIFIC GOALS  
And to bring those goals to reality requires ...  
A PLAN
- To understand how important it is to WRITE DOWN A PLAN.
- We will want to learn how to create a plan with our upline or mentor to help us reach our goals ... and so we will learn how to create a plan for our business leaders. .. Keeping in mind the process of duplication in all we do.

harper



## To Reach Director.. And Beyond

- NOT -- “ Let’s just jump in .. Do a lot of activity .. Cross our fingers ... and see what happens ... or HOPE something happens. harper

INSTEAD – Once the goal is clear ...

- next rank
- PV goal
- income goal
- # of leaders on our business team.. etc

Then – We make a PLAN of exactly how we will achieve those goals

## When we are intentional about reaching our goals .. We put it to Paper

- A written plan answers the question, “What should I do today for my business?” ...there is no time lost wondering what to do.
- A written plan creates confidence and security. It lifts anxiety because we are prepared and ready to go...
- A plan guides our follow-up activity because we know what results/outcomes we are looking for.
- When we work from a written plan, we can teach others to also.. And that’s the essence of duplication.. Critical to developing a business team. We know what to do when a new business partner asks,  
“What do I do to get started.” ashley

## The Process That Leads to The Plan ..

Vision – What developing a Shaklee business means to us ..

Goals – That compelling reason now determines what goals we set ...

- long term ( 5 years from now ),
- short term ( 90 days from now )
- and this month.

Pace -- How much time we devote to building our business will determine the pace at which we can grow our business.  
80% will be spent with people contact .

Plan -- Now we can create the path to reach our goals.  
We will want to start with 2 plans ..

The 2000 PV Plan

And

The Weekly Working Plan

ashley



## We Begin by Creating a 2000 PV Plan

- Meet with our upline or mentor to create our 2000 PV Plan
- It is important for our minds to see what activities it will take to generate 2000 PV.
- 2000 PV Plan is a blueprint, a road map ... We wouldn't make a cross-country trip without a map.
- We want to learn how to generate and estimate PV to get ourselves to Director now ... but soon we will use this technique to help develop Associates and Directors as we build our teams.

harper

**A GOAL  
WITHOUT  
A PLAN  
IS JUST  
A WISH**

## Some of Our Most Effective Activities & Events

- Individual appointments
- Webinars
- Conference calls
- In-home events
- FaceBook events
- 3-way call
- Area, Regional and Global events

Now we will attach  
estimated PV to these  
activities

harper

For most events that you will be conducting, you will want to include ... no matter what the primary topic ...

Your story

Shaklee products and science

Shaklee Difference

Business benefits



## Creating a 2000 PV Plan

### Personal Use

( We want to buy from our “own store” as much as possible .. Personal care products, deodorants, shampoo, skin care, etc, plus gifts and rewards )

**100 – 200 PV**

### Family

( helping our family members to better health helps new distributors understand how effective Shaklee products are in rebuilding health )

**200 PV**

### 3-Way Customer Calls

**100 PV X 2 = 200 PV**

( an effective way to teach new distributors how to create a nutrition program for customers ... what questions to ask to discover “ problems” that better nutrition may help to solve, explaining the Shaklee Difference and why starting with Vitalizer and Life Shake is a pretty good starting place most of the time... and how to work with people with budget constraints)

harper



## 2000 PV Plan continued



**FaceBook Events** ( comes with follow up ) **200 PV**

( on children's health, women's health, Grand Opening, Natural Approaches to Anxiety & Stress, Shaklee 180, etc. )

**Health Stories Conference Calls** **200 PV**

( 30 minute conference calls on very specific health topics, with 1 or 2 people sharing their success in making a few shifts in the diet and adding Shaklee supplements ... such as allergies, PMS, energy, keeping families healthy though the winter, etc )

**Wellness Webinars** **100 PV**

( archived at [BetterHealthin31days.com/\\_\\_\\_\\_\\_ your address](http://BetterHealthin31days.com/_____your address) ) .. Can use to send a member to or to use the information on the slides for your own conference calls and meetings ) harper

Outlines and nutritional materials found at  
[BetterHealthin31Days.com/ \\_\\_\\_\\_\\_ your name](http://BetterHealthin31Days.com/_____ your name)



## 2000 PV Plan Continued



### Home Event

**250 PV**

( Grand Openings, Shaklee 180 Tastings and Smoothie Workshops, etc closing with Use, Share, Build )

### Identifying Business Partners

**250 PV**

( Purchase of a Gold Distributor Kit offers a new distributor a nice selection of the most popular Shaklee products plus business materials and a flash drive to get them started )

\$349 kits = 250 PV      \$649 = 500 PV      \$1049 = 750 PV

This also qualified for a tax deduction as it is a business kit

### Developing Customers under New Distributor & Members

**500 PV**

### Social Media

**100 PV X 4 weeks = 400 PV**

( recommend 1 post a week.. Making it personal about how you are using new Shaklee products you are discovering, before and after photos for cleaning nasty messes, or tossing medications you don't need any more , etc ) harper



**I LOVE IT  
WHEN A  
PLAN COMES  
TOGETHER**

## 2000 PV Plan

<u>Activity</u>	<u>Estimated PV</u>
4 to 5 group events	1000 PV
<u>Individual Appointments</u>	
Mary (Product Guide Presentation)	100 PV
John (3-way with upline )	100 PV
Jane ( Business Info- Gold Plus Kit)	500 PV
Ruth	100 PV
Jess (3-way with upline)	250 PV
Sally and Tom ( Business Presentation)	250 PV
Guests Taken to Area Meeting	
8 Guests invited to Product Conference Calls or Webinars X 50 PV	
each etc. harper	400 PV

## Weekly Working Plan and Daily Activity

### Now we attach names and dates to activities

- Now we choose the activities and tasks that will get us to our monthly goal and insert them into the time we have allotted to grow our business.

Fill in your calendar.

- When possible, it is advantageous to clear the decks temporarily to do a blitz of activities .. It will greatly enhance our learning curve. . While building our customer and distributor base quickly.
- Caution – There will be a tendency to keep busy with non-people contact activities .. So BEFORE you...

...straighten up your desk .. make the beds ... water the plants...

... check Face Book.. Emails.. Instagram... text messages ..

FIRST and most IMPORTANT ACTIVITY of all .. Contact the people on your list and get them invited to your scheduled events .. lisa



## Putting It All Together To Create a Plan With Names & Word Tracks

- Select 2 or 3 Reach Out Methods
- Make 2 lists of names .. Those you want to introduce to the products first .. And those you would like on your business team.
- Example

**2 Grand Openings in homes** -- invite mom, grandmother, Aunt Sue, friends  
**250 PV each = 500 PV**

**2 Grand Opening Face Book Event – What the Heck is Shaklee ?**

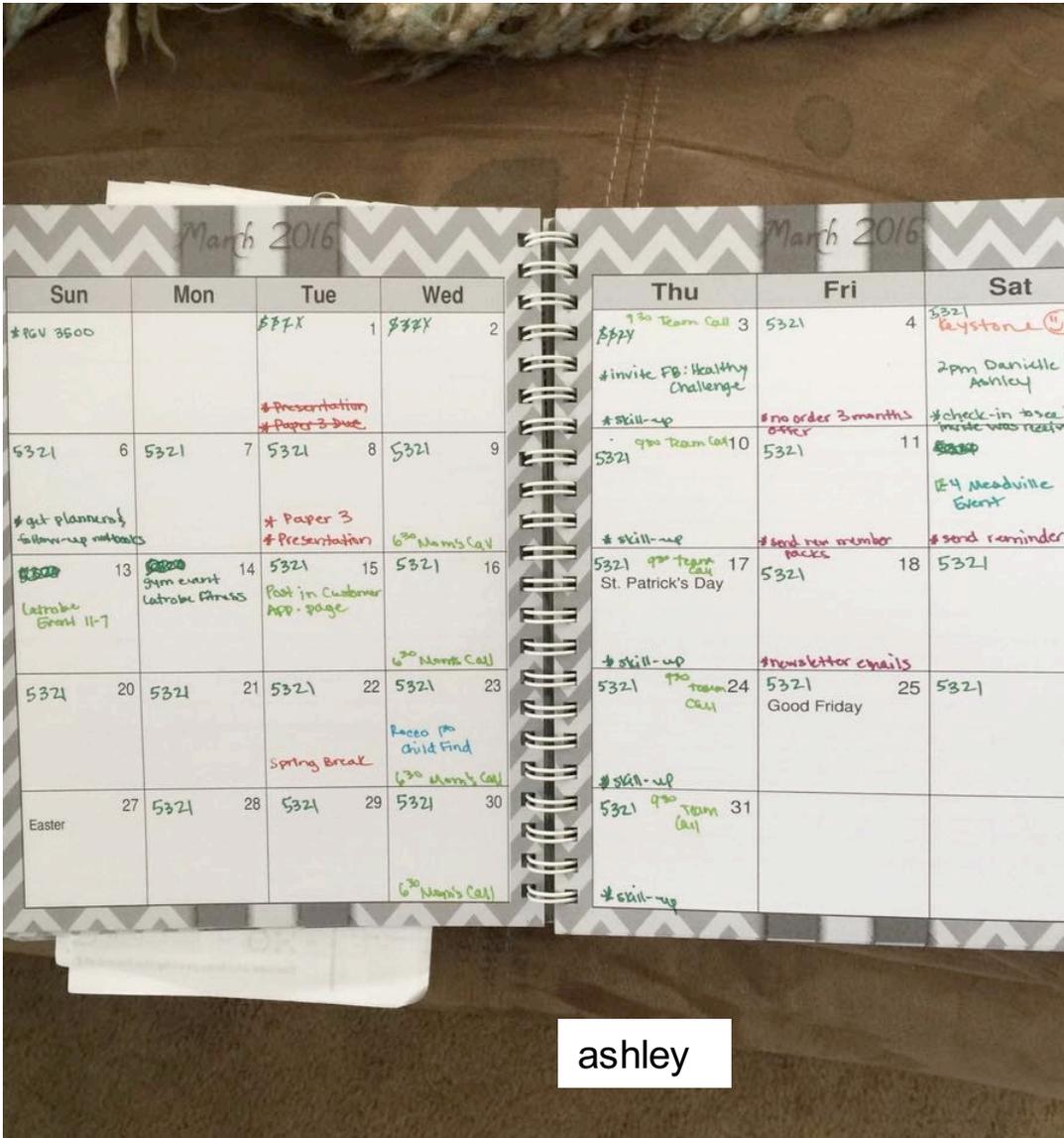
**200 PV each = 500 PV**

**Individual Appointments 3 X 100 = 300**

**3 Way Calls 3 X 100 = 300**

lisa





ashley

# MARCH

two thousand sixteen

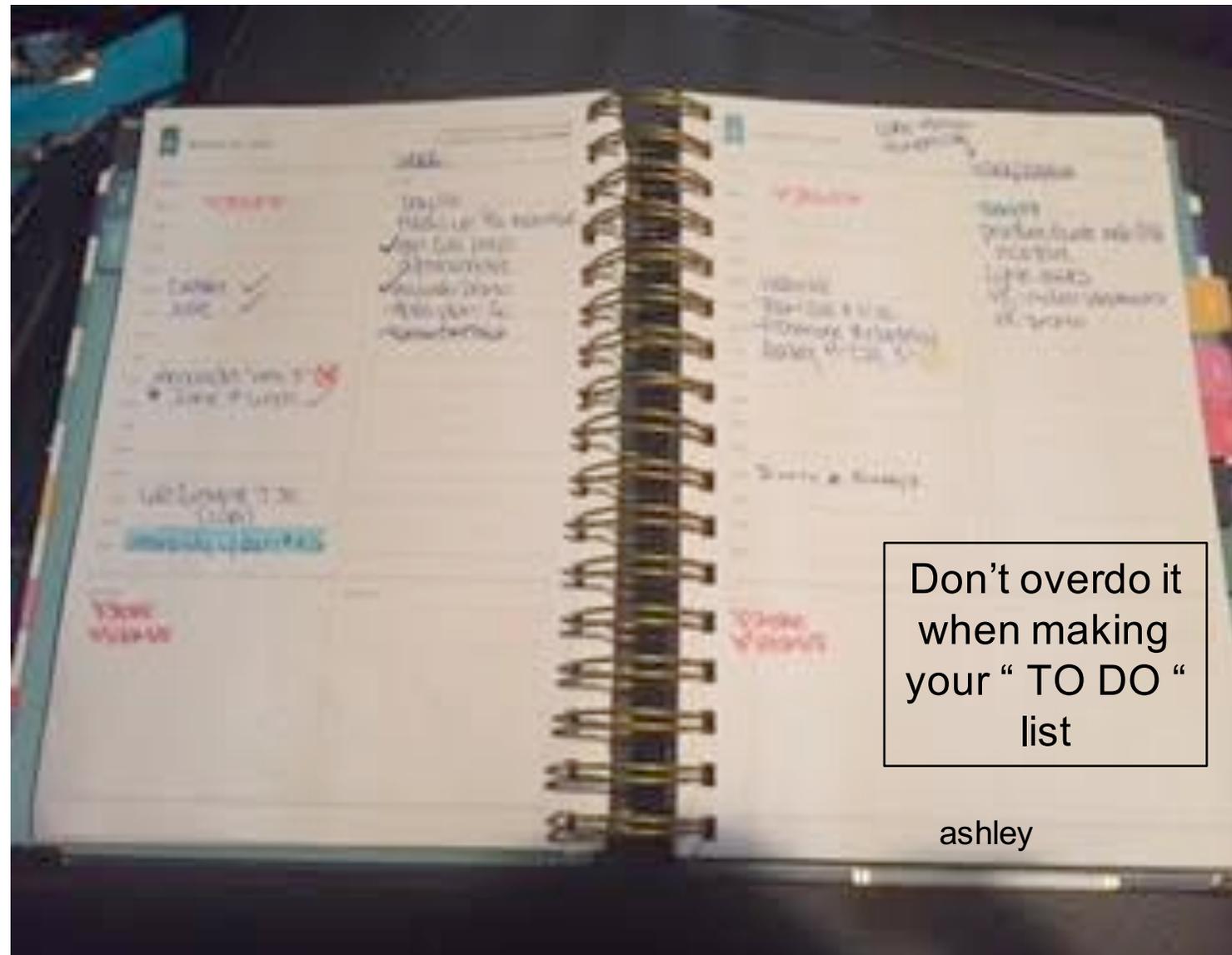
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	NO WEBINAR Team Call 9:30MST/11:20EST <b>FB Event: Healthy Challenge</b>	3	4
	6	7	8	9	10	11
	Wellness Webinar: Shaklee Effect & Business Story 7pmMST/9pmEST		<b>A Day in the Life of Rachel FB Event</b>	Training Webinar 8amMST/10amEST Team Call 9:30MST/11:20EST <b>Nutrition Health Chat 7pmMST/9pmEST</b>		
	13	14	15	16	17	18
	Wellness Webinar: Nutritional Support for Cancer Patients 7pmMST/9pmEST			<b>Opportunity Call with Ash &amp; Rach 7pmMST/9pmEST</b>	Training Webinar 8amMST/10amEST Team Call 9:30MST/11:20EST	
	20	21	22	23	24	25
<b>Depression &amp; Anxiety Health Chat 7pmMST/9pmEST</b>	Wellness Webinar: Lyme Disease 7pmMST/9pmEST	<b>A Day in the Life of Ashley FB Event</b>	<b>Fitness Studio Opportunity Call with Jake 7pmMST/9pmEST</b>	Training Webinar 8amMST/10amEST Team Call 9:30MST/11:20EST		
	27	28	29	30	31	
	Wellness Webinar: A Walk Through the Product Guide 7pmMST/9pmEST			NO WEBINAR Team Call 9:30MST/11:20EST		

Team Transformation

We start by planning our month ... and then break it down to activities for each day

Ex – Product Guide Webinar incentive ... List of 15 people to contact to offer incentive to.

Ex --Create Health Chat Promotion And list of people to invite



Don't overdo it when making your " TO DO " list

ashley

## Follow up ... Servicing ... Next Steps

After we invite guests to our events.. Whether they attend or not...

There is work to be done ..

- If didn't attend – let them know you missed them, inquire if there is interest, invite to next one, or make individual appointment or send material with permission.. And follow up again.
- If did attend – if they became members and ordered.. Then begin new member process.  
ashley  
-- if they did not order yet, call to answer questions and help them place their order.
- Continue to introduce them to additional aspects of Shaklee and Shaklee products. See Session 6 Servicing Our Customers 8 Wks to Director

## Confronting Fears and Hesitations

- We can learn what to do and what to say, but we will want to be aware of our self-talk & our thinking .. It can sabotage our best efforts.
- Be aware that not everybody is going to be interested ... so take a moment to understand how you deal with disappointments and challenges so you are prepared.
- Our written plan helps keep us moving forward and learning as we go... prevents us from getting stopped by our fears.
- Next week in our final session we will be discussing our internal conversations and fears when it comes time to actually talk to people .. Ashley

Commitment begins when we encounter our first challenge and obstacles.

**YOUR LARGEST  
FEAR CARRIES  
YOUR GREATEST  
GROWTH.**

PictureQuotes.com

## Fears and Confidence

- Fears diminish when we stop making our actions about us ...  
and start making them about the impact we have on others.
- If you knew that that out of every 100 conversations, you would be saving at least one person's life, would ever stop having conversations?

*Fear is only temporary.  
Regret lasts forever!*

Everything  
you want is  
on the other  
side of fear.

- Jack Canfield

**LET YOUR  
FAITH  
BE BIGGER  
THAN YOUR  
FEARS**

ashley

# Allergy Prevention Program

## Core Program

Vitalizer

Nutriferon

Alfalfa

Get Clean Non-Toxic Cleaning Products



For additional help:

- Shaklee Premium Garlic
- Immunity Formula I
- Defend and Resist Echinacea Complex
- Vita C or Vitalized Immunity Fizz tablets

## Product Collection –Nutrients to Strengthen Immune System

### **For Adults** who can swallow pills

Vita C	16.65	PV
Nutriferon	30.00	
Optiflora Capsules	<u>14.65</u>	
<b>\$80 MP</b>	<b>61.30</b>	<b>PV</b>

### **For Children** who can't swallow pills

Optiflora Caps	14.65	PV
Chewable C	17.95	
Incredivites	<u>20.00</u>	
<b>\$72</b>	<b>MP</b>	<b>52.50</b>

Vita C	16.65	PV
Nutriferon	30.00	
Optiflora caps	14.65	
Life Shake	28.22	
Vita D-3	<u>5.0</u>	MP
<b>\$129.00</b>	<b>94.52</b>	<b>PV</b>

Optiflora Caps	14.65
Chewable C	17.95
Incredivites	20.00
Life Plan	28.22
Alfalfa Complex 330	<u>12.65</u>
<b>MP \$ 130</b>	<b>93.37</b>

lisa

## 1000 PV with Allergy Collections

4 events X 5 attending = 20 families  
( FB events, in-home, Health Chat conference calls, etc )  
Or individual appointments, 3-way calls, archived webinars

20 families X 50 PV collection = 1000 PV

10 families X 100 PV collection = 1000 PV lisa

There are many deals right now –  
Including free memberships, free shipping,, etc

## How To Open Conversations Regarding Immune Collections

*With Spring Allergy season upon us, I wanted to contact my customers to be sure they know about a few products that can help both with preventing allergies ( or colds and flu) .. But also to have ready in case someone in your house comes down with something...may I tell you about them?*

sure

*Tell me about the allergy ( or cold and flu) season for you and your family ... how does it affect everyone? Anyone with Fall allergies?*

*Shaklee has 2 collections for the immune system ... one for adults and anyone who can swallow tablets and one for children .* lisa

## Closing – Immune Discussion

*If you have family members who don't eat 6 vegetables a day... you might want to get a multi to be sure to cover all the nutritional bases..*

*But then Shaklee has a little package for strengthening the immune system ..  
And a bigger one ..*

*Here's the first package ..*

***Optiflora probiotic** – because 70 % of the immune system is actually in the gut ..  
Who knew!*

***Then Vita C** – and this is a really good one .. Sustained release .. Slowly releasing  
the whole Vitamin C Complex over 5 hours . Very good protection*

*And then the really important one – **Called Nutriferon** – this is a special formula  
of 4 herbal extracts that stimulate the body's own natural production of  
interferon .. Have you heard of that .. It is a key component of the immune  
system .. Because That's a good starting place .. How does that sound? lisa*

# Family Immunity Collection



Vita C

PV

16

Vita Lea 240

31

Optiflora Capsules

15

Nutriferon

30

Defend & Resist Echinacea

13

Total

105

lisa



# Allergy Prevention 50 PV Packages

Nutriferon, Alfalfa, Chew Vita-C = 60 PV

Nutriferon, Alfalfa, Optiflora = 57 PV

Get Clean Starter Kit = 50 PV

**Vitalizer = 50 PV + FREE Membership**

lisa



# The Power of Five Day Resets



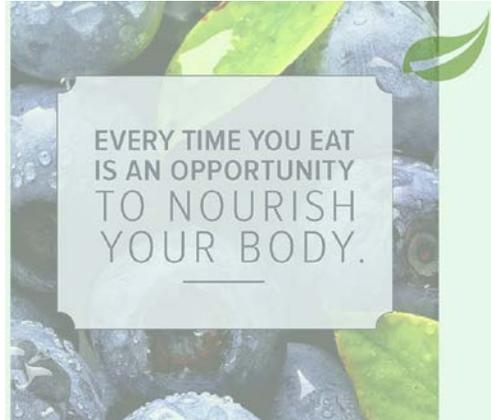
ashley

**Affordable. Simple. Effective. BIG Results.**

## Top signs you may be suffering from a buildup of TOXICITY

Difficulty concentrating  
Irritability  
Bloating or gas  
Caffeine addiction  
Brain fog  
Binge eating or drinking

Mood swings  
Low or inconsistent energy  
Migraines & headaches  
Anxiety  
Sugar cravings  
Water retention



## What is a reset?

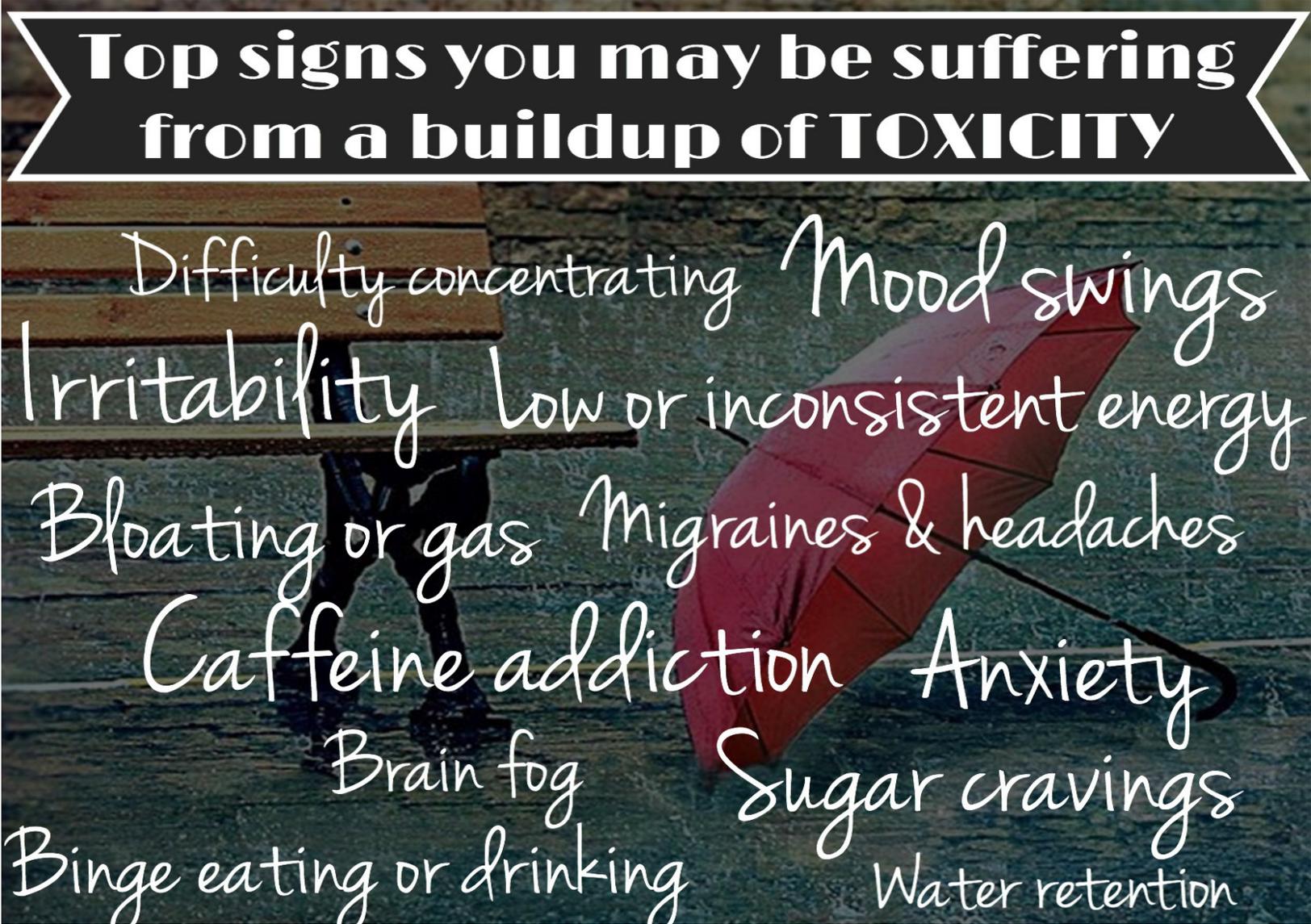
## Who needs it & why?

### Benefits of Resetting

- Jump start weight loss
- Helps overcome cravings for sugar, fats, alcohol, & caffeine
- Heightens sense of smell, sight, touch, sound & taste
- Balances & regulates hormones
- Realigns TRUE appetite & satiety levels
- Boosts metabolism & enhances digestion
  - Brings radiance to eyes & skin
  - Increases focus, clarity & energy

## What are the benefits?

ashley



**Top signs you may be suffering  
from a buildup of TOXICITY**

Difficulty concentrating Mood swings  
Irritability Low or inconsistent energy  
Bloating or gas Migraines & headaches  
Caffeine addiction Anxiety  
Brain fog Sugar cravings  
Binge eating or drinking Water retention

A woman with long brown hair, wearing a blue long-sleeved shirt and a light-colored scarf, is sitting on a grey couch. She is smiling and looking towards the camera. She is holding a book in her hands. The background is a blurred indoor setting, possibly a living room or a library.

# Benefits of Resetting

- Jump start weight loss
- Helps overcome cravings for sugar, fats, alcohol, & caffeine
- Heightens sense of smell, sight, touch, sound & taste
- Balances & regulates hormones
- Realigns TRUE appetite & satiety levels
- Boosts metabolism & enhances digestion
  - Brings radiance to eyes & skin
  - Increases focus, clarity & energy



## RESULTS



- I host one reset/month – current & new customers
- AMAZING & quick results
- At least 60% of my members start as “resetters”... and then become ongoing Shaklee members
- Many referrals are from customers who have done a reset & shared with friends/family
- Two of my first level Directors were “resetters” when I asked them if they would like to earn an income from their referrals.
- And they built a great deal of their business off resets as well as their transformation from the resets
- And Resets have transformed my health ashley

## Reset Results

**Tammy** - 12 People, 5 new customers

- \$2800 sales
- 2400PV total
- 5 bought all the extra products, others bought 150PV or a little with other products purchased. barb

**Laura:**

6 people attended, 2 referrals , 700 PV

I have 8 other people interested in doing it, 4 are brand new.

**Francine:** 9 current members attended. 1 referral. All of the 9 purchased the reset "kit", but some already had some of the products at home so they didn't need to order everything. Generated 1000 PV

## Action Steps for Session #7-- Power of the Plan

- Create a 2000 PV Plan for yourself .. And for any business partners downline from you... ON PAPER
- Create your weekly working plan.. ON PAPER
- Schedule the activities and begin inviting ... INVITE FIRST ... PEOPLE CONTACT FIRST .. Then ordering materials, etc comes after in non-prime time.

harper



# Final Week #8 – What I Know Now That I Wished I Had Known Then

h

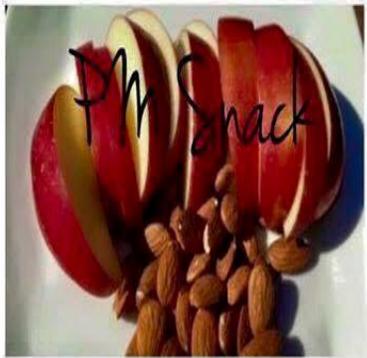




A Reset Group provides daily contact & support which promote a healthy relationship & customer servicing opportunities.

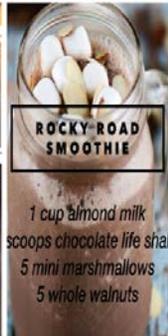
# Constant Support





# A Day in a 5 Day Reset

**TAKE MEASUREMENTS & PICTURES!!**



*Reset Snack List*

- 1-2/week
  - Banana Chia Pudding
  - Protein Balls
  - Black Bean Brownies
- Veggie Soup
- Shaklee Snack Bar
- Salmon Cake
- Tuna Lettuce Wraps
- Greek Yogurt
- "Danch" dip w/ veggies
- Jalad w/ Goat Cheese & Nuts
- Hummus & Veggies
- Avocado Hard Boiled Eggs
- 1/2 Cup Cottage Cheese & fruit
- Ground Turkey Lettuce Wraps
- Overnight Oats
- Egg White Scramble
- Greek Yogurt w/ Protein & berries
- String Cheese & Veggies
- Apple & 1 Tbs Nut Butter

See "Reset Snack List" Document under "files" for all recipes.

# Reset Snack List

\*1-2/week\*

- Banana Chia Pudding
- Protein Balls
- Black Bean Brownies

- Veggie Soup
- Shaklee Snack Bar
- Salmon Cake
- Tuna Lettuce Wraps

- Avocado Hard Boiled Eggs
- 1/2 Cup Cottage Cheese & fruit
- Ground Turkey Lettuce Wraps

- Greek Yogurt "Ranch" dip w/ veggies
- Salad w/ Goat Cheese & Nuts
- Hummus & Veggies

- Overnight Oats
- Egg White Scramble
- Greek Yogurt w/ Protein & berries
- String Cheese & Veggies
- Apple & 1 Tbs Nut Butter

See  
"Reset Snack List"  
Document under  
"files" for all recipes

GuidedMovement.com

## ***WHY A 5 DAY RESET?***

- \*Gentle detox of your body
- \*Jump start weight/inch loss
- \*Strengthen immunity
- \*Increase energy
- \*Increase mental focus
- \*Reset cravings

**Join us April 4th!**

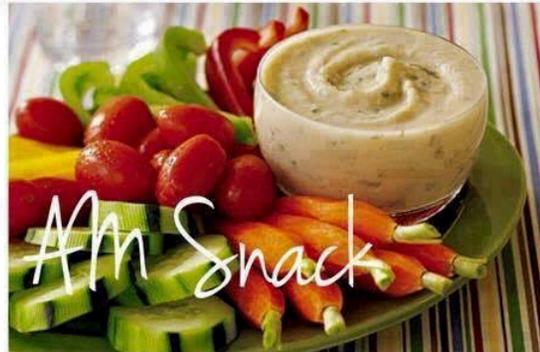


# **WHY A 5 DAY RESET?**

- \*Gentle detox of your body**
- \*Jumpstart weight/inch loss**
- \*Strengthen immunity**
- \*Increase energy**
- \*Increase mental focus**
- \*Reset cravings**

**Join us on Feb. 1st!**





## Products Included in the Reset

- Ashley uses 2 products ...  
Vitalizer and Shaklee Life Shake and lots of vegetables
- Becky's reset included Life Shake plus detox products  
( Liver DTX, Alfalfa, Herb Lax, Energizing Tea and Stress Relief Complex )
- Be mindful of how healthy or not a new customer may be so as not to detox too quickly.

## **Reset Breakfast:**

Lemon Water or Wake-Up Detox Lemon Tea\*

Shaklee Life Energizing Shake

Supplements: 5-10 Alfalfa, 1 Liver DTX, 1 B-Complex or Stress Relief Complex, any other Shaklee supplements you take

## **Reset Lunch:**

Shaklee Life Energizing Shake

Unlimited Veggies

## **Reset Dinner:**

Shaklee Life Energizing Shake

Unlimited Veggies

Supplements: 5-10 Alfalfa, 2 Liver DTX, 1-4 Herb-Lax (start with 1-2 at dinner or bedtime)

## **Reset Snacks:**

Lots of veggies (unlimited), fruit (2-3 servings) and protein (nuts, hummus, string cheese, etc.)

Shaklee 180 Snack Bars

Shaklee Energizing Tea, black coffee, unsweetened tea and water

No: Meat, carbs and sugars not in the above items, alcohol, oils, salt (limit dairy)

## Tips:

- Substitute a Shaklee 180 Meal Bar for a Life Shake meal once a day
  - Drink half your weight in ounces of WATER each day!!!
  - Steam your veggies if it's hard for you to digest raw, also add EZ-Gest
  - Lemon juice, lime juice with or without olive oil or pureed avocado is great salad dressing
  - Options for “milk” in shakes (cow's, soy, almond, coconut)
  - If cravings, add another B-complex to your regimen
  - Want more energy? Have another Shaklee Energizing Tea!
- \* Morning Hydration:
- Lemon Water = squeeze 1/2 lemon into water (drink warm or cold) – OR
  - Wake-Up Detox Lemon Tea = Lemon Water + 1 Shaklee Energizing Tea stick