



Facts & Figures about Other Direct Selling Companies

LulaRoe Leggings

- Large investment: at least \$5400.00
- No catalogue to sell from
- No training
- Must take inventory to each event
- Loyalty to rep not encouraged as inventory all different for each rep.
- Changing wardrobe not their health



Thirty One Gifts & Bags:

- Low investment : \$99 kit
- Rank advancement based on Book, Sell, Sponsor
- Inventory required for home parties
- Home parties encouraged vs. on-line sales
- Non-consumable items sold :
requires new products and styles or more customers.



Shaklee Dream Plan

- Breakaway plan:
 - Promotes duplication and recruiting teams
- Community
- Training with products and sales/team building
- Products backed by science and peer-reviewed proof
- Longevity of company: one of oldest in the industry
- Infinity bonuses paid
- Earn trips, cars and Fast track bonuses
- No product recalls or class action lawsuits.
- Highly consumable products
- Cells need vitamins, minerals and protein to thrive

14 Collections Qualify for Free Membership

- Life Plan - LifeStrip, Shake Pouch (#89383)
- Vitalizing Plan - Vitalizer, 2 Shake Canisters (#89384)
- Essentials Plan - Vita-Lea 60 ct, OmegaGuard 90 ct, Shake Canister (#89385)
- Life Shake Family Pack (#89400) - Available on AutoShip only
- Foundations Regimen - Vitalizer, Shake Canister (#89336)
- LifeStrip - (with Iron #21294; without Iron #21293)
- Vitalizer -(Women's #20283; Men's #20282; Gold #20284; Gold without Vita K #20285)
- Turnaround Kit (#89280)
- Healthy Solutions - Vivix, MindWorks, OmegaGuard (#89337)
- Healthy Solutions Plus - Vivix, MindWorks, OmegaGuard, Nutriferon (#89347)
- Smart Heart Blood Pressure Regimen - OmegaGuard, Blood Pressure, CoQHeart (#89338)
- Smart Heart Cholesterol Regimen - OmegaGuard, Chol Reduction, CoQHeart (#89346)
- Nutrition Therapy Skin Care Kit (Normal to Dry #50916; Normal to Oily #50914)
- Get Clean Starter Kit (Fresh Laundry #50456; Fresh Laundry Fragrance Free #50457)



3 Collections Earn a \$10 Coupon for Any Product (up to \$100 value)

- Life Plan (#89383)
- Rx for Healthier Life with LifeStrip – Life Strip, Shake Canister, Nutriferon (#89401)
- Rx for Healthier Life - Vitalizer, Vivix, Shake Canister, Nutriferon (#89070)



Items That Earn a \$10 Coupon for a Can of Life Shake

- Life Strip - (with Iron #21294; without Iron #21293)
- Vivix & Vitalizer Together (#89090)



Items That Qualify for 10% AutoShip Discount

- Life Plan - LifeStrip, Shake Pouch (#89383)
- Vitalizing Plan - Vitalizer, 2 Shake Canisters (#89384)
- Essentials Plan - Vita-Lea 60 ct, OmegaGuard 90 ct, Shake Canister (#89385)
- Life Shake Family Pack - Available on AutoShip only - (#89400)
- Foundations Regimen - Vitalizer, Shake Canister (#89336)
- LifeStrip - (with Iron #21294; without Iron #21293)
- Vitalizer - (Women's #20283; Men's #20282; Gold #20284; Gold without Vita K#20285)
- Vivix - (Liquid #21500; LiquiGel #21501; Kosher #22911)
- MindWorks (#22066)
- Healthy Solutions Regimen- Vivix, MindWorks, OmegaGuard (#89337)
- Healthy Solutions Plus Regimen- Vivix, MindWorks, OmegaGuard, NutriFeron (#89347)
- Smart Heart Blood Pressure Regimen - OmegaGuard, Blood Pressure, CoQHeart (#89338)
- Smart Heart Cholesterol Regimen - OmegaGuard, Chol Reduction, CoQHeart (#89346)
- OmegaGuard (60 ct #22077; 180 ct #22078)
- Vitalizer Wellness Pack - Vitalizer, Shake Canister, NutriFeron (Various item codes)
- Shaklee 180 Snack Crisps (Sea Salt #22020; BBQ #22021)
- Cholesterol Reduction Complex (#22079) *Blood Pressure (#22067) *NutriFeron (#20962)
- CoQHeart with Q-Trol (#22076) *Advanced Joint Health Complex (#20281)
- Vitalized Immunity (#22073) *Shaklee 180 Metabolic Boost (#22040)

Special Discount Multi-Packs

- EZ-Gest 3 Pack (#89218) - \$10 Off
- NutriFeron Share-It 4 Pack (#89335) - MP \$140.40



How to Save Money on Life Shake

How to buy Life Shake for the lowest possible price....

<u>Item</u>		<u>Overall Savings</u>	<u>Cost/serving</u>
Canister (15 servings) -	MP \$42.80		\$2.85
Pouch (30 servings) -	MP \$77.50	\$8.10	\$2.58

BEST DEAL

Life Shake Family Pk (2-30 serving pouches)
(#89400; available on AutoShip only;
MP \$159.95; Autoship price \$143.96)

\$11.04 - \$2.40
compared to purchasing 2 Pouches
separately

\$27.24 – compared to purchasing 4
of the canisters



Shaklee Strategies Forum Fall 2016



Laura Evans Story

From Corporate Executive to Master Coordinator

September 20

Our Strategy Team



Master
Coordinator
Barb Lagoni

becky



Senior
Coordinator
Michelle Parrott



Senior
Executive
Coordinator
Katie Odom



Coordinator
Angie Thomas



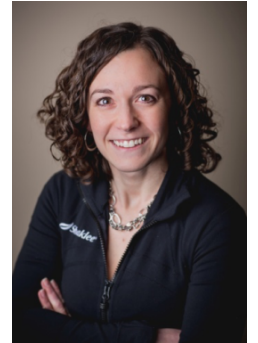
Senior
Executive
Coordinator
Ashley
McDonald



Senior Coordinator
Becky Choate



Francine
Roling



Key
Coordinator
Harper
Guerra

Objectives for Strategies Forum Session 4

Understanding the Power of the Dream Plan and Our Role in Sharing It.

- The Shaklee Compensation Plan was created after 5+ years of intensive research and analysis of a variety of compensation plans in the Direct Selling Industry.
- Today we are privileged to have as our guest, Master Coordinator Laura Evans, former Senior Executive Vice President of Shaklee and a key player in the introduction of the Dream Plan.
- Then new Senior Coordinator Sarah Galbreth who appointed 2 new Directors in August will share what shifted for her and how she is developing her growing business team.
- Then we will look at our role in sharing the power of what the Dream Plan can mean for our prospective team members including Laura & Sarah's stories.

Laura Evans, Master Coordinator





Laura's Background

- As Senior Executive Vice President of Shaklee for 10 years, Laura was Roger Barnett's #1 executive .. running the company and making the day-to-day decisions.
- A student of the Direct Sales Industry for over 20 years.
- Served on Board of Directors of the prestigious Direct Selling Association where she met Roger Barnett.
- The DSA is an association of companies with a very stringent Code of Ethics. The Association works with policy-makers in Washington to protect our rights as independent contractors.
- A company must be approved to join the DSA.

The Creation of the Shaklee Dream Plan – 5 +Years of Intensive Research

After 10 years, and multiple offers to become president of other direct sales/network marketing companies, Laura left Corporate America to start her own Shaklee business.

So the question we want to ask Laura is ...

With all that background and expertise in the industry ...



What do I know about the future .. That caused me to leave a successful position at the height of my career.. to develop a business in the Shaklee Dream Plan?

Answer –

“The potential for the future with the Dream Plan is so great and compelling, that I was afraid of missing out.

Everything is in place now for explosive growth...
It is coming ... and soon.”

Laura's Checklist for the Perfect Company

- Quality of the products
- A philosophy and values that match her own.
- Longevity and stability
- Potential



Product Quality



- Saw first-hand how the Shaklee scientists explain every ingredient they choose for a formula ... beyond thorough.
- The scientists constantly caution against “trendy” products...ex – anti-bacterial soaps several years ago was a big seller .. The health science department objected for its terrible environmental impact and associated danger.
- Back orders most always caused by a raw ingredient not meeting Shaklee standards
- She learned that if you aren’t testing quality assurance yourself, you just don’t know .. And very few companies ever test.
- Felt proud to represent to family and friends knowing they are highest purity and quality.

Philosophy and Values

- Every company's compensation plan reflects that company's values and philosophy and purpose.
- Shaklee's philosophy is always about caring about other people.. Not what's in it for us.
- This creates a business that is sustainable.
- When our downlines succeed ...

We are the first to congratulate them.

THE REAL OPPORTUNITY ISN'T IN
MAKING A BETTER LIVING. IT'S IN
MAKING LIVING BETTER.

— Shaklee Chairman and CEO Roger Barnett



Longevity and Stability

- A company needs at least 2 decades to prove it can weather all the inevitable changes in the economy and government regulations and the world.
- Shaklee in 60 years never missed a payment to their distributors.
- Be careful about companies promising quick money .. And big checks.
- I am looking a multi-generational wealth building and tax strategy, not here-today, gone-tomorrow check.
- I'm not going to mortgage my children's children's future on a short-term trend.
- We want to look for low risk, high reward ... not the opposite.

I want to build it ONCE.



Growth Potential Enormous

When you put together ...

- New ownership with his infectious New vision
- International expansion
- Combination of the heritage plus the growth potential of a start-up
- #1 Natural Nutrition Company in North America
- Highest standards for quality assurance



Why I Shaklee – Laura Evans

Jim Rohn

Success is not something you pursue...
It is something you attract by the
person you become.



New Senior Coordinator Sarah Galbreth – Appointed 2!!! New Directors in August ...

And is on track to qualify for 2 for Playa del Carmen Dream Trip,
New Directors Conference, and Chairman's Retreat.

- “You can only go up from down.”
 - Husband with MBA, good income, suddenly out of work
 - Pregnant
 - Felt “helpless and powerless”
- Lesson – Anyone... at any point in their job ... can get laid off.
Everyone needs a Plan B.
- Shaklee initially was a hobby.. Was fun... A little extra money.



Shaklee Went From a Hobby to a Business

Discovered the incredible community spirit of Shaklee ...

- first attended Regional Conference and didn't know anyone ..
- and then attended Global .. The friendships are so precious to her .. walking across stage, people applauding us for our work, gifts, fun, the science (loves Les Wong Shaklee Difference video)

“ Now Shaklee is SO... SO My Life! “



What Changed for Sarah

I stopped worrying about what other people thought about me.

“This is my life .. my choice ... and I love it and don’t need the approval of others.”

How we see ourselves .. is how others will see us.

- Becoming a mother eroded my self-confidence for a while because it was so stressful.
- Starting my Shaklee business became my self-care.



Both New Directors Contacted Her About Starting a Shaklee Business

- First they were customers on her CUSTOMER FACE BOOK PAGE ...
(highly recommended.)
- So much sadness in Face Book ... I wanted to make it a place for joy ...
- Her page is filled with positivity for her business .. And her life ..
- She posts:
 - testimonials of health successes
 - her life and her family .. “people want to know us .. Not just Shaklee.”
 - etc

“I am just dying to be a Master.”

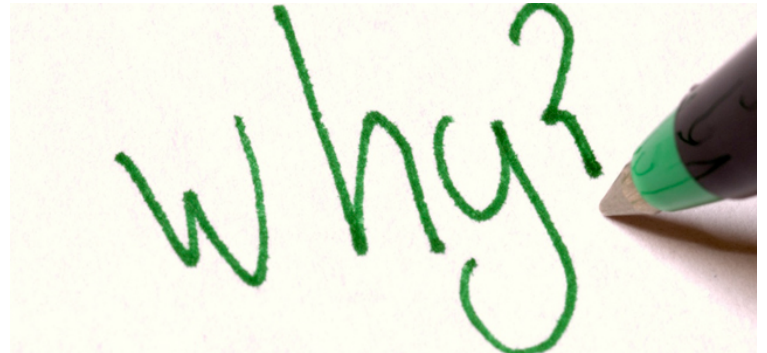
Sarah Galbreth

Sharing Laura & Sarah's Stories

- Who came to mind as you heard these stories?
- What will it take to share their messages?

A Reason

katie



After we have a powerful reason ..
We will want a powerful mindset

We have learned...

- People are attracted to confidence.
- They are attracted to people who lift them, & appreciate them.

NEW MINDSET



NEW RESULTS



What Kind of Mindset Do You Have?



I can learn anything I want to.
When I'm frustrated, I persevere.
I want to challenge myself.
When I fail, I learn.
Tell me I try hard.
If you succeed, I'm inspired.
My effort and attitude determine everything.



I'm either good at it, or I'm not.
When I'm frustrated, I give up.
I don't like to be challenged.
When I fail, I'm no good.
Tell me I'm smart.
If you succeed, I feel threatened.
My abilities determine everything.

When we hesitate to share ...

On a scale of 1 to 10 ... where are you?

1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____ 7 _____ 8 _____ 9 _____ 10

Scarcity thinking

Abundance thinking

Two Mindsets

Scarcity Mindset

- Fear-based
- Rigid
- Limited resources
- Problem Focused
- Lack
- Holds you back in life
- Lower vibration
- KILLS ABUNDANCE

Abundant Mindset

- * Trusts the universe
- * Open Minded
- * Abundant resources
- * Possibility Focused
- * Plenty
- * Helps move you forward w/ ease in life
- * Higher vibration
- * Attracts more ABUNDANCE

When we hesitate to share ...

On a scale of 1 to 10 ...

Where are we in our belief in our leadership ability ?

1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____ 7 _____ 8 _____ 9 _____ 10

People would want to join me to join our team ...

Who Is the Ideal Business Partner?

People who care about others and want to make a contribution with their lives.

With a strong work ethic

Emotional intelligence .. And people skills
Self-confidence & willingness to learn and likeable

Action Steps for Sharing Business Benefits ..

- Set up events to inform people about benefits of home businesses ...
 - invite to webinar reviewing someone's story and the benefits home businesses offer.
- (see BetterFutureStartsToday.net/ _____ your name)
- (www.Shaklee.tv)
- set up Business Chats conference call – 30 minutes with 1 or 2 leaders sharing their story & benefits

More Action Steps for Sharing Business Benefits

- 3 way calls with uplines to hear their story and discuss your prospects possible reasons to start a home business.
- Send video clips of Shaklee Effect Stories.
- Set up appointments to share the business plan.
- Close all events (Face Book, in-homes, online video conferencing)..
Product and health events ... with your story, why you love your business and an invitation for others to join you.
- Create a live video and post on your Face Book page why you have a Shaklee business and what it means to you .. 2 to 3 minutes.

Bob Heilig Invitation Formula

1. Be in a Hurry – I know that we need to catch up but there's a reason why I'm calling. I came across something I'm excited about and thought about you.
2. Share your Personal Story – Let me tell you what's been happening on my end...
3. Compliment the Prospect – I've always admired how hard of a work you are / how successful you've been / you've always been such a great friend...
4. The 3 Phrases –
It may or may not be for you / Would you be open? / If I...Would you?
5. Schedule the Exposure – Do you have a couple of minutes right now? When do you think you would have some time to listen / watch? 6. GET OFF THE PHONE!

What are your long-term goals?

- It's easy to think short-term and here and now...
- But the amazing truth of our business is **what we do yesterday- today- tomorrow we will still see the effects and rewards of 10 years from now.**
- 4 years ago, the work I did I am still rewarded on! How many jobs can we say that .
- My long-term goals
 - Pay our house off,
 - Help my husband retire early or work part-time to pursue his dream of being a charter fisherman,
 - Create college fund for my kids.
 - and lastly and most important I have felt in my heart for a while some sort of ministry to help support because of my business. I am excited to see this play out. I am a huge Dave Ramsey fan and the end goal is always give-give-give.

When I read my long-term goals, they are scary.
But what I do today sets me up for our future.

“If your goals don’t scare you...
they aren’t big enough.”

So the question for us to ask ourselves is
...what are our long-term goals?

Action Steps for Session 4

- Let's each make a list of 5 people with whom to share Laura or Sarah's story.
- Go to www.BetterFutureStartsToday.net / _____ your name and select the business presentation you like the best ... Then personalize it with your pictures and your story.
- Continue to schedule Back-to-School themed events (see last session on September marketing ideas) . Offer gifts to customers for inviting friends to your events or hosting their own .. In person or online.

October Strategy Forum Schedule

Tuesday Sept 27 – Presidential Master Coordinator Charlene Fike
How the Shaklee Business Funds Their Non- Profit Life's Work

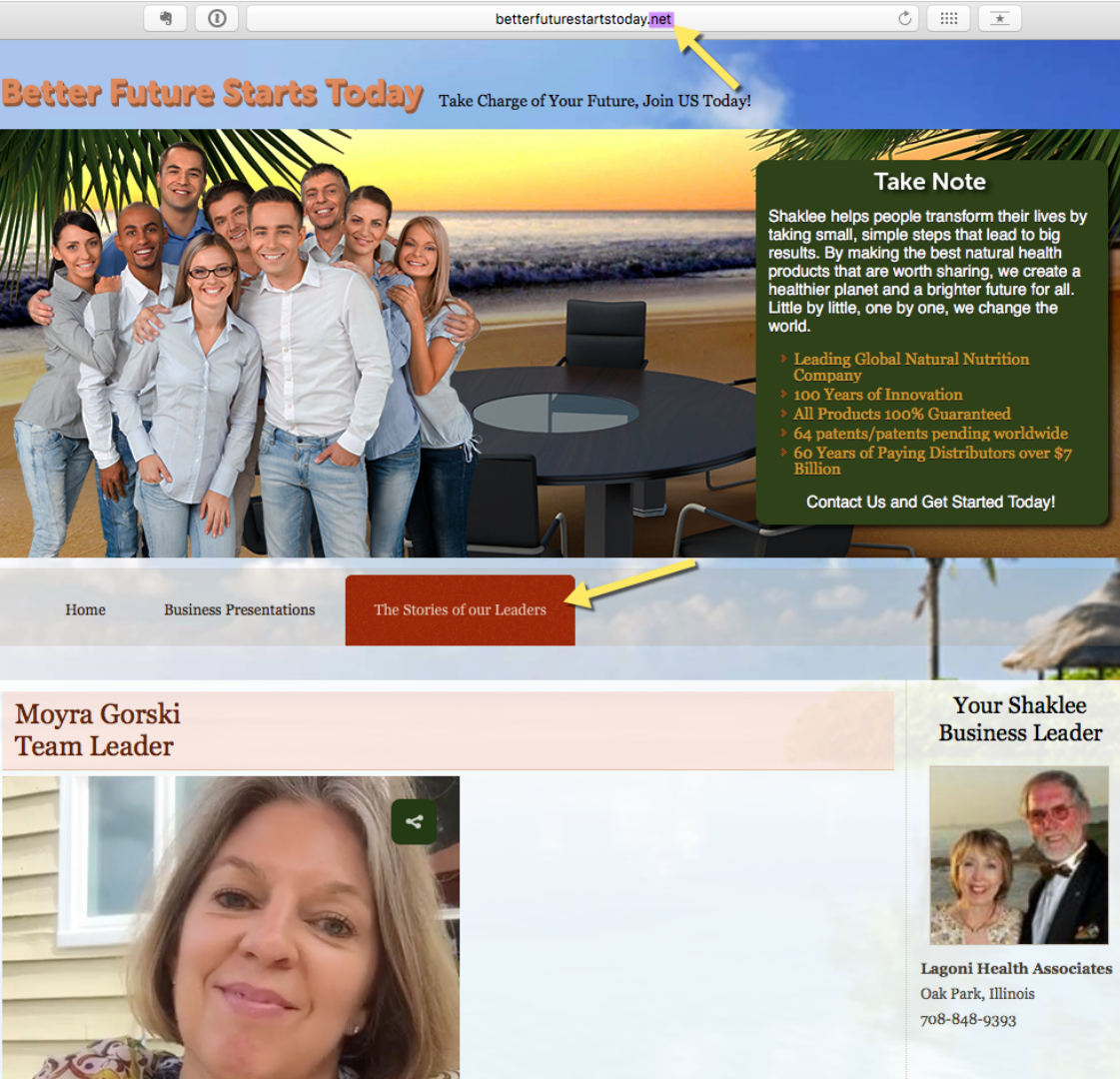
Tuesday Oct 4 – Shaklee Immune Products

Tuesday Oct 11-- Immune Collection Strategies to Generate 1000 New PV

Tuesday Oct 18 – Lessons in Leadership

Tuesday Oct 25 – Harper & Ryan Guerra 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



5 Personalized Websites Included

www.BetterHealthIn31Days.com
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Chairman's Retreat Qualification

- Increase our monthly PGV by an average of 3500 / month. (over base)
(21,000 PGV over the 6 -month qualification period)
- Base is found at ... www.ShakleeChairmansLeadershipRetreat.com
- Log in – our Shaklee ID ALL CAPS
- Password is our Shaklee ID ALL CAPS + zip code.

Jean Zbinden

Why Not You? Why Not Now? An opportunity for freedom, community and purpose.

August 26 ·