
A soft-focus background of a field of red poppies. The flowers are in various stages of bloom, with some showing vibrant red petals and others as buds. The background is a warm, golden-yellow color, suggesting a bright, sunny day. A semi-transparent yellow rectangular box is centered over the image, containing the text.

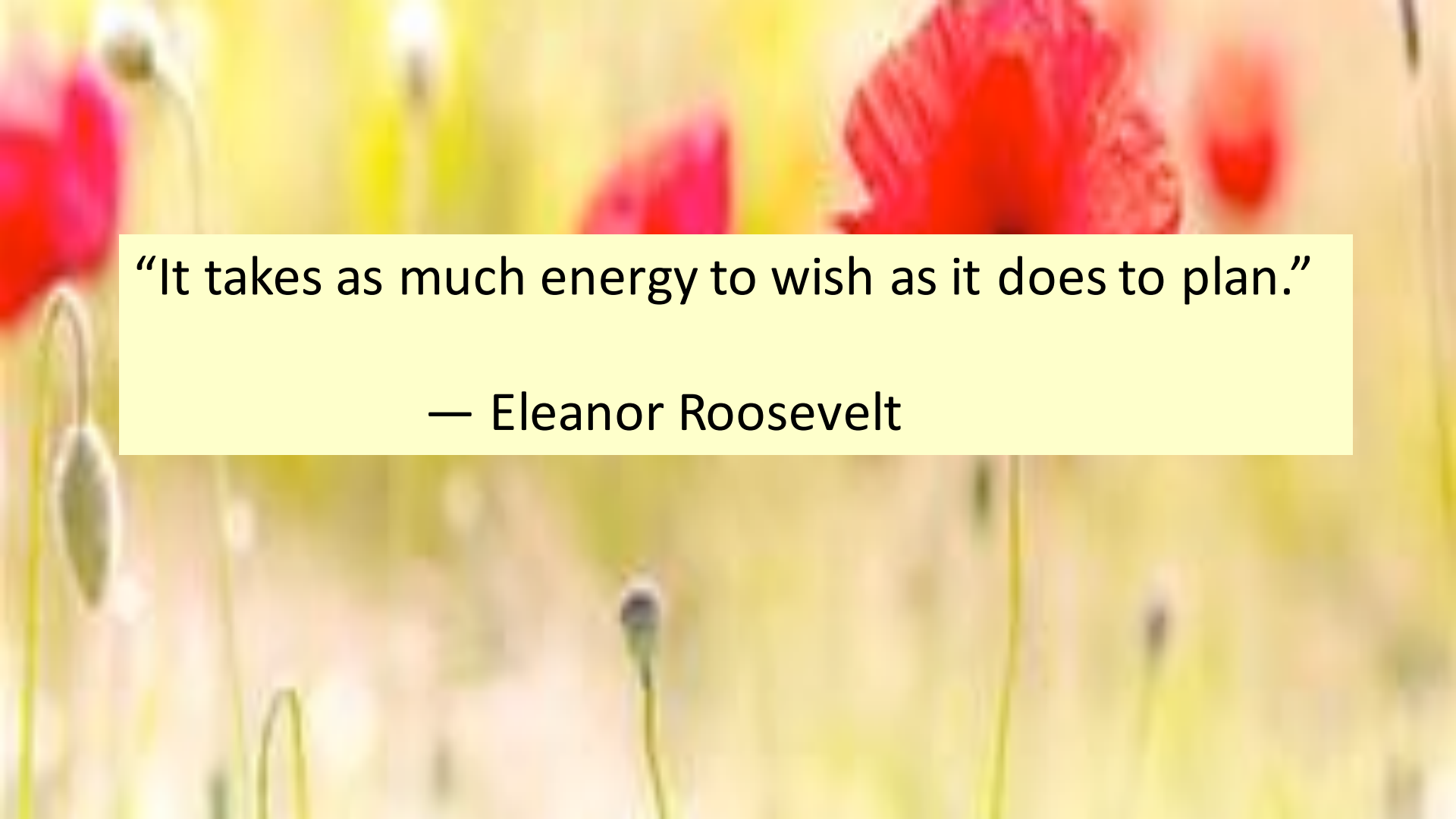
The Best Project
you will ever work
on is ...

YOU!



Repeat after Me ...
I can do this

LikeABossGirls.com



“It takes as much energy to wish as it does to plan.”

— Eleanor Roosevelt

Monday Wellness Webinars

May 9 – Thyroid Health -- Martha Willmore

May 16 – Reset Your Health, Reset Your Eating, Reset Your
Energy, Reset your Life

May 23 – Acid Reflux becky

Last Webinar at this address ..

Check Learning From the Masters Face Book page for
links to the new webinar room

A scenic view of Orlando, Florida, featuring the large, illuminated 'ORLANDO' sign in the background. In the foreground, there are palm trees, a body of water with a fountain, and a street lamp. The sky is blue with some clouds.

ORLANDO

Shaklee Special Cash for Orlando Global Conference Incentive

Accumulate 20 Sponsoring Points in any one
month April through June 30

Receive 1 share of \$30,000 (worth at least
\$100 / share)

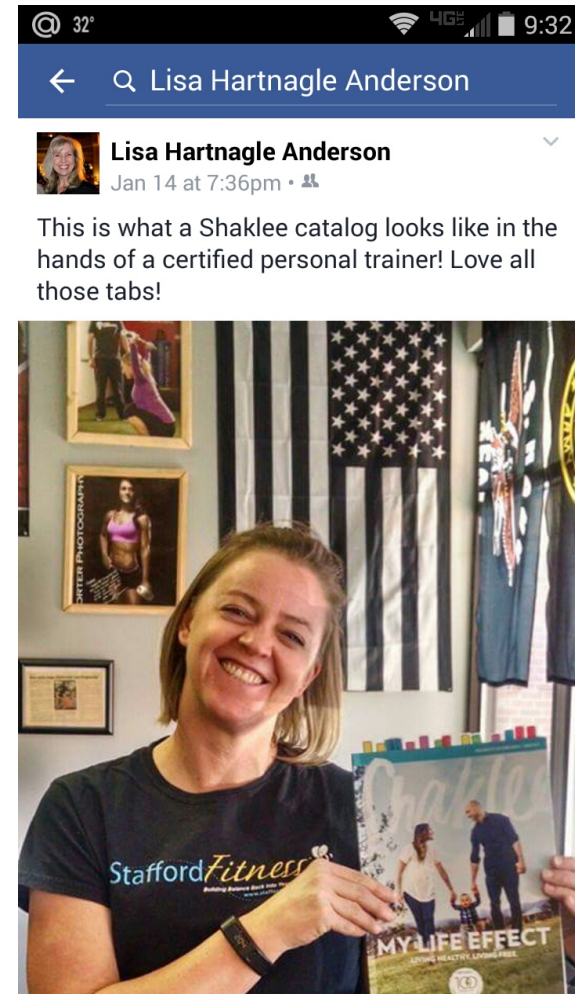
Accumulate 35 points in any one month

Receive 2 shares ! becky

Personal Trainer Stephanie Stafford

- Lisa met Stephanie at a networking group
- Had 1x1, just listened got to know her
- Had an opportunity to share story, how and why started a Shaklee business
- Emphasis on science and testing, purity, and OLYMPIC ATHLETES!!
- Shared just a little more information about Shaklee nutrition
- Invited to Denver meeting, with Olympian and Pentathlete ELI BREMER
- Shared Integrated Wellness Program and value for personal trainers

lisa



Shaklee Integrated Wellness Program™

*Be part
of the effect™*

lisa

 **Shaklee®**
Creating Healthier Lives®



Challenges that businesses face

**Loss of clients
due to lack
of results**

**Limited
growth tied to
your location
and 4 walls**

**Overhead
costs**

**Marketing and
Advertising costs**

**High staff
turnover**

What if?

**Create another
income stream**



**Expand beyond
your 4 walls**

**Support client
retention**

**Freedom to travel
without worry**



The Shaklee Integrated Wellness Program™

HEALTHY NUTRITION

Focuses on the importance of protein and nutritional supplements as the foundation to support optimum health

SPORTS NUTRITION

Products that help athletes perform their best before, during and after workouts.

HEALTHY WEIGHT

Shaklee 180® is clinically supported products and a program that helps you lose the right kind of weight—fat, not muscle.

HEALTHY CLEANSING

Coming in 2016

SUPPORT

All the tools and support needed to help run a strong and lucrative business:
Kit, PWS, Back office
Training, Incentives

A Perfect match for the small health focused business!

- 🌱 These professionals are being asked for supplement/product recommendations on a regular basis
- 🌱 They want to recommend products that they can trust and that will be safe and effective for their clients...their reputation is important
- 🌱 Don't know who to trust.....that's where WE come in!
- 🌱 We can also offer support and ease of sharing Shaklee products with their community.....sample tables, website etc...

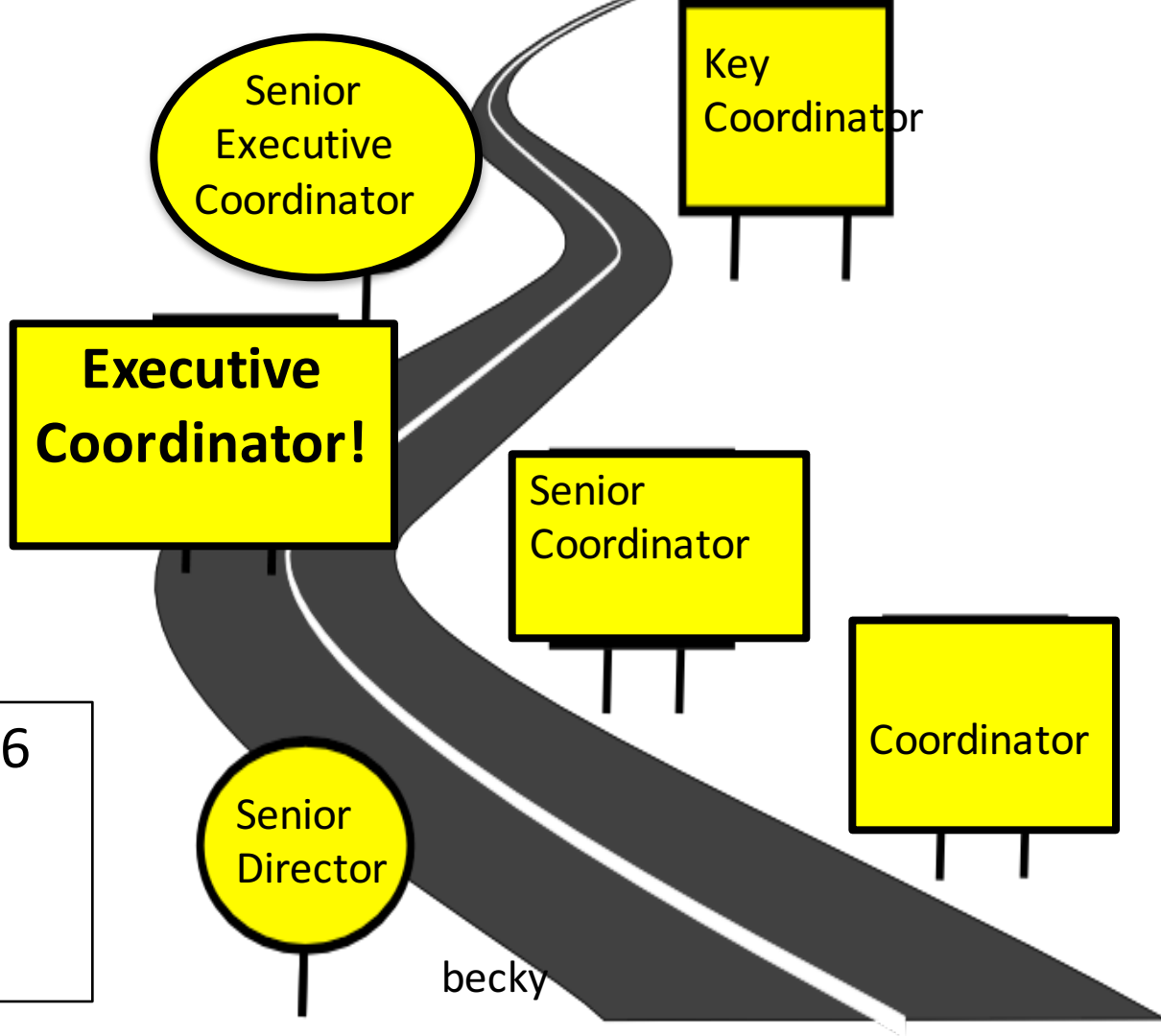
lisa

Journey to Executive Coordinator

A Study of
Leadership, Personal
Development and
People

Session 5 May 12, 2016

**Getting Good at
Planning**



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 Session 5 – Getting Good at Planning


- After we identify a business partner ...
- After they have been exposed to the stories on Shaklee.tv
- After they have met other members of our Shaklee team
- After they have experienced Shaklee products ... and maybe have seen the results in their families and a few friends ...
- AND after they know that Shaklee is a good fit for them and they are ready to develop a business ... AND THEY KNOW THEIR “WHY”...
- AND THEY KNOW THEIR GOAL
- **NOW they need a plan !**

becky

Sometimes Before the Plan is Evaluation, Education and Preparation

- Every one of those steps we just saw involves leadership and guidance on our part.
- After initial conversation , we provide the videos, meeting invitations, conference calls and other exposure during their evaluation period
- When new business partners are reluctant to set a date for getting started .. Or hesitant to make a plan .. It is usually because they have some fears about their ability to develop a successful business .. All normal .
- So if someone says, “I am interested, but I can’t start until _____ , then this is a good time to say, “ Let’s use this time for education & preparation”
- Our job is stay in touch, send good material periodically and remind them how much you believe in them.

AND then ask if they are now ready to make a plan. lisa



A goal without a plan ...
is
simply a wish.

lisa

A Plan Eliminates Guessing, Crossing Fingers and Hoping We Can Make it to Director or Beyond.

- ✔ In our business we do not have a boss (thankfully) .. no one telling us what to do and when to do it
 - ✔ Instead .. we have a plan .. that we get to create ... that reflects the goals we want to reach .
 - ✔ The plan spells out what activities we are setting up this week, who we are contacting, what we are saying, what results we are working toward, and where we are going to block time for our business for the IPA's (income producing activities)
 - ✔ No matter where we are in our business, we are always creating and following a plan.
 - ✔ So let's learn how to create a plan for ourselves .. As well as our downlines.. And how to work from the plan.
- becky

A Shaklee Plan Will Always Need To Include:

- 🌱 The activities we will schedule to invite people to learn about Shaklee.
- 🌱 The estimated amount of PV we anticipate from those activities to reach our goal .

1000 PV to become Star Associate (12% bonus) ashley

2000 PV to become Director (20% bonus)

3000 PV to qualify for New Directors Conference first year

4000 PV to qualify for New Directors Conference after first year

5000 Car Volume (You + 1 Director) to qualify for the car payments

Christine Cropper

- Met Kristen when she helped me in the parking lot at preschool
- Play date at the zoo and at her home, developed friendship
- Learned to trust her as she encouraged me to look into supplements I was using
- Great member care over 2 years
- lots of invites and exposures to Shaklee (fell in love with company)



Reluctant to Create a Plan

- Did not have the confidence or belief in herself enough to believe she could create a business. She was a teacher.
 - Was nervous about sharing Shaklee products , let alone the business
 - But when she became an associate , that's when she realized she could do this. in her first month, no less . After 2 Grand Openings (1 FaceBook event and one in-home)
 - Recognition in the newsletter, recognition on FaceBook Team Pages , a phone from upline senior leaders. Etc
 - Now she got intentional about a plan for Power Bonuses and Director
 - Now she works from a plan all the time ..
 - A plan for her downline, and ideas and a plan for developing new customers and new leaders
- christine/ becky

If our Goal is to become a Director ..
Or to Develop a Director ..
Then we will want to know how to generate 2000 PV

- The events/ activities/ appointments we set up that help us develop life-long customers ...
 - Closing with product collections we create in 50 and 100 PV groupings around specific health topics
- The customer service, product education & incentives
- The business partners we identify .. ashley

First Let's Look At EVENTS that can Generate PV

Home Event

250 PV

ashley

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



3-Way Customer Calls 100 PV X 2 = 200

- An effective way to teach new distributors how to create a nutrition program for customers ...
- They learn what questions to ask to discover “problems” that better nutrition may help to solve
- We explain the Shaklee Difference
- Why Vitalizer and Life Shake is a pretty good starting place most of the time...
- And how to work with people with budget constraints
ashley



PV Generating Activity

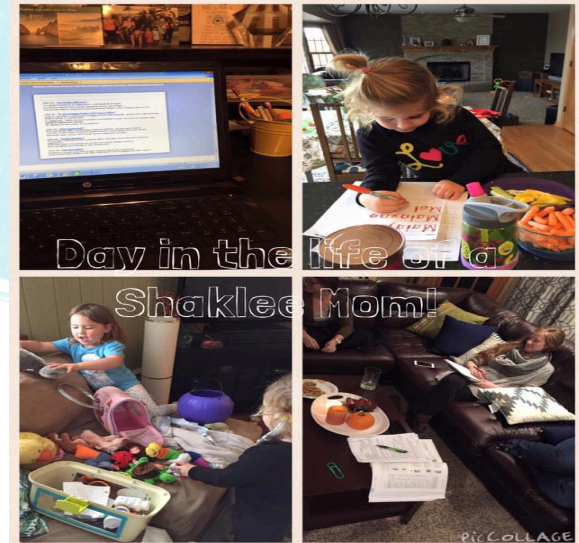
FaceBook Events (with follow up) **250 PV**

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

Wellness Webinars **100 PV**

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

1 post a week.. Making it personal about how we are using new Shaklee products we are discovering, ashley



Facebook Events – 250 PV



30 Shaklee products to be thankful for

November 1 - November 30

16 friends are going



The TRUTH Behind Shaklee

November 3 - November 30

67 friends are going



Cold & Flu Season: Natural Prevention

November 8 - November 12

11 friends are going



Ogren Wellness Grand Opening

November 9 - November 12

3 friends are going



Stephanie Bruce ► Cold & Flu Season: Natural Prevention

Sunday at 8:00 PM • ✉

One more favorite of ours to help especially if you feel like you may be getting sick is VITALIZED IMMUNITY - You drop this tablet into warm or cold water and let dissolve. Drink up the power of 16 oranges!!

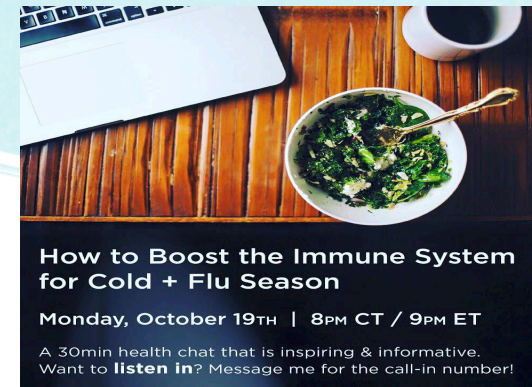


5 Likes 7 Comments

ashley

Health Chats 5 attending X 50 PV = 250 PV

- 30- Minute conference call on specific health topic such as PMS, energy, keeping families healthy though the winter, etc
- With 1 or 2 people sharing their success in making a few shifts in the diet and adding Shaklee supplements ...
- A discussion of products mentioned and the Shaklee Difference becky



So Events help generate PV,
Also PV Comes from Follow Up and Servicing Customers

- New Member Appointments
100 PV / each
- Earn While You Learn
100 PV/ person
- Incentive for Referrals

becky



So ...Events Generate PV... and Follow Up and Servicing Customers Generates PV
.. Now let's look at one more PV Source .. New Business Partners

Identifying Business Partners

250 PV to 500 PV or 750 PV ashley

(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 (tax deduction b/c a business kit)

Developing Customers under New Distributor & Members

500 PV

Offer incentives for customers to host meetings or give referrals



Our
Customer
/member



Her husband
with allergies



Member's
uncle with
digestive
issues



Best friend's son
has eczema



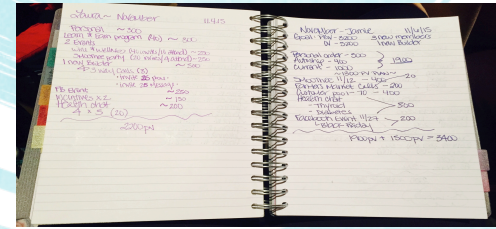
Her sister
with high
stress at
college

We Create a 2000 PV Plan in 2 ways

- From the activities we plan and the anticipated PV we estimate.
- And 2 from the sale of collections we create to close those activities

lisa

Example of 2000 PV Plan from Activities



| | | |
|--|------|------|
| Personal Order – | 100 | |
| 4 In-home events 4 X 250 | 1000 | |
| Smoothie Workshop | | |
| Smart Choices for Today's Women | | |
| Business Launch Party , etc | | |
| Customer Care Learn & Earn Incentive – | 200 | |
| Facebook Event: | 200 | |
| Health Chat: Natural Approaches to Allergies, | | |
| Digestive Issues, Energy, Weight, etc | 200 | lisa |
| Health Consultations or 3-way calls 5 X 100 PV | 500 | |

Create 50 PV and 100 PV collections for each topic

Kids

| | |
|--------------------|-----------|
| Increditives | 20 PV |
| Mighty Smarts | 16 |
| Chewable C | 18 |
| Optiflora Cap | 15 |
| Shaklee Life Shake | <u>30</u> |
| | 100 ish |

Energy

| | |
|--------------|-----------|
| Vitalizer | 55 |
| Life Shake | 30 |
| Energy Chews | <u>10</u> |
| | 95 |

Stress

| | |
|-----------------------|-----------|
| Vitalizer | 55 |
| B Complex 120 | 16 |
| Stress Relief Complex | 21 |
| Life Shake | <u>30</u> |
| | 117 |
| lisa | |

Weight/ Blood Sugar

Shaklee 180 Turn-Around Kit
172 PV

50 and 100 PV Collections

5- Day Reset

| | |
|---------------|-----------|
| Life Shake | 28 PV |
| Vita Lea | 17 |
| Optiflora cap | <u>15</u> |
| total | 60 PV |

5- Day Reset and Detox

| | |
|-------------|----------|
| Life Shake | 28 |
| Vitalizer | 55 |
| Liver DTX | 28 |
| Herb Lax 60 | <u>5</u> |
| total | 116 |

Women's Hormonal Balance

| | | |
|-----------------|-----------|------|
| Vita Lea 120 | 18 PV | |
| B Complex 120 | 16 | |
| GLA | 22 | |
| Life Shake | <u>28</u> | |
| | 66 PV | lisa |
| Vitalizer Women | 55 | |
| Life Shake | 28 | |
| GLA | <u>22</u> | |
| | 105 PV | |

Immune Boosting Collection

| | |
|--------------------|-----------|
| Vitalizer | 55 PV |
| Nutriferon | 30 |
| Vitalized Immunity | 16 |
| Vita C | <u>16</u> |
| | 117 |

For additional help

- Shaklee Premium Garlic
- Immunity Formula I
- Premium Alfalfa

lisa



Now ... Let's Do the Math...

10 people X 100 PV Collection = 1000 PV

10 people X 50 PV Collection = 500 PV

Invite 5 people / week to something ...

5 people X 4 weeks = 20 new members

20 members X 100 PV = 2000 PV !!!

And Director ! lisa

Alert – When Sponsoring with 50 PV Collections

- Just in case you are working to qualify for a Shaklee Dream Trip ...
If customers are on a budget .. And can't purchase 100 PV order when they sponsor ...
- They have 60 days to place additional orders for you to still receive 2 points toward the Shaklee Dream trip...
So you are well-rewarded for following up and servicing your new member.

And

- If you enroll your new member in autoship of 100 PV or more for 3 months ... Points double.

becky

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

To implement the 2000 PV Plan... we will want to ...

- 🌱 Make 2 lists of names ..

 - Those we want to introduce to the products ..

 - And those we would like on our business team.

 - Now to integrate the people with the activities...

- 🌱 Select 2 or 3 Reach-Out Methods and select the people from your list to invite to them.

 - In-home events, ie Smoothee Workshop, Healthy Home, Healthy You, Business Launch, Women's Health, etc

 - FaceBook Event and postings

 - Health Chats Conference Calls

 - Health consultation and 3-way calls

ashley




IF PLAN A
didn't work
don't worry
the alphabet has
25 more letters.

Q U O T E D I A R Y . M E

ashley

Shaklee®

Live
2015



"Great leaders are never
satisfied with current levels of
performance.

They are relentlessly driven
by possibilities and potential
achievements."

jo

Donna Harrison

Now that we know how to generate 1000 or 2000 PV ...
We can now Create a Plan to Generate OV necessary to reach
senior ranks .. starting with Senior Coordinator

Organization Volume is ...

Our PV + the PV of all the leaders in our organization

OV + # of 1st generation Directors determines ...

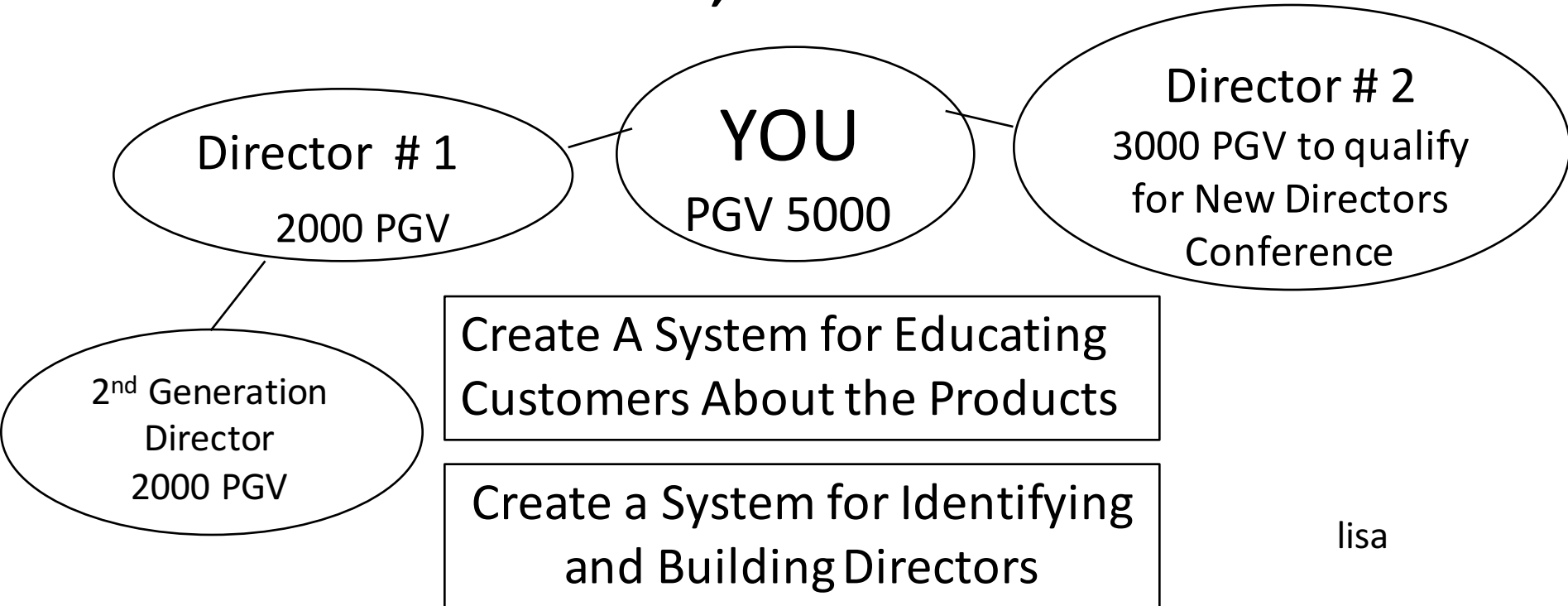
-- our rank

-- rank affects our income

jo

A Coordinator has 2 first generation Directors

A Senior Coordinator has 2 first generation Directors PLUS
10,000 OV



Difference in Income from Coordinator to Senior Coordinator OR How to give yourself a \$500/ month raise

Coordinator example

You = 3000 PV

Director # 1 = 3000 PV X 6% = \$180/ month

Director # 2 = 3000 PV X 6% = \$180/month

**\$360/ month
leadership bonuses**

Total OV 9000

Senior Coordinator— Create a **1000 NEW PV Plan** for each leader

You from 3000 to 4000

Director # 1 4000 X 6% + 2% infinity bonus = \$320/ mo

Director # 2 4000 X 6% + 2% infinity bonus = \$ 320/ mo

**\$640/ month
leadership bonus**

OV 12,000

Barb

Advancing to Senior Coordinator by Developing Second Level Directors

Or Develop legs under your first generation Directors

barb

You 3000 OV

Director #1 $3000 \times 6\% = \$180/$ mo leadership bonus

Director #2 $3000 \times 6\% = \$180/$ mo

\$360/mo

Leadership bonus

Total OV 9000

Senior Coordinator

You 3000

Director #1 $3000 \times 6\% + 2\% \text{ infinity bonus} =$ \$240/mo

Second Generation Director $2000 \times 5\% + 2\% \text{ infinity bonus} = \140

Director #2 $3000 \times 6\% + 2\% \text{ infinity bonus} =$ \$ 240

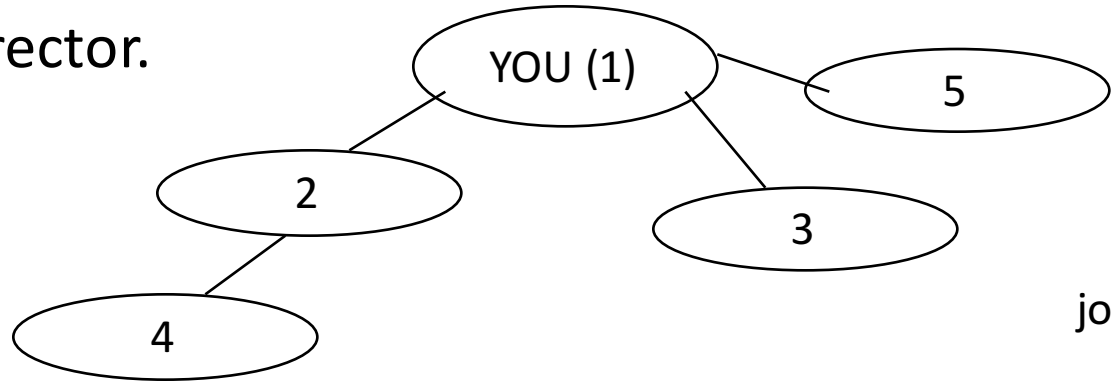
OV 11,000

leadership bonus

\$620/ mo

5 Steps to Maximize the Dream Plan

1. Become a Director
2. Develop a Director
3. Develop a second Director.
4. Work with 1 of those 2 to develop a Director.
5. Develop a 3rd Director.



Action Steps – Getting Good at Planning

- Create or revisit your goal for the next 90 days
 - include PV goal
 - income goal
 - rank advancement
 - sponsoring (cash for Orlando .. 20 points = \$100)
- Create a plan for generating 1000 new PV for yourself ..
and/or for your down-line(s)
- Create your OV Plan to help you reach Senior Coordinator (10,000 OV) and Executive Coordinator (20,000 OV) lisa

Session #6

May 19, 2016

FaceBook as a Magnet for Business Partners

Session #7 Virtual Home Event

May 26, 2016

Session #8 Time

Session #9 Leadership

Session #10 The Art of Coaching

What are some of the health concerns you hear your friends talking about?

Weight

Blood Sugar/ Diabetes

Immune Issues

Seasonal Issues

Focus/ Memory

Energy

Mood Issues

Digestive

Children Health

Stress

“I cannot think of any condition of the body that would not benefit from better nutrition.” Dr Jim Scala

“Optimal health requires optimal nutrition”

Dr Bruce Daggy

Susan Knott 100 Day Goals

The next 100 Days to Amazing Goal: I would like to have a minimum of TWO committed business leaders who are passionate and excited about starting a Shaklee business.

To Achieve this Goal:

- Share the business in appointments
- Talk about the business in conversation
- Share stories (facts tell, stories sell)
- Be excited when sharing about Shaklee (Craig Cushman said this on one of the calls – the one who is the most excited wins)
- Host Monthly Events – don't be discouraged if no one shows interest...keep planning and inviting (January - New Year focus on smoothie workshop, 7-day cleanse program)
- Set up member update coffee chats (give incentives)
- Ask people if they know anyone who might want to take a look at the Shaklee business opportunity
- Have information ready at all times to give people when I'm out (besides just business cards)
- Plan my week in advance; every night look at calendar and be ready to get into action the next day.
- *Doing this activity will help me attract & find 2 business leaders, create a strong Shaklee team, and earn rank of Senior Coordinator. This will position me to continue to grow in rank throughout 2016
- 2016 --I want to be recognized at Global Conference in Orlando, and EARN the trip!!

One of the hardest lessons
in life is letting go.
Whether it's guilt, anger,
love, loss or betrayal.
Change is never easy. We
fight to hold on and we
fight to let go.