

A person is shown from the waist down, climbing a dark rock formation. They are wearing a blue long-sleeved shirt, brown pants, and brown hiking boots. They are holding a black trekking pole with their right hand. The background is a clear, bright blue sky with some light, wispy clouds. The overall scene conveys a sense of adventure and achievement.

**MY GOAL IS TO BUILD A LIFE  
I DON'T NEED A VACATION FROM.**

- Rob Hill Sr



- ✓ Sign up through member center – Shaklee Social
- ✓ Get your email confirmation with log in and password.
- ✓ Completely FREE!
- ✓ Loads of topics, images, articles at your fingertips.
- ✓ Many features available.
- ✓ Easy to use!

# Main View



Shaklee

Play

★ Leaderboards



260 points

#16

53



MICHELLE

Channel My Sociable

ALL

Search



## Steve's Before & After Pictures



In 2009 weighing 280

In 2011 present weight 210



### Don't look back

Last week by LESLEY HUFF

After learning how to lose the weight Steve has never looked back and only sees a bright future

nutrition weight



Un batido que lo hace todo

### Shaklee Life Energizing Shake™

24g gramos de proteína, incluyendo 16 gramos de proteína vegetal, no transgénica (no GMO) y sin sabores, endulzantes ni conservantes



### How to choose happiness

23 hours ago by LISA BURBACH

Psychologist Shawn Achor says these six daily exercises are proven to make anyone happier. A Happier you leads to a healthier you!

brain



### Obtén tu plan personalizado.

Siéntete mejor en 30 días.  
Garantizado.\*

### Desayuno sobre la marcha de regreso a clases

#### Shaklee Life Energizing Shake™

Disponible en fresa, chocolate, vainilla, café latte, y hasta agotar existencias, en especias de calabaza.

CONTACTAME PARA MAS INFORMACION.

No-GMO. Sin sabores, endulzantes ni conservantes artificiales. Sin gluten, sin lactosa, bajo indice glicémico, y Kosher.

### Un desayuno rápido y saludable para tu familia

2 days ago by Tiye Scott

El retorno al ritmo escolar puede hacer que las mañanas sean agitadas. Shaklee Life Energizing Shake es una excelente opción de desayuno rápido y saludable para toda tu familia.

nutrition kids shake life plan



### ¿Sabías?

Las proteínas funcionan como bloques fundamentales para huesos, músculos y cartilago.

¿TE INTERESA AGREGAR MÁS PROTEÍNA O UNA FUENTE MÁS SALUDABLE DE PROTEÍNA A TU ALIMENTACIÓN? CONTACTAME HOY.

### ¿Estás obteniendo suficiente proteína?

2 days ago by Tiye Scott

La proteína es una parte esencial de una buena nutrición. ¿Estás obteniendo lo suficiente en tu alimentación?

brain life plan weight nutrition bones



Disponible ahora para pedir por adelantado

### Runnie's Shake Life

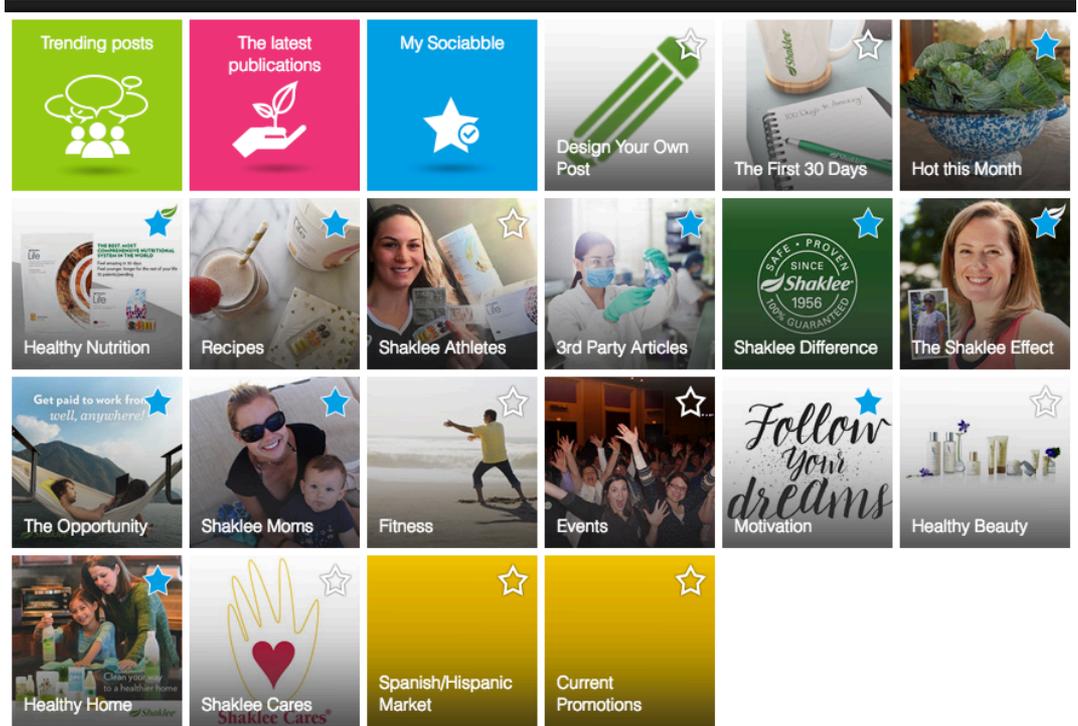
# CUSTOMIZE

Choose which topics you want to see

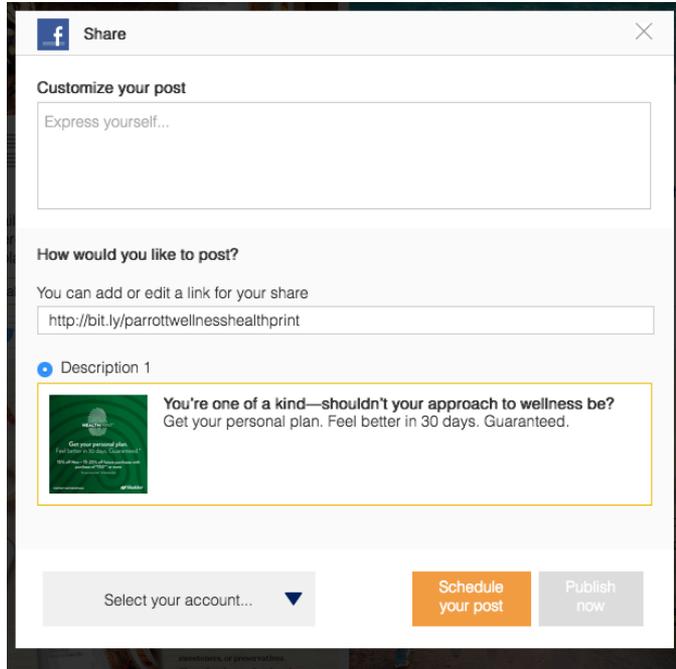
You're able to see what's trending, the latest publications others have made and what you have been doing as well.

Click the little star in the top right corner to see them on your main page.

You can customize this each time you log in.



# CUSTOMIZING YOUR POST



- With each social media platform, you can choose the Description below or choose to customize it with your own words.
- This example is for FB. You can see that you're able to choose which account you'd like to publish to (personal or business).
- At this time you are NOT able to share directly to a Facebook group, I'm not sure if they are working on adding this feature or not.
- You can also customize the link used in the post.

# Jill Layton Health Story - Reed's Allergies



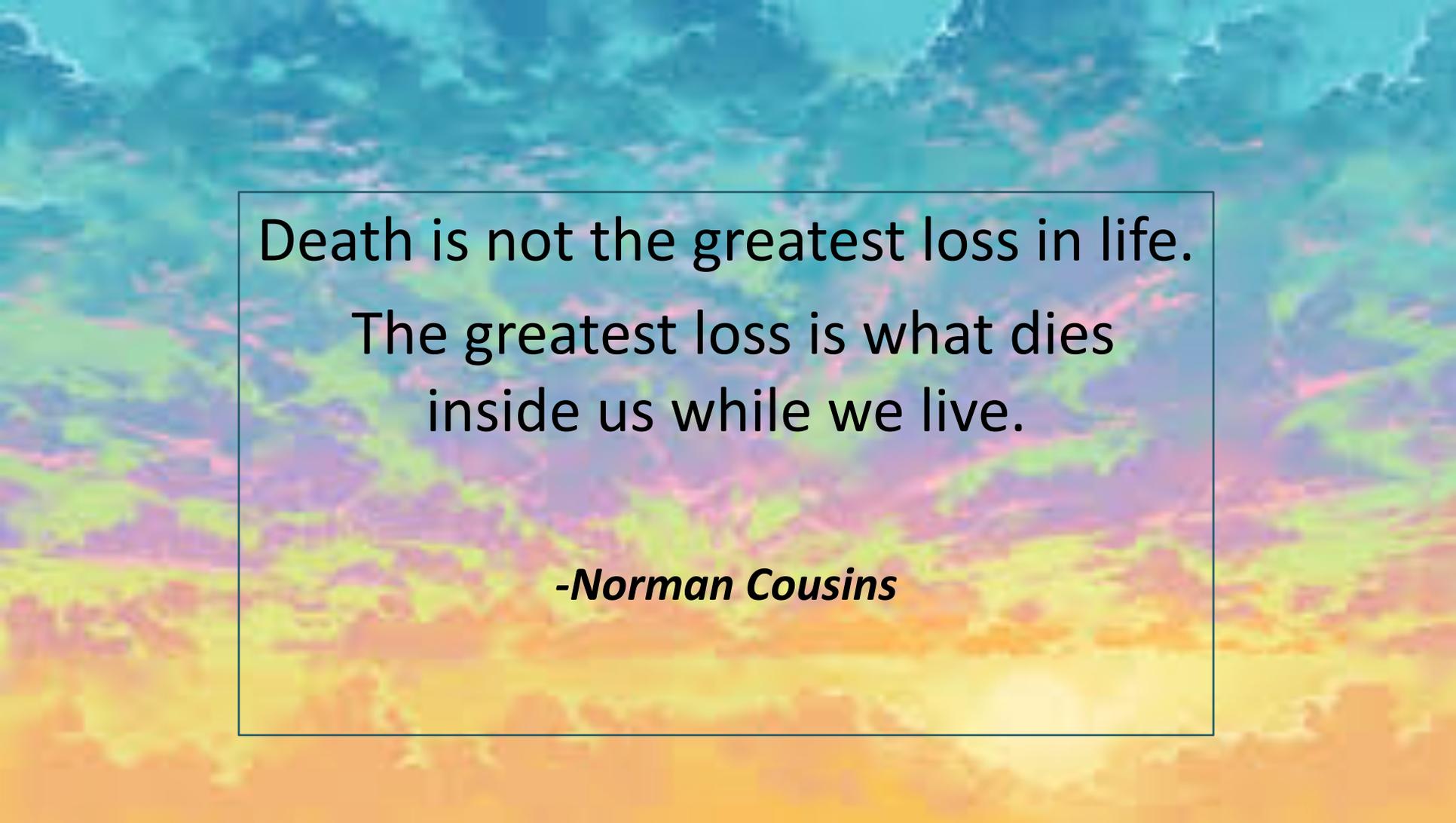
- Reed was diagnosed with severe allergies at age 3
- Allergic to literally everything outside plus food allergy to eggs
- Allergy symptoms included trouble breathing, rashes, hives, swollen itchy red eyes, tired
- Used allergy meds, creams, ice packs, breathing treatments, inhalers and allergy shots. Nothing made a significant difference.
- Started Shaklee vitamins in spring of 2015. Within a few months he had significant positive changes! The next year he had perfect attendance in school!
- Reed, now almost 12, loves outdoor adventures! Now he can do so many activities that he wasn't able to enjoy before Shaklee!



# Reed's Vitamin Program

- **Incredivites/Vita-Lea** - Essential nutrients to fill in the gaps (Reed started with the chewable Incredivites then switched to Vita-Lea).
- **Alfalfa** - Excellent natural decongestant and antihistamine
- **NutriFeron** - Patented, clinically proven blend of immune-strengthening plant extracts





Death is not the greatest loss in life.  
The greatest loss is what dies  
inside us while we live.

*-Norman Cousins*

# Shaklee Strategies Forum



Back-To-School Marketing Ideas

Fall 2016

9-13-16

# Our Strategy Team



Master  
Coordinator  
Barb Lagoni



Senior  
Coordinator  
Michelle Parrott



Coordinator  
Angie Thomas



Senior Coordinator  
Becky Choate



Francine  
Roling



Senior  
Executive  
Coordinator  
Katie Odom

Senior  
Executive  
Coordinator  
Ashley  
McDonald



Key  
Coordinator  
Harper  
Guerra



becky

## Objectives for Session 3

# Marketing Ideas for Back-To-School Products of the Month

- To understand 2 key steps in the process of developing customers and business partners ...
  - planting seeds (prospecting)
  - and then watering them (marketing, wellness, product and business information).
- To review the most effective events for presenting Back-to-School information .. Product (we discussed last week) for keeping immune systems strong and brains healthy... And home business information especially for moms and teachers .
- To review ideas on closing our meetings and appointments and offering clear options.
- To review several Face Book posts created by our resident genius Michelle Parrott & Ashley to help us be more effective in our presence in Social media. barb



# Developing New Customers and New Distributors

2 steps in developing new customers and distributors...

1. Planting seeds ( Prospecting )
2. Watering them ( Marketing )

ashley



People Trust and Appreciate You FIRST

THEN they will listen to what you share.

ashley

This is part of the process of “branding ourselves”.

“ People fall in love with you and who you are and  
what you stand for ...

in order for them to fall in love with what you do.”

If we only post messages about the business... people don't care.

But if you make relatable posts, they are eager to hear what else you have to say.

# The Impact of Live Video ...

People can see you .. your eyes, your face, your expressions , your sincerity .. They buy WHO YOU ARE.

So ... The question is ... Who are you?

- Let people know ... What you care about
- Let them see you as you live ... Kids playing, dogs barking, in your pajamas, or gardening clothes, or after a work-out, etc.
- Ashley Live video ... “Don’t be afraid to fail ...

Be afraid not to try.”

1000 views



ashley

## Create live video –

1. introduce yourself (Hey Ashley here)
2. state your objective. The reason I am hopping on today is I wanted to talk to you about health challenges as our kids are heading back to school
3. 1 or 2 minutes for information (I am shocked by son is not sick yet when last year he was after first 2 weeks of school etc.)
4. Call to action – I just wanted to share because I want to help whoever wants help. Comment below if you are looking for nutritional support for your kids...
  - the magic happens after the live video “School has been back in session 2 weeks and already I am seeing posts about sick kids. That was our family a year ago... So grateful to my friend, Mary, who told me how to change their food and add a few key vitamins... WHAT A DIFFERENCE! “
  - ex of possible topic -- How difficult it was when working full-time and have your child wake up sick... And cost associated (if they miss day care, still pay for it, medications, missed income)
  - Or photo of medicine no longer needed with expired dates. And cost of being well vs being sick. (Summer Strategies #2 7-7-16 Face Book Strategies)

ashley

# Branding Ourselves – Drawing Out Our Most Authentic Self

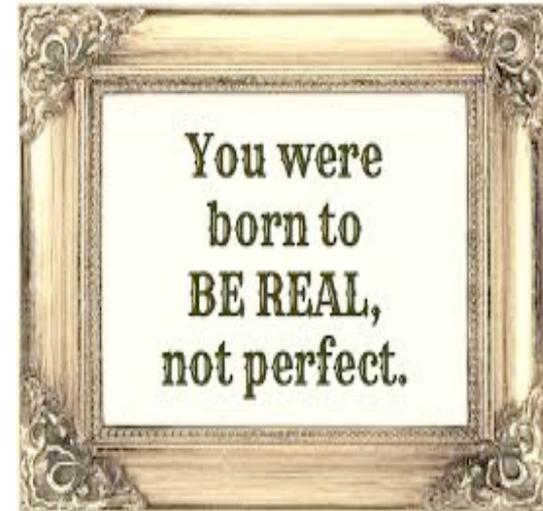
Let's assume every person has what it takes to be successful...  
when they are willing to :

1. Develop self-awareness -- where we shine... where we suck
2. Coachable – willing to grow and learn and get better.

When coaching business partners, our goal is not to change people into something they are not... But rather... to draw out who they are... And help them see their gifts and talents and contributions.

So when we post on Facebook, share what we care about... not what we think every body else wants to hear... or fear judgment by others.

ashley



Put on your colorful  
wings, sweet friend,  
and allow yourself to  
show the world your  
authentic self. This  
way your tribe can  
find you.

[www.illuminatingsouls.com](http://www.illuminatingsouls.com)

# Jim Rohn: Success Must Be Attracted, Not Pursued

Our objective must be –

**to work harder on ourselves than we work on anything else.**

Personal value is the magnet that attracts all good things into our lives. The greater our value, the greater our reward. Since the **solution for having more is becoming more**, we must be in constant search for new ways to increase our value.      barb

It is the acquisition of **more value** that we must pursue, **not more valuables**.

By giving careful attention to our philosophy, our attitude and our activity, we are making a positive contribution to **what we are becoming**.

And in the process of becoming more than we now are... [we will attract more than we now have.](#)

Jim Rohn...

We become ... and then we attract.

Having more doesn't make us more.

It merely magnifies what we already are.

barb

# Rohn-- Will We Do The Work to Achieve the Dream?

Will we read the books, make the plans, make good use of time, invest a portion of all that we earn, polish our current skills, attend classes to develop new skills and get around better people in order to improve our chances for success?

Or will we be content to let the time slip through our fingers like grains of sand while we slowly lose self-confidence.

Will we go on sitting idly by while our dreams diminish to memories, as hope gives way to remorse?

Surely not.

barb

You can do anything you want  
to follow your dreams.

If you say you can't...  
You will spend the rest of your life  
proving it.

# Event Ideas for Back-to-School:



## **Back-to-School In-Home Presentation**

Ideal in evening when you can focus your time on your guests. Create a power point (we use the opportunity presentation as a base and add the slides from last week to create a focused presentation). (see Better Healthin31Days )

## **Back-to- School In-Home Open House**

Ideal for a morning where guests can bring their young children. Make sure to set up plenty of displays and samples to create conversation. Using testimonies as displays are most powerful.

## **Back-to-School Facebook Event**

Work with a team to create a Back-to-School Facebook Event focusing not only on products, but helpful information. Make sure you know the new Facebook event rules—keep it short and use LIVE video!

## **Back-to-School Facebook Posts:**

Remember to share STORIES when you share this information on Facebook. People are watching!

harper

## Additional events/contact

- Conference Calls
- Individual appointments

FOR ALL EVENTS, HAVING GUESTS COMPLETE HEALTHPRINT  
BEFORE THE EVENT

Follow the great and helpful advice on inviting in our  
Eight Weeks to Director Series harper

Health Prints Help Identify Needs Before Events...  
for You and Your Customer

One event/wk with 5 people = 250 PV x 4 weeks  
= 1000 NEW PV



# Closing – Options & Next Steps

How we understand the purpose and motive of closing changes the entire way we approach closing.



- Closing is simply guiding our prospective customers and distributors to the next step.
- Prospects look to us for direction and to lay out the options.
- Don't allow fear of "being pushy" keep us from doing our job as consultant and nutritional counselor or business advisor.
- Our role after learning their interests and needs is to now be **an advocate for them ..** and to recommend what we believe to be in their best interest.

(Better Future Starts Today, 100 Days to Amazing: Art of Closing and Next Steps)  
harper

# Additional Thoughts on Closing

People need us to provide options and to lead them to the next step after hearing about Shaklee.

Our job is to give them ideas of how they can get started easily.

Of course the key is to ask a lot of questions about what they are thinking and what are the most pressing issues.

Sometimes a new person knows exactly what products they want to start with, and in that case we share with them all of the ways they can sponsor into Shaklee and get the products they want.

Sometimes a new person is overwhelmed, or wants so many things that they don't know what to do, and in that case they look to us to help them make a good choice.

harper





Closing Scripts:

*To begin ---This will take about 30 minutes and when we end, we will determine which Shaklee package you will want to get started with."*

*"So based on what we have discussed, seems we have a few options here ...*

*"Let's put together a plan that will work within your budget.*

*I have a few options for you"*

*"I am excited to help you build wellness in your family—let's get started."*

Assume they want to place an order, rather than assume they don't.

Then offer good, better, and best (HealthPrint gives us these!)

Example would be:   Incredivites

                          Incredivites + C + Mighty Smarts

                          Incredivites + C + Mighty Smarts + Optiflora   harper

Closing Scripts:

"Many times people will choose to start here ..  
with the Vitalizer and Shaklee Life Shakes ."

"A lot of times, people will give the Vitalizer a try so they can save the  
membership fee and get the autoship discount"

A good Shaklee leader will lead the person they are working with through the  
best membership options in an easy and comfortable manner, listening  
closely to what their needs are and helping them making the best decision.

What if they are NOT READY?

*Then set a time you will speak again before you end the call. harper*

*"No problem, I will call you Tuesday at 4 pm and we will set up your order."*



## Closing

*We are the most well-fed and most poorly nourished nation in the world. That means we have lots of food and much of it is not very good for us. Thus, it just makes good sense to use supplements to help us to build health in our kids. The responsibility for health lies largely with us.*

*Many financial advisors recommend that families have a wellness budget to help them allocate some of their money to wellness products. This can include things like a chiropractor, a health club membership, organic food and supplements. It doesn't matter whether you have \$5 or \$500 to spend each month, I am committed to helping you get the best nutritional supplements for your budget.*

***I believe we are going to pay for wellness now or illness later.** That's what I do...I help people build wellness. I like to say, "If you change the "I" in illness to "We," then we can build wellness together! How does that sound?" I can help you to choose some products for your kids, based on what they are doing now, to help you to start building some wellness. Let's start with a good multi-vitamin. That will give you a good foundation. Then we can add..... How does that sound?*

*If they just want to look at your website, I always say, "Feel free to visit my website and look around at the products we have, but please don't order any products or sign up as a member there. Just make a list of the things you are interested in and call me. There are lots of "deals" . So I will help you get the maximum discounts on the products you want. Otherwise, you might "overpay" and I won't be able to go back and get those discounts for you." pam*

# The importance of talking about the opportunity:

We have an opportunity that people need and are looking for and if we believe in it, we must confidently share it!

- In every Back-to-School event we do, we want to make sure we are giving everyone the chance to hear about the opportunity they have with Shaklee.
- A great tool is the Use, Share, Build concept to give them three options on how they can respond to the information they have learned.
- Using a New Member Appointment\* we can include this conversation if it was not done before harper

\*Covered in 100 Days to Amazing Fall 2015:  
Role of the Leader in Servicing Our Customers



# Opportunity Event Ideas for Back to School:

## Back-to-School In-Home Presentation

Using the Back-to-School idea, giving an opportunity presentation—for teachers or moms whose kids are back to school. Pam's idea "So now what?" Ideal in evening when you can focus your time on your guests. Create a power point (we use the opportunity presentation) with stories.

## Back-to-School Facebook Event

LIVE VIDEO NOTES

## Back-to-School Facebook Posts:

Remember to share STORIES when you share this information on Facebook! People are watching!

- Not taking time off work
  - Being able to be a part of school activities
  - Being able to afford extra-curricular programs
- harper

Fight  
Cold/Flu  
Naturally

# [RECOVERY]

**Vitalized Immunity**  
\$26.10 (15 COUNT)

**DEFEND & RESIST COMPLEX**  
\$20.35 (90 COUNT)

**SUPPORTS BLOOD VITAMIN C**  
500 mg  
180 TABLETS  
\$25.50 (180 COUNT)

**GARLIC COMPLEX**  
240 TABLETS  
\$41.80 (240 COUNT)

**NUTRIFERON**  
60 CAPSULES  
\$45.90 (60 COUNT)

PLUS, GET 15% - 25% OFF!

VITALIZED IMMUNITY | VITAMIN C | NUTRIFERON  
DEFEND & RESIST | GARLIC

“Have you ever checked the labels of your children’s vitamins? I did and this is what I found! I’m so glad my kids get the best out there.”

Photo credit: Brittny Williams

Many children have started their first day of school this week which means one thing is coming- exposure to lots of germs.

These are just a few of our favorites we keep on hand to keep our immune system strong. 70% of our immune system is in the gut so Triple encapsulated Probiotics is a must have in our house (guaranteed LIVE delivery to the gut unlike many store brands!).

I know they will still get sick, but at least they will have the safest and most natural products made and designed for her body to recover quick!

Our bodies are made of vitamins, minerals and protein and I love that Shaklee designs all their products to work perfectly for the body and to help prevent disease not just TREAT!

Oh and we cant forget the germ wipes to disinfect! All for only around \$1.50 a day!



Photo credit: Katie Odom



## Great Sample Idea! Photo credit: Katie Odom

Great idea to post online or even to put in schools/offices/gyms. Put tablet in small baggie, attach your business card and brochure!

Brochures and fliers can all be found in your back office under the “New Tools” box.

Image from Shaklee's Facebook page!

It's "Back to School" time!  
What's your morning  
ritual? It's amazing how a  
successful morning sets  
the tone for a successful  
day!



**Back-to-school breakfast on the go**

## Shaklee Life Energizing Shake™

Available in Strawberry, Chocolate, Vanilla, Cafe Latte,  
and while supplies last, Pumpkin Spice

**CONTACT ME FOR  
MORE INFORMATION.**

Non-GMO. No artificial flavors,  
sweeteners, or preservatives.  
Gluten free, lactose free, low glycemic,  
and Kosher.

Shaklee  
**Life**  
Clinically proven nutrients  
designed to help create the  
foundation for a longer,  
healthier life.  
Chocolate  
Energizing Shake Mix

Part of the  
**Shaklee**  
**180**  
Program

15 Servings  
NET WT. 23 OZ.  
1 LB. 7 OZ. (645 g)

# Action Steps for September Back-to-School theme

- Create topics for Back-to-School events  
( Nutritional Support to Help Reduce Risk of Sports Injury for Student Athletes ,  
Nutritional Support for Brain Power for a Great Report Card, Nutritional Secrets to  
Keeping Our Kids Healthy All Through the School Year, How To Help Our Kids Have Their  
Best Year Ever, Kids are Back in School .. Home Business Options for Moms , etc )
- Create list of people with possible interest in your topics and begin inviting. ashley

Offer a Back-to-School promotion ( \$1 or \$2 off Increditives or Mighty Smarts , free products for hosting a Back-to-School event or inviting guests to your events .. Live or online, free shipping or free product when ordering the Back-to-School Collection ( Increditives, Mighty Smarts, Chewable C and Optiflora Caps).



# Back-To-School Action Steps for Face Book

Personalize posts ...

- A photo of the healthy food your child left on the plate ( creates curiosity... Personal message or when people comment or “ like” your post )... Posts are an invitation to have a personal conversation.. Increases visibility on Face Book.

With a note asking Thank goodness we have nutritional support to be sure my kid gets all he needs becausehe sure doesn't get it from his plate . Ask Anybody else deal with dinner table challenges? Hit “ like” if you also have a picky eater.

- A photo of your child's report card of the section on # of days absent... With note about .. “ No more missed school days .. Thank you Shaklee for a healthy child ! Last year he missed \_\_\_\_\_ days by now. Anybody else have absent-free year? (close with questions to connect with others with shared experience) ashley

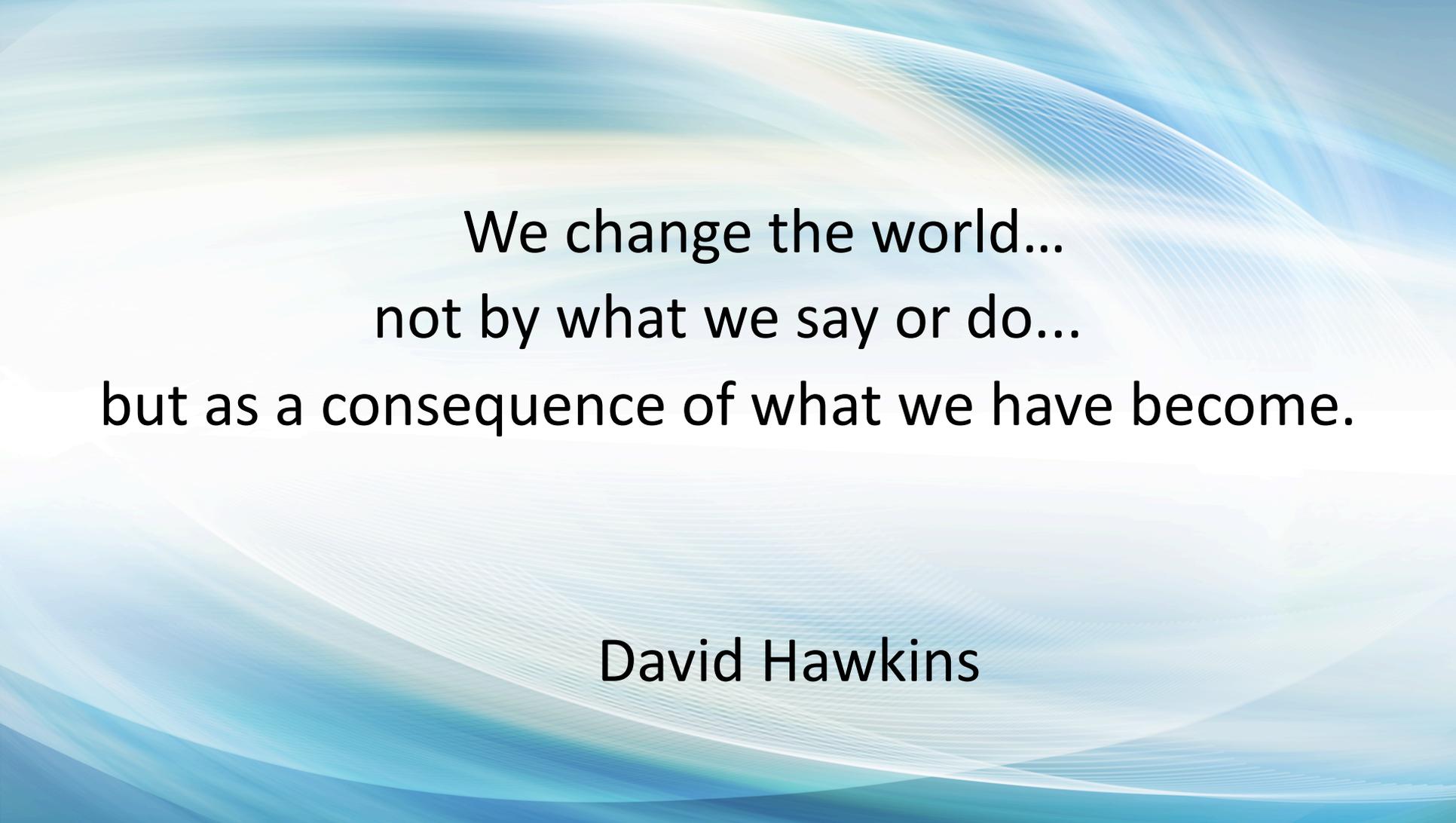
# Face Book Back-to-School Posts

- *So grateful .. Now that I get to work from home, if my child gets sick, I don't have to call in to a boss or get docked any pay or miss any work.*

*Love the freedom from working from home ...things I never realized I was missing like If my son doesn't feel good, I can hold him and care for him and not worry about how he is. ... ask ... Hit "like" if you this resonates with you . Or if you would like to know about an opportunity that gives this sort of freedom."*

( Kristen post )

- *This year, this family is not going to participate in the cold and flu season.. Who is with me ?! And photo of Chewable C, Optiflora caps , Alfalfa, Nutriferon, Defend and Resist or Vitalized Immunity*
- *Be ready to respond in a **personal message** when you see posts about sick kids .. " I saw your status. Sick kids are the worst. I don't know if this would be of interest to you or not.. But I have gotten good results with some natural vitamins . My son has been on them since January and hasn't missed a day of school. ASK Can I buy you a coffee so we can chat more .. Or schedule a call ? "*  
ashley

The background of the slide is an abstract, flowing pattern of light blue and white. It consists of numerous thin, overlapping lines that create a sense of movement and depth, resembling a stylized ocean or a digital wave. The colors transition from a pale, almost white light in the center to a deeper, vibrant blue at the edges.

We change the world...  
not by what we say or do...  
but as a consequence of what we have become.

David Hawkins

# Objectives for Fall 2016 Semester

- To help us each create a plan to qualify for Chairman's Retreat Napa 2017
- To understand how to maximize the new Health Print questionnaire for servicing our existing customers, for developing new customers .. And for identifying potential business partners.

**Shaklee Chairman's  
Leadership Retreat 2017**

Napa Valley, California



# Shaklee Global Conference 2017

August 9–13, 2017 Atlanta, GA

Through November 30, 2016: **\$199 per person**

Pay your Global Conference registration fee in installments deducted directly from your monthly Bonus Checks. Simply select the Payment Plan Option at the end of the registration page, and deductions will begin with your September Bonus Check.

Less than \$17 a month!



# September Strategy Forum Schedule

Tuesday Sept 6 – Back to School Products .. Science and Shaklee Difference

Tuesday Sept 13 – September Marketing Strategies

including events, outlines, word tracks, social media posts and graphics, etc

Tuesday Sept 20 – Leadership – understanding the person we will want to become to advance to higher ranks

Tuesday Sept 27 – Harper Guerra Business Story





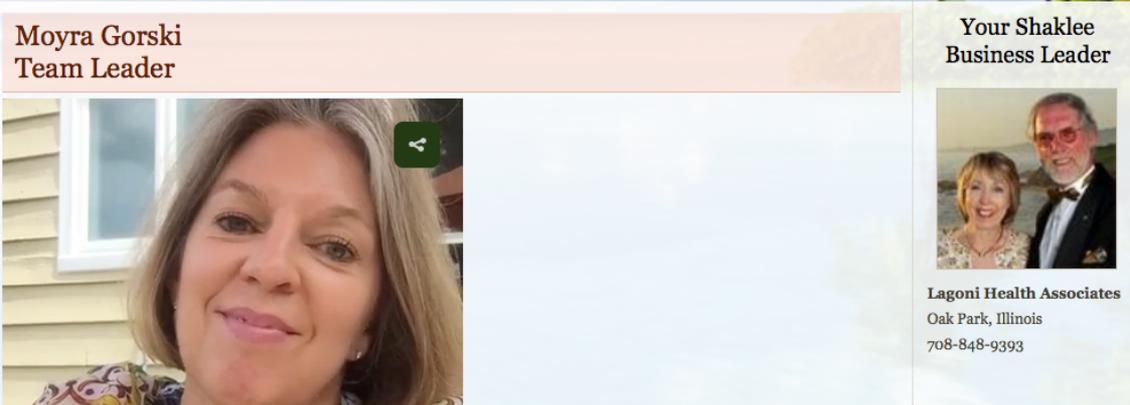
# Better Future Starts Today

Business Presentations & Stories Website

This site is named: BetterFutureStartsToday.NET ← Note the .NET at the end of the address.

Think of it this way. You are presenting the NETWORK marketing business. So you use the .NET website. 😊

The training website is the .COM website.



# Shaklee Video & Audio Archives

This webinar is archived on [BetterFutureStartsToday.net](http://BetterFutureStartsToday.net)



## 5 Personalized Websites Included

[www.BetterHealthIn31Days.com](http://www.BetterHealthIn31Days.com)

[www.BetterFutureStartsToday.com](http://www.BetterFutureStartsToday.com)

[www.BetterFutureStartsToday.net](http://www.BetterFutureStartsToday.net)

[www.FeelBetterIn30Days.com](http://www.FeelBetterIn30Days.com)

[www.OurQuestForHealth.com](http://www.OurQuestForHealth.com)

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