

# Shaklee Requesting ...

To send Roger Barnett our 100 Day Plan starting with the first day after Global Conference in Orlando ...

Copy Heather@Shaklee.com



## In Home Events with Stephanie Miller, Stephanie Bruce & Renae Karcher

Generated 1000 PV from 2 In Home events

Continued with a Facebook event of Product  
Catalogue and generated another 400 PV

### **Event Schedule:**

- Welcome & Mingle while filling out Symptoms Assessment form
- Ice Breaker: Introduce yourself and share what interests you from the SA form
- Start on page of Product Catalogue and share about each product along with personal testimonies throughout the entire catalogue
- Gift Drawing of cleaning products for orders with 50 & 100 PV
- Raffle Drawing

### **Raffle Drawing:**

Receive tickets for the following:

1. Attending
2. Sharing during ice breaker
3. Asking questions
4. Sharing a personal testimony

# New Strategies for Building a Shaklee Business 5 Week Series



Summer 2016    Session #1    June 30, 2016

## In-Home Events

With



Senior Executive  
Coordinator  
Katie Odom



Senior Coordinator  
Becky Choate



Senior Executive  
Coordinator  
Ashley McDonald



Master  
Coordinator  
Barb Lagoni

# The Power of In Home Events

- Getting in front of people is the most productive thing you can do in your business...ever
- Stepping outside of your comfort zone is truly where all the magic happens
- Building relationships with people not only produces life-long customers, but also brings about business partners – now or later
- By doing this & involving your team, you are displaying a key way to build through duplication      becky



# Event Ideas & Themes

## Get Creative!!

- Opportunity
  - Healthy Happy Hour
  - Smoothie Workshop
  - Ladies Night
  - Healthy Home
  - Healthy Snack Workshop
  - Kids Health
  - Launch Event
  - Vendor Events
  - Women's Health...
- becky



**Smoothie Workshop:  
Kids Edition!**

~4 kid-assembled smoothie freezer packs  
~10 prepared protein snack balls  
\$15

You come with your child(ren), ages 4+

They assemble the prepared and provided ingredients using kid-friendly recipes

Take home & freeze  
Add liquid of your choice, blend and let your child enjoy!

angelaathomas.myshaklee.com

RSVP to reserve your child(ren)'s spot. Four child maximum per workshop.



Join us for a Smoothie Workshop!

Tuesday, March 8th at 4pm  
or  
Wednesday, March 9th at 11am

Looking for a healthy change this new year?  
Join us for a 'Make and Take' Smoothie Workshop! You will go home with 7 pre-made smoothies that are freezer ready for when you need a quick and healthy meal. Cost: \$25

Contact Rachelle

**New Year,  
New You!**

please join us  
to learn how  
**Shaklee**  
can change your life from  
health to wealth this new year!

Sunday, January 24, 2016  
from 5:00 - 8:00pm

please contact me for details on this  
exciting event!

tiny toad designs



Join us for a  
**Shopping  
Extravaganza**  
just in time for Christmas!

Support Small Businesses!

Designed by tiny toad designs

# Inviting to Events:

Four Step Process:

1. PERMISSION to send invite
2. SEND invites
3. Get their ANSWER
4. REMINDER the night before

Create a plan

Fill in your calendar accordingly

Complete ALL steps



ashley

# How to: Putting it Together

1. Decide on a theme or topic  
( women's health, children's, Grand Opening, Stress, etc )
2. Brainstorm ideas & make a plan
  - Don't make it too complicated
1. Get supplies needed/make an order
2. Give yourself time to set up
3. Get some coaching beforehand 😊

becky



# Set Up

## What do you need?

### Important:

- Interest sheets to collect info for follow up
- Product Guides
- Door prize for raffle

### Optional:

- Display Board or Testimony frames
- Products Displays
- Brochures & booklets
- Samples

becky



## What do you serve?

- Keep it simple.
- Water/energy tea/performance.  
Meal/snack bars,
- Veggie tray,
- Protein balls.

# How to: The Presentation

- Welcome guests & introduce yourself
  - Share your story & why everyone is here (objective for the event)
  - Guest introductions
  - Shaklee the company
  - Shaklee product(s)
  - Your business story ( and benefits )
  - Three ways to Join – include any deals/event incentives
    - Use, Share, Build
  - Collect Interest sheets & draw a winner
- becky



# Welcome to Our Virtual Healthy Home, Healthy You Event



With Ashley McDonald  
And  
Katie Odom

# Introduction:

**Welcome:** Thank you for coming.

(General introduction of yourself and how you know the hostess or downline)\*

Pass out product guides and interest sheets

“I am so excited to be here today because I’m passionate about helping people create healthier lives.

I am excited to share some stories with you today and to answer your questions and to have the chance to share with you something that has changed my life”

**Hostess gift:** “In appreciation for having you all here, I am giving [hostess] [promotion or product]

ashley

# Overview:

“First, I want to give you a basic overview of what our night will look like so you know what to expect. First, I am going to share my Shaklee story

- Then, [hostess or downline if applicable] will share her Shaklee story
  - After that I am going to share a little about Shaklee as a company because that is very important to know who Shaklee is and why I trust them enough to share them with you.
  - Then I will share a little about the products
  - And finally we will have a drawing for a door prize.
- ashley



- “Please ASK QUESTIONS and comment as we go. This event is meant to be a discussion and not a lecture. I am going to move quickly because I know your time is valuable and I won’t be covering every product. Stop me if you’d like to ask questions about a particular health issue or need or product.”
- *(Throughout the meeting and as they ask questions, I remind them to make notes for me on the interest sheet—to send them additional information on a particular product or health concern)*
- **Guest Introduction:** “Now we are going to go around and please introduce yourself and let us know why you came here today.” (This is very important to help gauge what products and features of the company to focus on as well as information to engage people during the conversation.) ashley

## FREE HEALTH CONSULT

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

### **Check off any areas you would like more info on:**

Women’s Health

Men’s Health

More ENERGY

Memory

Feeling YOUNGER

Toning Up

Immunity & Allergies

Digestive Health

Stress/Anxiety/Mood

Sports Nutrition

Healthy Weight Loss

Joint Problems

Nontoxic Cleaners

Sleeping Issues

Prenatal/Nursing

Natural Skincare

PMS and/or Menopause

Blood Pressure

Children’s Health

OTHER

**Earning EXTRA Income Sharing SHAKLEE**

**My Story** (In my story I include how and why I started a Shaklee business, my success, and that it is available to anyone)

(Hostess or Downline Story)

Be part  
of the effect™



## HEALTHY SOLUTIONS

Natural solutions for the most important areas of health



## SHAKLEE LIFE PLAN

The best, most comprehensive nutritional system in the world

- Feel amazing in 30 days
- Feel younger, longer for the rest of your life
- 35 patents/pending



## HEALTHY HOME

Because home should be the safest place on earth



## HEALTHY WEIGHT

Quite possibly the last weight-loss program you'll ever need



## HEALTHY BEAUTY

Exclusive, triple-patented, with the nutrients skin craves



## Proven by Science

- The Landmark Study is one of the largest long-term supplement usage studies ever done.
- Double digit better biomarkers in heart, brain and cognitive health and biological stress.
- Shaklee had twice as many users who rated their health as very good to excellent.

**11%**  
LOWER

**cholesterol** ratios,  
a key marker for  
**cardiovascular**  
**health**

**33%**  
LOWER

levels of  
**triglycerides**, a  
critical biomarker  
for **heart health**

**36%**  
LOWER

levels of  
**homocysteine**, an  
indicator of **brain**  
**and cognitive**  
**health**

**59%**  
LOWER

levels of **c-reactive**  
**protein**, a key  
biomarker for long-  
term **biological**  
**stress**



- The #1 Natural Nutrition Company in the US
- 100 year history of innovation and research
- Over 100 published articles, 90 in respected peer-reviewed journals
- 3rd party, double blind, clinical trials on actual products
- Listing of all publications and clinical proof in every catalog
- Over 120 Olympic Medals Won
- Exceeds US Pharmacopeia standards by 400%
- 100% Net Carbon Neutral every year since 2000- First in the world
- Far exceeds NSF and US Pharmacopeia testing standards
- Exceeds World and US Anti-Doping Agency standards
- Exceeds International Olympic Committee standards
- A+ accreditation from the Better Business Bureau
- Product development for NASA, Olympiads and world expeditions
- Powered 8 of Time-Life's "25 Greatest Adventures of All Time"
- Powered the first US summit of Mt. Everest with no supplemental oxygen



Dennis Bowsher



Jennifer Rodriguez



Caryn Davies



Billy Demong



Corey Cogdell



Troy Dumais



 **ALWAYS WORKS, ALWAYS SAFE, ALWAYS GREEN**

# the Shaklee difference

At Shaklee, we believe that nature holds the answers to a healthy and productive life. By using pure and potent ingredients and the foremost scientific research, we formulate nutrition products that are truly life enhancing.

## PURITY

Quality ingredients,  
safe products

## POTENCY

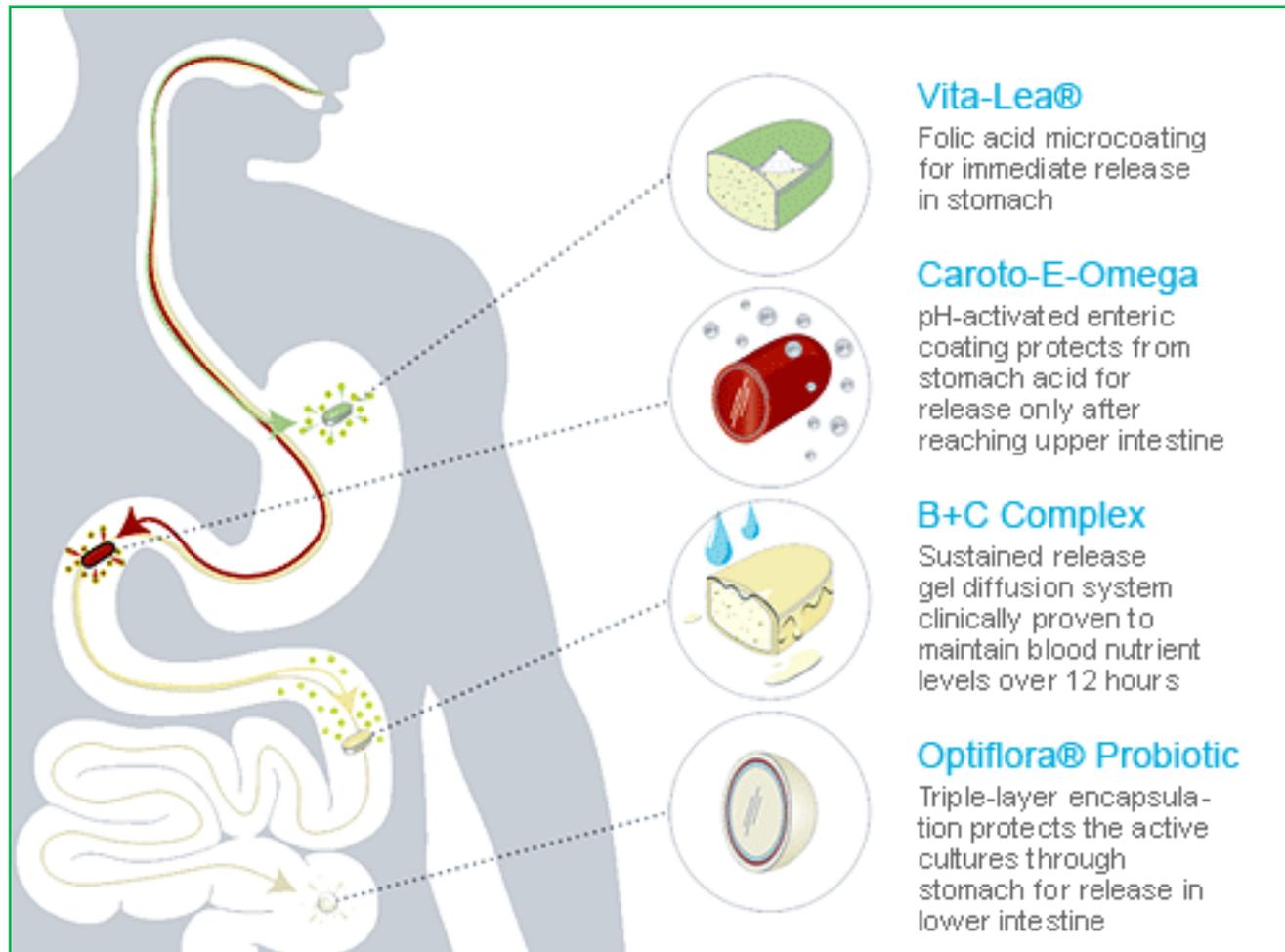
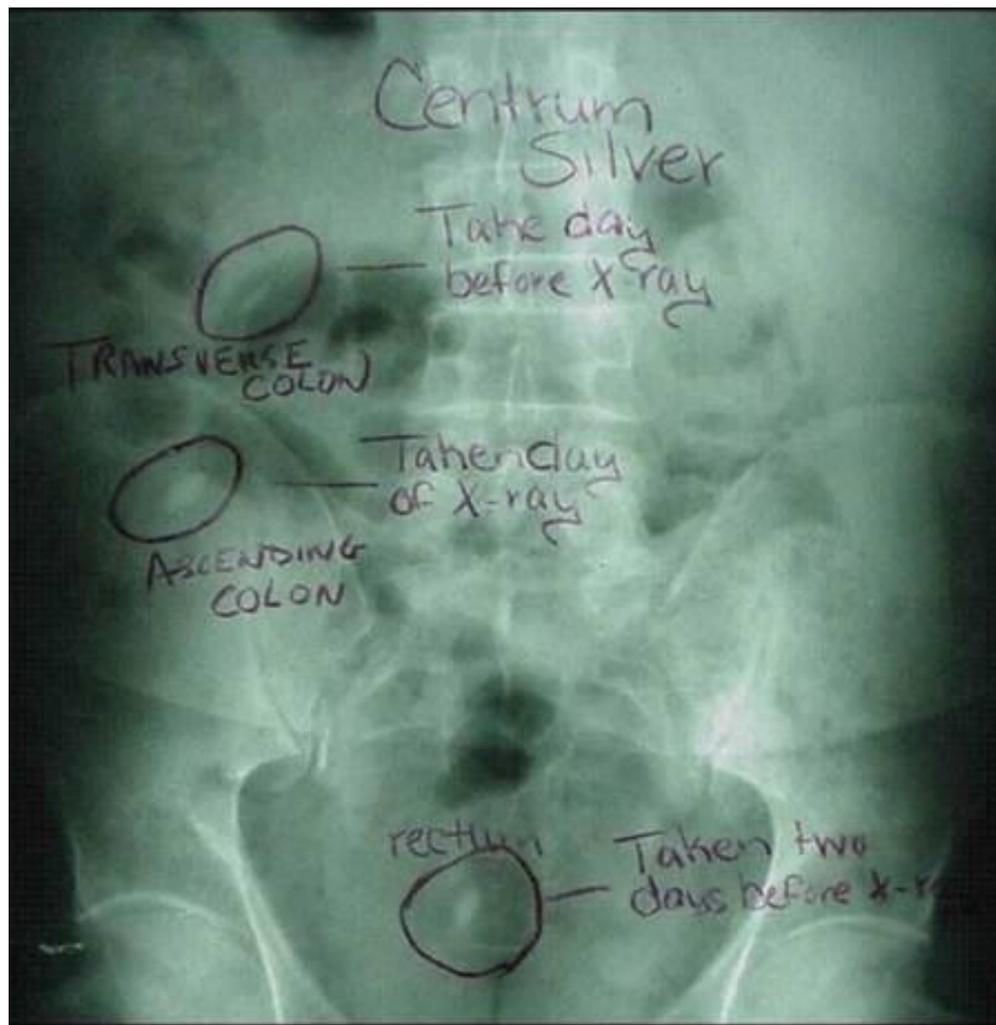
Extensive studies,  
effective nutrients

## PERFORMANCE

Better absorption,  
better results



# the Shaklee difference



**Why not all vitamins are created equally...**

# My Daily Nutrition: Shaklee's Vitalizing Plan





## Life Shake

24 g of protein plus leucine to help preserve lean muscle and achieve a healthier weight

Powerful combo of prebiotics and one billion CFU of patented probiotics to support digestive & immune health

Contains omega-3 ALA that supports heart and brain health



## Vitalizer

Utilizes the Shaklee Micronutrient Advance Release Technology System (SMART) designed to dramatically improve absorption of the key nutrients

Life Shake: 30 servings

Vitalizer Daily Strip: 30 servings

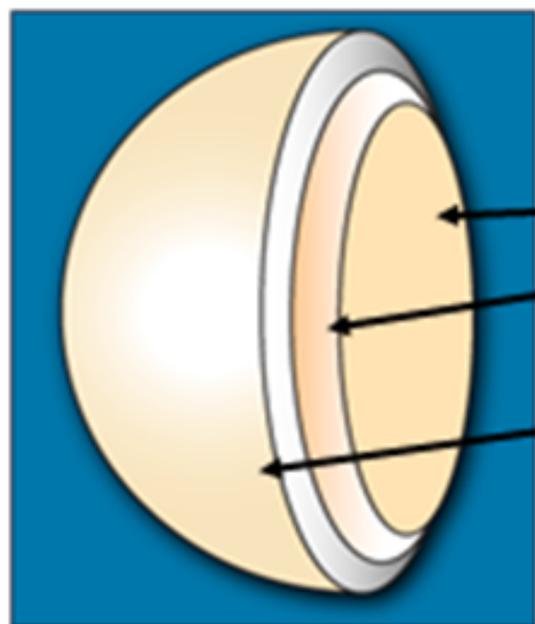
Cost: *about* \$4.75 per day for this collection

100% or more of the Daily Value of 23 essential vitamins

Includes Omega 3 fatty acids, carotenoids, added probiotics

&

## Unique, Patented "Triple Encapsulation" Technology Protects "Live" Microflora



Supports healthy immune system  
& healthy digestion

"Live" microflora

Water and oxygen barrier

Stomach acid protection

***Only Shaklee has it!***

500 million friendly bacteria/capsule

Triple encapsulation process → 90% delivery

**OPTIFLORA™ completely survives stomach acid. Microflora are then released in the intestine.**

# Shaklee® Life

- The best, most comprehensive nutritional system in the world
- Feel amazing in 30 days
- Feel younger, longer for the rest of your life
- 35 patents/pending



# close

**Respond:** (In a general Healthy Home Party)

“There are three ways you can experience Shaklee—Use, Share and Build”

## Use:

- Purchase some products retail and share your results with us.  
We would love to hear how they work for you.
- Become a member. You will notice there are two prices in the Product Guide. The member price is 15% off. Membership is \$19.95 and not only are there no annual fees or minims to maintain, but it also gives you a log-in like amazon.com for easy re-ordering. Membership also gives you access to autoship which can save you an additional 10% on certain products.

## Share:

- Share with your friends and family and receive referral gifts when they become members
- Join as a “casual distributor” and receive a check back from Shaklee for sharing the products you love
- Host an event. If you would like to share this information with your friends and family, we would love to make that happen. When you host a meeting we offer \_\_\_\_\_.

## Build:

- Join us in the business: If you think that you would like to create an income by changing people’s lives, we would love to get you set up!
- 



# Katie's Story



Shaklee has given our family better health,  
free car payments

5 trips around the country

A great additional income that has  
exceeded my teaching salary while helping  
other people get healthier

The best part is I have the flexibility  
and freedom to work my business as I  
continue to stay home with my children and  
work alongside some of my best friends!

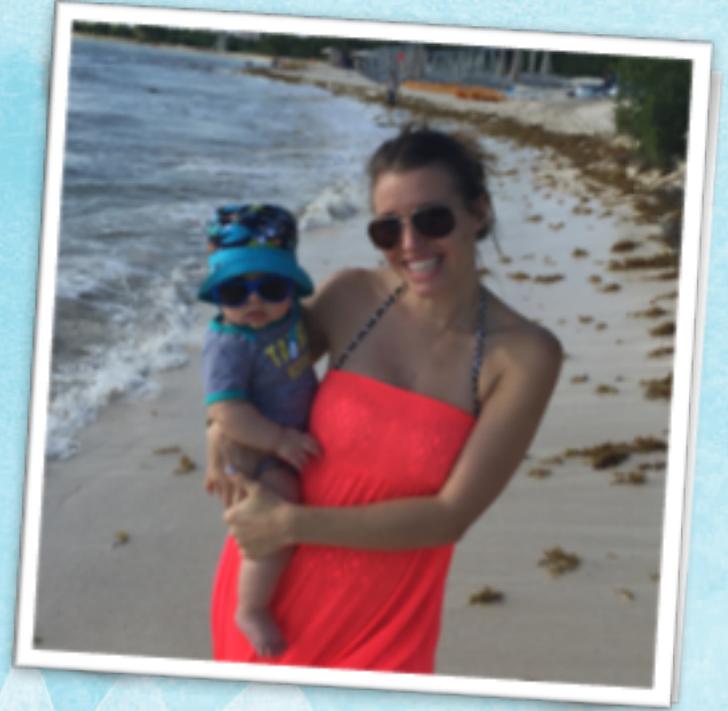
I have developed so many life long  
relationships and love being able to do the  
business with some of my best friends.

What if?

extra  
money



Rewarding  
lifestyle



trips

# Rewards – Distributor

- First step
- Earn product discounts and monthly bonuses
- Extra spending money
- Cover the cost of your products



Distributor

Director

Coordinator

Executive  
Coordinator

Master  
Coordinator

 **Shaklee**  
Creating Healthier Lives®

# Community

- A diverse community of people helping people



# 3 ways to join USE PRODUCTS

Free Membership  
\$79.25 - \$269.95

Place the Life Plan on AutoShip and receive a coupon for a Shaklee product for only \$10.\*\*



or Join for \$19.95

# SHARE & EARN

Upgrade from Member to Distributor \$29.95 or join \$49.95



\$349 Gold PAK  
Over \$700\* total value



# BUILD A BUSINESS

\$649 Gold Plus PAK  
Over \$1,350\* total value



\$1,049 Super Gold PAK  
Over \$2,200\* total value



\*Based on Suggested Retail Price. \*\*As a Shaklee Member save 15-25% on future purchases. If placed on AutoShip, this offer also includes an online coupon for a Shaklee product (up to \$100 SRP value) for only \$10. Product selection subject to availability. Product may be substituted with product of similar value at any time.



**FREE  
PRIZES!**



# Tonight's Special Offers

**FREE SHIPPING** with **\$150+** order  
(up to \$10 shipping costs)



**FREE PRODUCTS** for hosting a **Shaklee** educational event  
(in-home event or Facebook event)

**\$25 to \$75 CASH REBATE** when you join as a **Distributor**  
with a **Gold Pak** (dependent on Gold Pak level)

# Essential Nutrition *for all ages*

## 1-3 yrs

**(1)Shakleekids™ Incredivites™ Multivitamin**  
(4 mo. supply)

**Chewable Vita-C®**  
(10 mo. supply)

**Optiflora® Probiotic Complex**  
(1 mo. supply for anyone that has ever been on an antibiotic)

## 4-12 yrs.

**Shakleekids™ Incredivites™ Multivitamin**  
(2 mo. supply)

**Mighty Smart® Choice**  
(1 mo. supply)

**Chewable Vita-C®**  
(10 mo. supply)

**Optiflora® Probiotic Complex**  
(1 mo. supply for anyone that has ever been on an antibiotic)



## 12-49 yrs.

**Vita-Lea® With or Without Iron**  
(2 mo. supply)

**OmegaGuard®**  
(1 mo. supply)

**Chewable Vita-C®**  
(10 mo. supply)

**Optiflora® Probiotic Complex**  
(1 mo. supply for anyone that has ever been on an antibiotic)

## 14-49 yrs.

**Vitalizer™ Women or Men**  
(1 mo. supply)

**Chewable Vita-C®**  
(10 mo. supply)

**50 yrs. and up**

**Vitalizer™ Gold**  
(1 mo. supply)

**Chewable Vita-C®**  
(10 mo. supply)



- **Drawing:** Collect interest sheets and doing a drawing for a door prize.



# Interest Sheet to Close

**THANK YOU FOR BEING HERE!**

***Please fill out the form below and put it in the drawing for our door prize. I am so glad you were able to attend today and I look forward to helping you meet your wellness needs!***

Name: \_\_\_\_\_

E-mail: \_\_\_\_\_ Telephone Number: \_\_\_\_\_

Address: \_\_\_\_\_

I would like to receive more information on:

\_\_\_\_ Free Personalized Health Evaluation

\_\_\_\_ Nutrition Program for \_\_\_\_ Children, \_\_\_\_ Men, \_\_\_\_ Women, \_\_\_\_ Other Specific Health Concern  
\_\_\_\_ LifePlan

\_\_\_\_ Shaklee180: Inch Loss (SAFE and highly EFFECTIVE products)

\_\_\_\_ Enfuselle Advanced Skin Care Products

\_\_\_\_ Get Clean Biodegradable Household Cleaning & Laundry Products

\_\_\_\_ I am interested in learning how to earn my products for free or how to earn additional income.

\_\_\_\_ I would like to host a meeting like this in my home

*Please indicate any additional health concerns, questions or additional information you would like to receive on the back of this card. Thank you!*

# The Fortune is in the Follow Up

- Following up with those who DID attend the event
  - Make sure to take note of their interests at the event
  - Utilize the interest sheet to tune into their needs
- Following up with those who DID NOT attend the event
  - This is a great excuse to find ANOTHER way to meet up (coffee, playdate, etc)
  - Don't let these people slip through the cracks



# Action Steps:



- We want to have at least one event per month – but for true growth....2-4/month
- Plan some events – put them in the calendar & start working on invites
- Partner up with team members/other Shaklee builders...or even other (non-competing MLM's)
- Lisa Anderson's video --<https://www.youtube.com/watch?v=kTmWF5rPn1I>

ashley

**Shaklee the Company:** Go over briefly first pages in the Product Guide. Share as many specific examples and stories as possible. For example: “always safe” use Green Tea (or Ginseng or Saw Palmetto stories ) example. For” always works” use Optiflora (or B-Complex or Vita D3).

**Shaklee the Products:**

“Shaklee has four product lines: Healthy Weight, Healthy Nutrition, Healthy Beauty, and Healthy Home.” (This helps break it down to seem less intimidating)

Things to remember:

Stop on Vitalizer.

Explain the landmark study and it’s significance.

Discuss the science and research behind the creation of the strip to demonstrate Shaklee’s commitment to quality even there

Stop on the SMART delivery system

Choose which products you feel passionately about sharing, that you have personal stories about, and that meet the needs mentioned in the guest introductions. Be contentious of their time and their mental capacity and DO NOT go over every product.

# Ideas for Topics



# Shaklee Video & Audio Archives



- Includes FIVE dedicated websites personalized to you!
- Best Shaklee Field Training Archive Available Today
- Largest online Shaklee Media Library
- Over 500 Shaklee audio/video recordings and growing weekly
- Automated Learn & Earn Program (included but optional)
- Dedicated Shaklee Business Resource Website
- Dedicated Shaklee Business Presentation Website
- Four Shaklee Podcasts
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