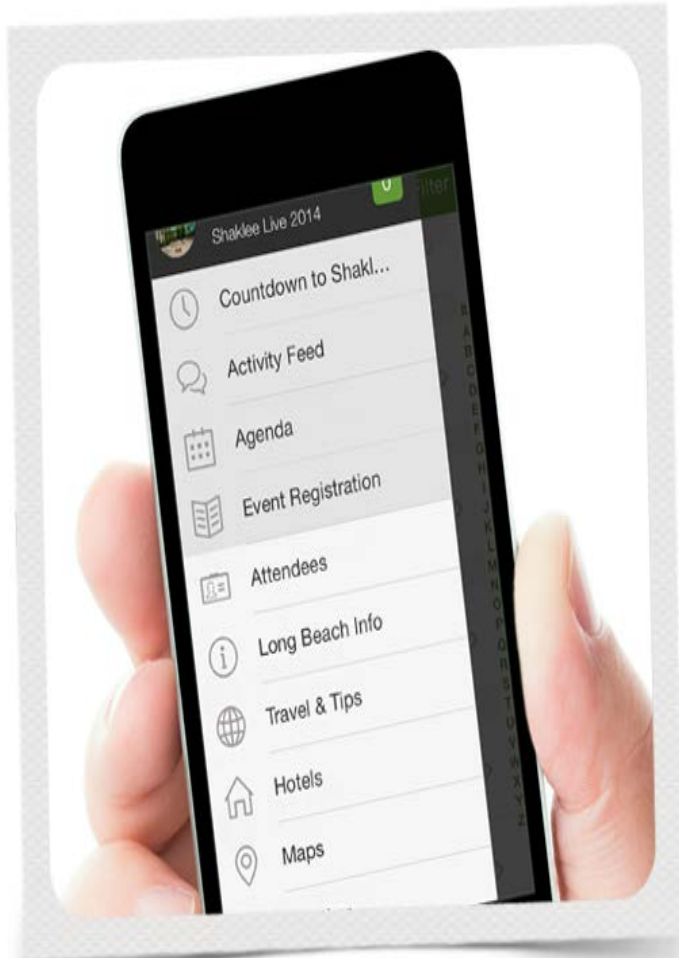



Shaklee Events App – Free for Everyone



- **Connect** with the Shaklee Live 2014 Shaklee Family
- **Access** the full meeting Agenda, including speaker information and session locations
- **Share** your most poignant Shaklee stories and personal journeys
- **Check-in** to sessions and breakouts
- **Post** photos, insights and provide direct feedback
- **Explore** maps of the venue and local area
- Listen to Tuesday webinars under “Tuesdays With The Masters” in the podcast app
- Listen to the Wellness Webinars and much more under “Better Health In 31 Days” in the podcast app
- Learn more about the podcasts at: www.bhi31.com

Check email or visit events.shaklee.com to download.

Julie Young

The background of the image is a soft-focus photograph of pink cherry blossoms. The flowers are in various stages of bloom, with some showing distinct yellow centers. The overall color palette is a mix of light pinks, blush, and hints of white, creating a gentle and inspiring atmosphere.

Forget those things which are
behind you.

Reach for those things that are
before you.

And press toward the mark of
your highest calling.

Barb



Shaklee Summer School 2014

8 Weeks to Director

Session #2

Getting Started 101



Sr Executive Coordinator Lisa Anderson
Executive Coordinator Harper Guerra
Senior Coordinator Katie Odom



Objectives for Summer School Session #2

- To help everyone attending achieve rank of Director by end of August.
 - This week, to create a clear picture of what you want your Shaklee business to provide for you .. And for others.
 - To set up the mechanics of your business and know where to find the excellent resources that will support your business growth.
 - Then to get into action ... and begin building your Shaklee business.
- lisa





Getting Started– Office Set Up

Let's get your business set up ...

- Websites (where the resources are)**
- Checking account (where you are going to put the money you make)**
- Office (your computer and a phone and your working binder/notebook ... where you are going to work)**
- Understand how to operate 3-way calling on your telephone katie**
- Order some literature .. Product Guides, Why Supplement (#76133), Changing Brands Can Change Your Life (#76132), Vitalizer (#76123), Get Clean (#70051) ...**

But don't go crazy .. You aren't earning yet



Setting Up Your Business

Visit www.MyShaklee.com to activate your website at the member center.

- Set up Direct Deposit (download Electronic Funds Direct Deposit form)
- Explore Business Tab (All Training.. New Distributor Guide) at MyShaklee.com
- Obtain a 3-ring binder which will become your working binder/notebook (see Skilling Up Session # 16)
- Track business expenses (ie. mileage, supplies... google “ in-home business tax deductions”, see Session **Tuesdays With The Masters** Mar 19th, 2013 Session #10 (bobsfiles.net) Tax Strategies/Benefits of a Home-based Business
- Maintain Simple Records (money in .. money out)
- Additional training information is available at www.bobsfiles.net for Tuesday Training webinars or at Shaklee University.com. lisa

Getting Started .. Where To Go For Training

Monday Wellness Webinar- 8pm-

<https://www2.gotomeeting.com/register/168936498>

Archived on: Betterhealthin31days.com Under Wellness Webinars

Tuesday Morning Training- 9am

<https://www2.gotomeeting.com/register/478717250>

Archived on: bobsfiles.net

Create your own username and password

www.ShakleeUniversity.com

Shakword.com Login: Shaklee Password: Shaklee

Dr. Chaney Videos:

<http://www.drchaneyvideos.com/drchaneytruthaboutsoyvideo.php>

Shaklee YouTube: <http://www.youtube.com/user/FCShaklee>

Menu of 3 Minute Recorded Calls: 925-924-3232

Shaklee 180 3 Minute Recorded Call: 925-924-3180 katie

Sharing Shaklee (Facebook):

<https://www.facebook.com/#!/groups/sharingshaklee/>

Dropbox- CD's- Ask your Upline to have them send you some

Shaklee Field Support: 1-800-Shaklee (1-800-742-5533)

Shaklee Product Questions: 925-734-3638

Myshaklee.com

Search on your member center for ANYTHING (Lots of tools and resources on here)

Leigh Bordelon's Business Training- How to use Business Tab in your member center:

[http://member.myshaklee.com/us/en/article/My Business %28formerly known as iTrack%29 Training Calls-9c404137538753c4003beb406edafecf](http://member.myshaklee.com/us/en/article/My_Business_%28formerly_known_as_iTrack%29_Training_Calls-9c404137538753c4003beb406edafecf)

Pat Hintze Business Presentations:

Leadership Training Tuesday: <http://dtp.enterthemeeting.com/m/AMZ99AJZ>

Dream Team presentations Wed PM:

<http://dtp.enterthemeeting.com/m/2JM98FJ3>

katie

Next It's Time for the Fundamentals That Will Actually Grow Our Business

- Download Shaklee First Step Resource Guide from MyShaklee.com (which we call “ the Member Center”)
- After we complete setting up the mechanics of our business... it is time for the essentials of our work Beginning with identifying why you want a Shaklee business.

Here's why ...

- Developing a home business takes time, attention and some skills to learn (people skills, leadership skills.. skills, by the way, that will serve you well in all aspects of your life) ... and that is why we begin by getting in touch with why we want to create a business .. What we want it to produce for ourselves and our family ... and then what it could mean for others.

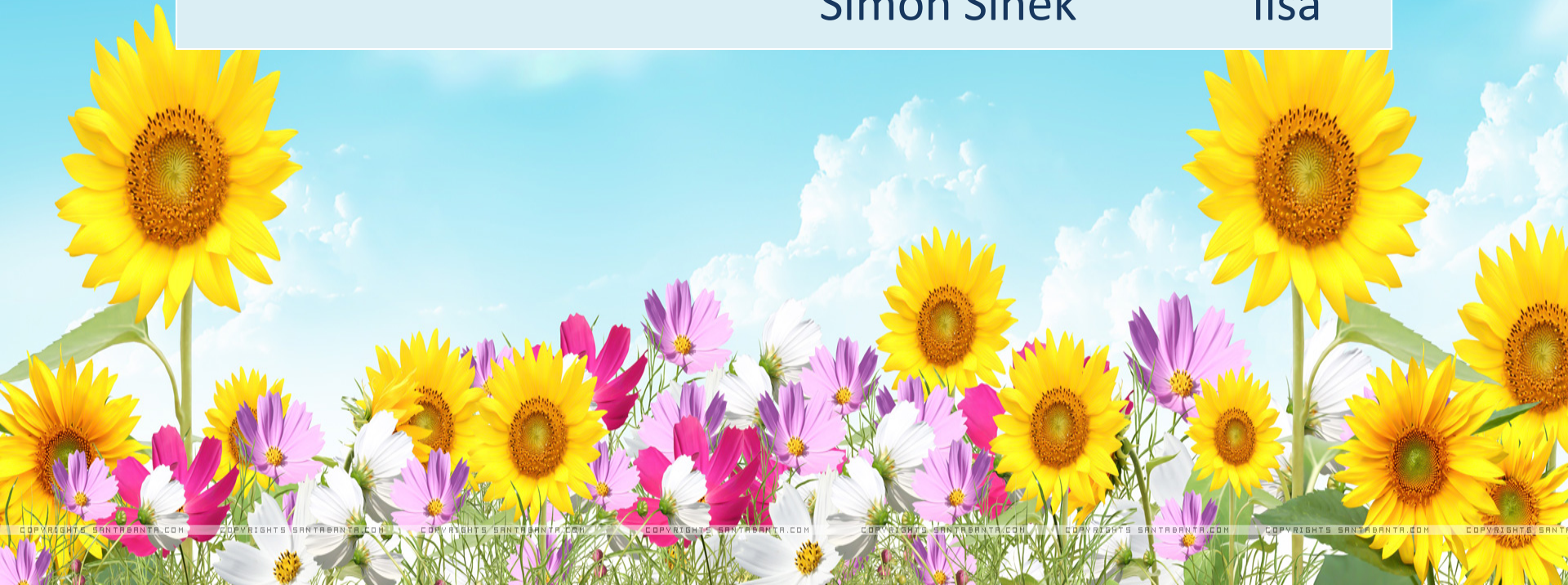
lisa



*People don't buy what you sell ...
They buy WHY you sell it...
They don't buy what you do...
They buy WHY you do it ..*

Simon Sinek

lisa




The background of the slide is a soft-focus photograph of pink cherry blossoms. The flowers are in various stages of bloom, with some showing yellow stamens. The overall tone is light and airy, with a pastel pink and white color palette.

Time To Discuss Your Reasons and Your Goals for Your Business

Last week we heard about the impact and the benefits a Shaklee business has had on the families of 3 leaders.

This week, we now want to focus on what a Shaklee business will bring to your life.... What problem, interest or need will Shaklee help solve for you. .. Or for others. What do you want to have happen... katie

A background image of pink cherry blossoms in full bloom, with some branches and buds visible. The flowers are light pink with yellow centers, and the background is a soft, out-of-focus light blue and white.

Behind every one of the big checks...
of the leaders achieving new ranks...
of the leaders earning the new cars ...

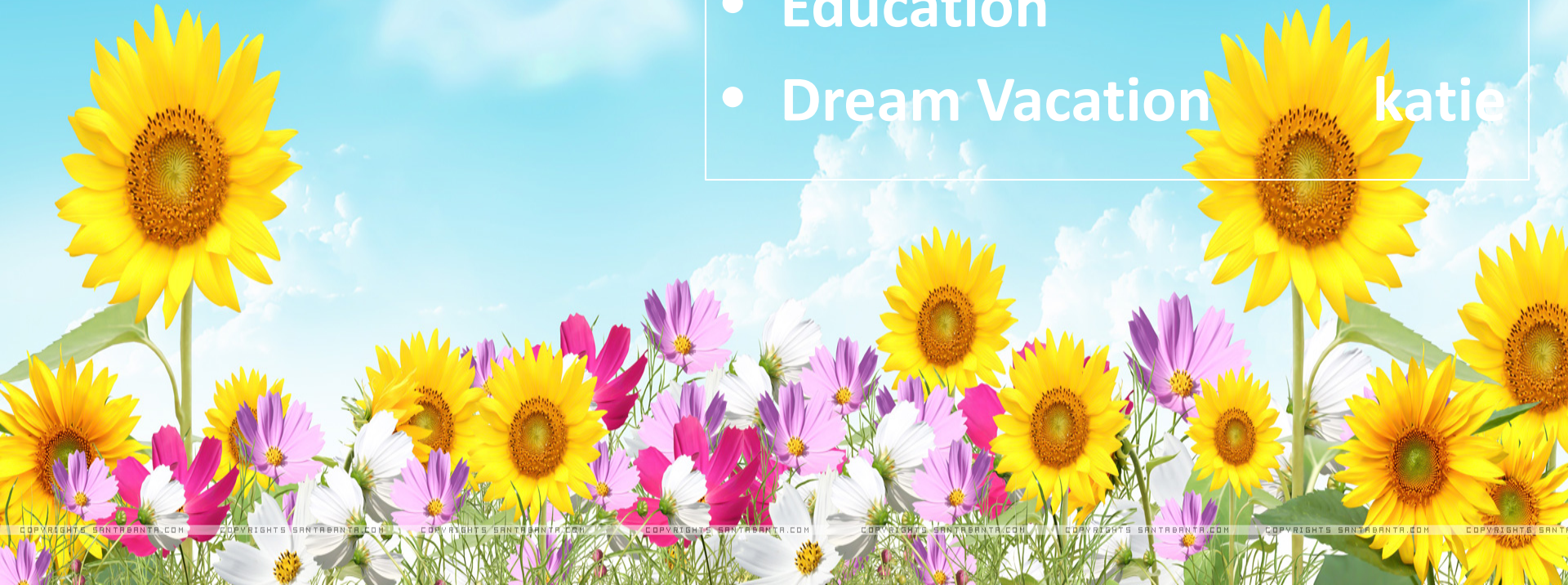
FIRST ...

**There was a powerful reason
...and a powerful dream. katie**



What do you want ...
For your Shaklee
business?
For your family?
For your life?

- Live debt free
 - Financial freedom
 - Self employed
 - New home/dream home
 - Lake home/ second home
 - Education
 - Dream Vacation
- katie





Now Those Reasons Become Specific Goals for Your Business...

- Goals create a track to run on ...
- Write down ...

What rank and by when (goals must be specific)

How many phone calls / day, or a week?

How many appointments, conference calls or webinars/ week?

How many new members /week/ month?

PV goal per week/ per month?

Etc. katie



Now We Are Ready to -- Get Into Action

This is a learn as you go business
(not learn...then go)

Dream....

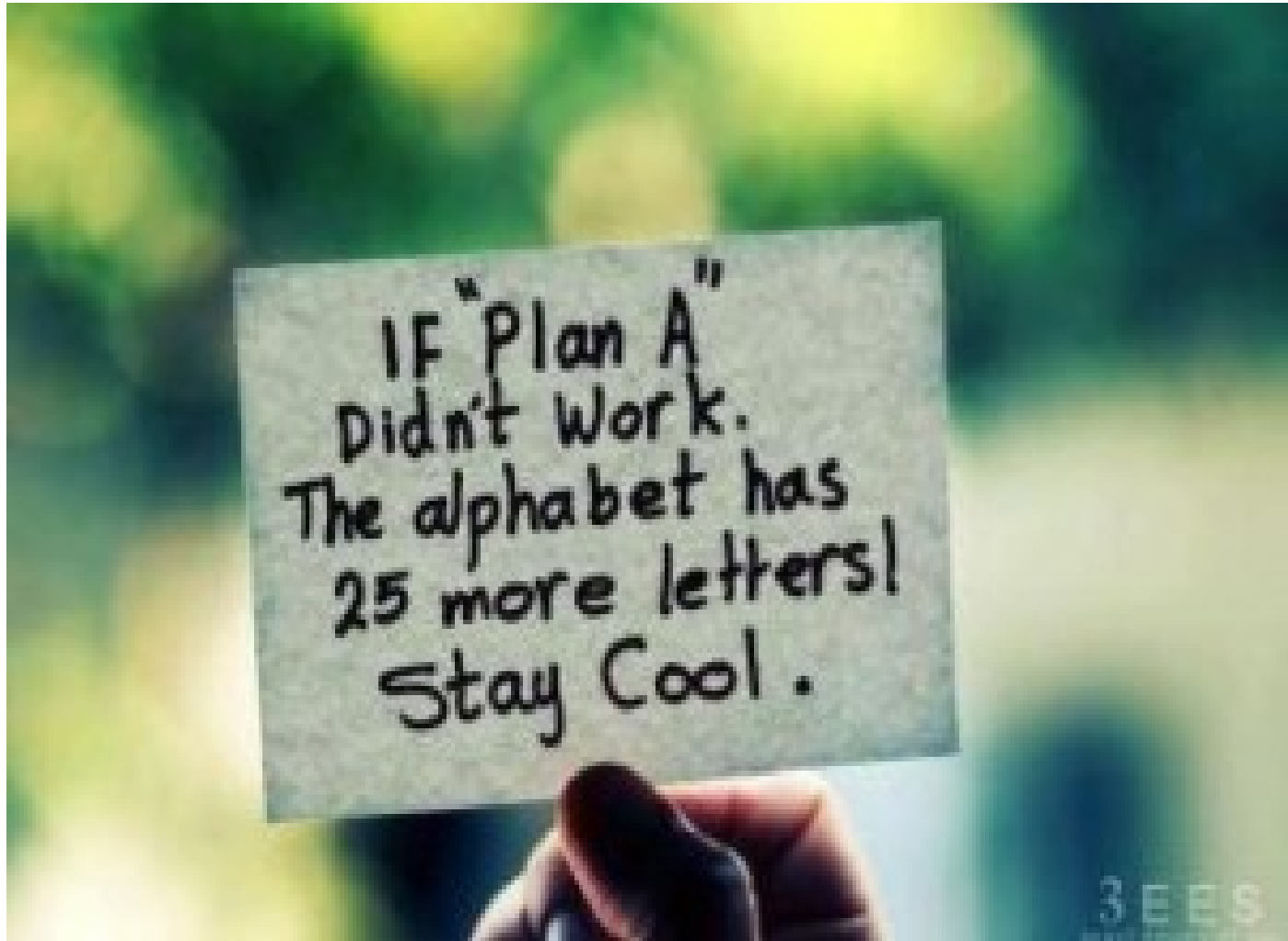
Set your Goals.....

make your plan.....and go!

lisa



Everything Is Not Going To Go Perfectly ...
Be OK With That .. You Will Learn Faster
katie





You Will Want To Create a 2000 PV Plan to Director ON PAPER

**Your 2000 PV plan will list names and activities and
projected PV expected...**

Mary Smith Healthy Home– Healthy You event 250 PV

Invite 10 guests to Wellness Webinars 500 PV

3 business conversations/appointments

1 Gold Member

500 PV

etc

katie





July Goal – Generate 1000 NEW PV ... 10+ new members, Identify one potential business partner

10 new members X 100 PV = 1000 PV

20 new members X 50 PV = 1000 PV

4 in-home meetings X 250 PV = 1000 PV

Invite 5 guests each week to Wellness Webinar

Schedule 3 business conversations/ week

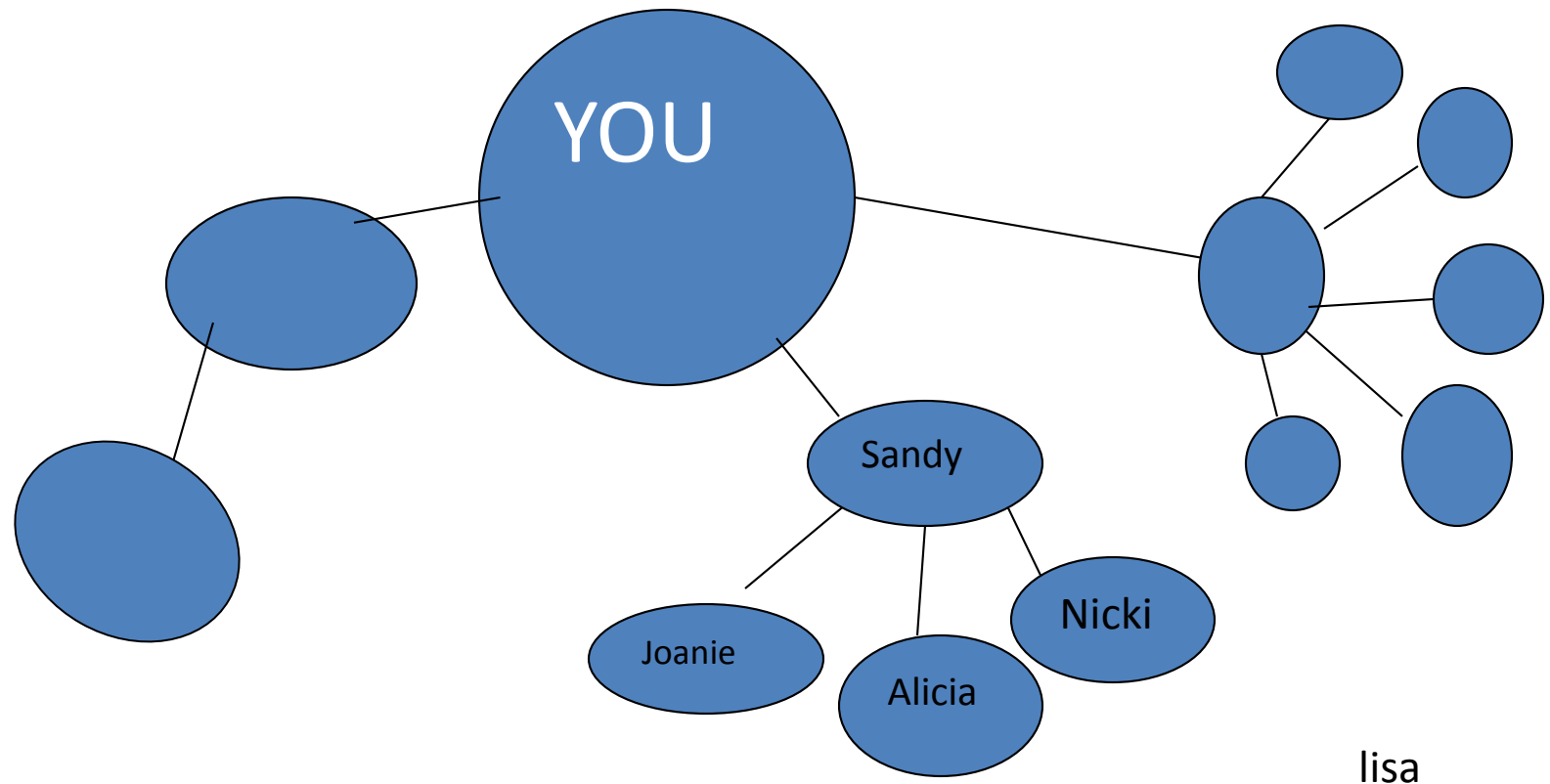
Passing 5 CD's/wk X 4 weeks = 1000 PV

lisa



How You Want Your Business to Grow

Develop members under members.. Some will become life-long customers and some may become business partners





We Start by Making a List of Names of People We Know

From Master Coordinator Dan Henderson –

katie

“As soon as possible, create a list of about 20 names ... because we need to talk to someone if this is going to work.”

- 10 people you think would like to share information with about the products
- And 10 people you would like to have on your business team.

The goal is to find 3 key leaders. These 10 may never be one of those 3 key leaders,... But we have to start somewhere.”

Start with your address book, FaceBook friends, neighbors, family, children’s friends, church, etc

Now you are ready to have a planning meeting with your upline to discuss each name individually and determine best approach..

More on this next week

Action Steps Session 2

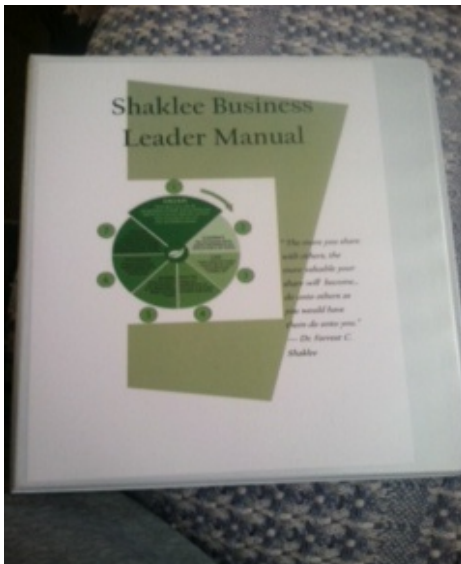


- Register for Long Beach ... invite at least one other to join you. This will be a very special event.
- Begin to identify what a Shaklee business can mean for your life. .. You will want to share that as you invite customers and business partners to join you.
- Set up your business and office... see First Step Resource Guide for the list ... or see list attached to today's session
- Keep your goals in front of you (List your goals or create pictures of goals ..etc and post on bulletin boards and walls)
- Create your working binder ... a 3-ring binder and insert First Step Resource Guide, your written goals,.. So every time you open the binder, you see those goals... and documents from each week's training. And your list of names !

lisa

Set up a 3-ring working binder or equivalent in computer

- Insert First Step Resource Guide (downloaded from MyShaklee.com) lisa
- Insert written goals on first page so you see them every time you open the cover
- Insert documents we attach each week in training
- Create tabs for names and contact info for potential customers and distributors



- A calendar to schedule appointments & meetings
- See pages from Skilling Up Session #16 (bobsfiles.net)



Getting into Action – Special Promotions to Help

How it works:

100 points from April thru July earns you a tablet for **Android™!**



The **Top 5 Point Earners** overall will earn **\$1,000 Cash!**

Earn 25 points
in April



Earn 25 points
in May



Earn 25 points
in June

ShakleeStyle credit
(\$150 value)

(Redeemable
in Long Beach
only)



Earn 25 points
in July



June Award - \$150 ShakleeStyle Store Credit!

Share the Effect Promotion – April through July 2014

Free Product for New Members with Minimum 50PV Join Order



June Free Product – Stress Relief Complex

New Members Receive TWO Free Products with Minimum 200 PV Join Order



**Stress Relief Complex +
Shaklee 180® Mango Energizing Smoothee**

Join Now -

Receive FREE Registration to Shaklee Live 2014

Gold PAK—

Receive 1 FREE Shaklee LIVE 2014 Registration (\$249 value)

Gold Plus PAK—

Receive 2 FREE Shaklee LIVE 2014 Registrations (\$498 value)



Gold Plus PAKS—\$599



Gold PAKS—\$299

New Gold Distributors Receive TWO Free Products and FREE Shaklee Live 2014 Registration



For New Distributors with a Gold or Gold Plus PAK
AND Existing Members who Upgrade to Gold

Why You Must Be With Us in Long Beach ...

- Life-changing, business-changing experience
- Multiple blockbuster product innovations
- The Shaklee Effect™ Launch
- Road to 100 years of innovation
- Shaklee Live 2014 Mobile App
- Outstanding speakers
- Success Training
- Celebrate the Products, Shaklee Difference & Opportunity



100 Years of Innovation – 1915-2015



Roger Barnett's 10th Anniversary

10 Years of Innovation,
Opportunity, and Impact

Thank you, Roger, for sharing The Shaklee Effect™



#1 Reason Why You Must Be With Us!

Attendance at Shaklee Live =
Growth for Your Business

4 times more likely to increase in rank

Growth



Shaklee Live 2014

Long Beach Convention Center



One of North America's premier convention facilities

- On the waterfront in the heart of downtown Long Beach
- Walking distance from first-class accommodations (5,000 rooms)
- Shopping, dining, sightseeing along picturesque bays and 5-1/2 miles of sandy beach
- Pedestrian promenade links hotels, shops, restaurants and attractions



Shaklee Live 2014 - Hotels

Shaklee Live Room Blocks

- Hyatt Regency Long Beach (MAB/FMLT Location)
– **Currently Sold Out**
- Courtyard Long Beach Downtown
- Hilton Long Beach
- Renaissance Long Beach
- Westin Long Beach

Details at:

Events.shaklee.com/shakleelive2014

Recognition Gala & Entertainment

Jewel

Saturday - Arena – 8-10 pm



Monday Wellness Webinars Schedule

July 7 -- Presidential Master Coordinator Gary Burke shares his story and overview of benefits of home businesses.

July 14—Hormonal Imbalance in Women -- natural approaches

July 21 – Nutritional Support for Cancer Patients – Cancer Researcher Dr Steve Chaney

July 28 – Inside the World of Shaklee a review of Shaklee's history, philosophy and products, benefits of membership and home business advantages.

Archived at www.BetterHealthin31Days.com

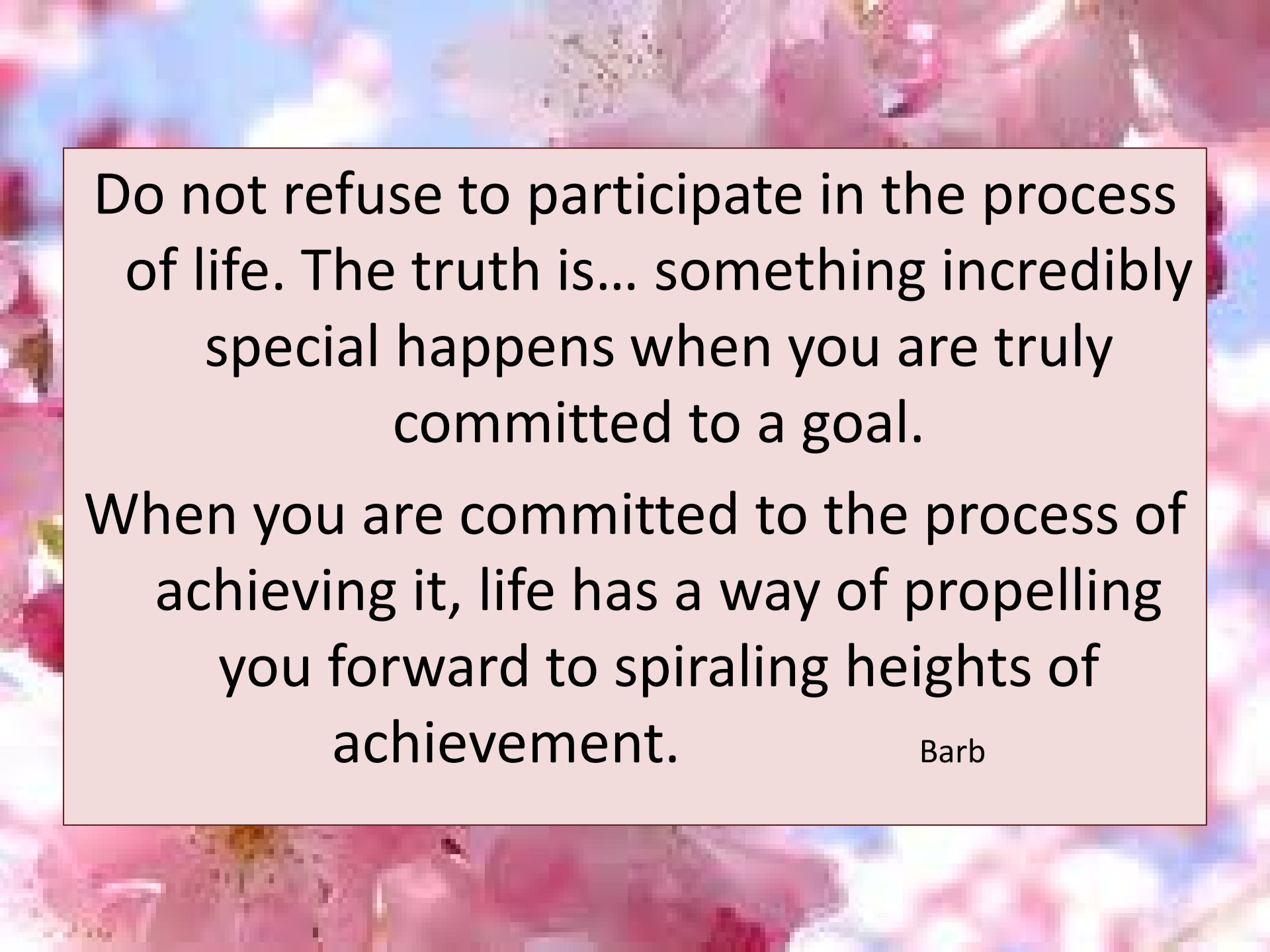
Click here to attend

<https://www2.gotomeeting.com/register/168936498>



Next Session #3 – The Invitation Process and How to Create Meaningful Conversations




The background of the image is a close-up photograph of pink and blue flowers, possibly cherry blossoms, with soft, out-of-focus petals. A light pink rectangular box with a thin black border is centered on the image, containing two paragraphs of text.

Do not refuse to participate in the process of life. The truth is... something incredibly special happens when you are truly committed to a goal.

When you are committed to the process of achieving it, life has a way of propelling you forward to spiraling heights of achievement.

Barb

The background of the image is a soft-focus photograph of pink flowers, likely cherry blossoms, with some green leaves visible. The flowers are in various stages of bloom, creating a delicate and romantic atmosphere.

Forget those things which
are behind you.

Reach for those things that
are before you.

And press toward the mark
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