

Impact 1,000,000 minds

Help us raise awareness and support for brain health research.



MindWorks™
CHALLENGE



CHALLENGE ISSUED

At Shaklee Live in Long Beach, our friend Maria Shriver challenged us to use our blockbuster new product MindWorks™ to raise money for brain health research.

For each bottle of MindWorks purchased, Shaklee will donate a portion of the proceeds to fund brain health research through a university research grant program.

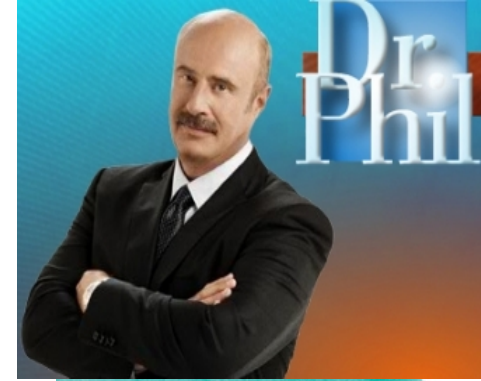


+ **CogniFit**
Brain-Training Software

Shaklee MindWorks on Dr Phil Week of Nov 17 !!

From The SHAKLEE EFFECT Facebook group page:

- Exciting opportunity for you and your team to introduce Shaklee and MindWorks to a wider audience
- And support our efforts to fund much-needed brain health research.
- Viewers will be offered a “Show Special” of \$99.90 for 2 MindWorks, free membership and free shipping ...
- Those who purchase will then be assigned to a **Shaklee Director** who has sponsored 2 new members within last 3 months.... **AND is registered for the Cleveland Global Conference. 2015.**



+ **CogniFit**
Brain-Training Software

Preparing for Dr Phil Exposure NOW

Tools and training are being developed so we can take full advantage of this!

- It's time to get our Shaklee logo shirts ordered (Shaklee Spirit Store at MyShaklee.com)
- Our Personal Websites (PWS) shaped up
- Our teams in place,
- Our emails ready
- Our handouts printed (coming soon)



As [Clinton B. McKinlay](#) said on FB THE SHAKLEE EFFECT, whether or not you get leads...we will get to share the video of the show and help a lot of people! **"However, remember that of all the people who came in due to Oprah, those that came in through organic reach outs as opposed to cold leads from the show had a 10X higher retention rate! Reaching out with video assets and pure enthusiasm is a sure fire way to leverage this, with or without leads."**

Mind Works Promotions In Conjunction with Dr. Phil Show airing through 12/31/14



New person who joins with **1 bottle of Mind Works** receive **FREE membership** to save 15%.

New person joins with **2 bottles of Mind Works** receive **FREE membership** to save 15% and **FREE shipping** (up to \$9.00).

New person who joins with **2 Mind Works** will get **FREE Membership** to save 15%, **FREE Shipping** (up to \$9.00) **AND FREE 60-count Omega Guard** when order one of the Product Regimens within 45 days of join date.

Existing person who orders 2 bottles of Mind Works receives **FREE shipping** (up to \$9.00).

Teaming Up Fall 2014 –Lesson 10

Building to Director With FaceBook

November 6, 2014

Senior Executive Coordinator
Lisa Anderson



Senior Director
Stephanie Bruce



Guests--Senior Exec
Coordinator
Moyra Gorski ... And
Director Susan Knott



Be part
of the effect™

Objectives for Session #10 – Building To Director With FaceBook

- To understand how effective FaceBook can be in building relationships and our businesses.
- To understand what a FaceBook Event is and how to invite and conduct them.
- To learn some skills of how to navigate the social media / FaceBook world.
- To hear from a new Senior Director ... who built to Director in 8 weeks mostly from FaceBook. ...and learn some ideas we can apply to our businesses.

***"Facebook is a great place for people to find you
and what you have to offer through Shaklee."***

lisa

Lisa's Face Book Story

Why I wanted to be on FaceBook

- I was ready to expand my business and identify the next business partners and members.
- Was at a place in my life where I was not in social circles in which I could meet new people.
- Felt I could better meet like-minded people on Facebook than hanging out at the local Starbucks
- Saw the success of others on Facebook
- Wanted to be a good example for my team and to help facilitate their success on Facebook



What I learned about developing relationships on FaceBook

- When I started, 90% of my FaceBook friends were Shaklee colleagues in other groups, but I watched and learned from their success
- Some people had found me from high school and childhood friends
- Because David was also on FaceBook and was posting photos of our Shaklee Special Awards trips to Kenya and Mayan Riviera.. And our new Shaklee car... he tagged me in his posts.
- So people were getting a glimpse of my life ... and because Shaklee was such a major part of that ... they began to inquire about Shaklee helping them with their health issues.
- Results – new distributors and new members.
- Now I am intentional about building relationships, sharing what I do, and interacting with my Facebook friends.



A few results I have gotten from my Facebook efforts

- New business partner- a friend that I went to school with--she saw a post about Hawaii
- New member/potential business partner- another friend from school
- New member looking for healthy weight loss- childhood friend from church
- New member looking for immune support after cancer treatment-childhood friend from church
- Many more people watching me and what I do
- A lot of shared ideas, posts and general business tips with my leaders
- Better communication with some of my leaders
- Helping my leaders grow their businesses through FaceBook relationships

Lisa's Recommendations

- “ Like” and “ comment” on the posts of others. It’s a gesture of kindness .. Shows a little love.
- It becomes the beginning of friendships ... As they , in turn, comment and “ like” your posts.
- Create a team page (closed) -- It becomes a community page for asking questions, for celebrating successes, for sharing ideas, promotions, fosters relationships with in your team.
- Look for great posts from other FaceBookers and post in your team page for your leaders to share on their personal and business pages.
- Create a business page especially if you want to use Hearsay social, ask people to like your page, look for good informational posts from other leaders to share, like other Shaklee leaders business pages.
- Use the 80/20 rule for posting Shaklee stuff on your personal page-80% personal no more than 20% Shaklee, but live your normal Shaklee life “out loud” on fb

What Is a FaceBook Event/ Party

- A virtual event, party susan
- Any Facebook friends can be invited (but have to have a FB account)
- It all happens on FB, so it's a convenient way to introduce Shaklee to those who don't have time or just don't like to attend house parties
- PLUS, you have the potential to reach even more than those who live in your area...they can live anywhere in the country and attend your FB event
- Anyone who 'joins' the event watches & interacts from their own computer



Say Boo .. To the Flu .. And Other Mysterious Illnesses



susan

How Does It Work (Post On Site When You Create The Event)

Hi, Friends! Welcome to our Facebook event!

HOW DOES IT WORK? RSVP through this invite. At 6:59 pm (central time) on Tuesday, Oct 7th, come to your computer in your comfiest clothes and your favorite beverage, log onto FB and click on events.

Select "Say BOO to the Flu..and other Mystery Illnesses."

You'll want to hit REFRESH every couple of minutes to keep up.

Also your notifications will alert you when there is a new post or comment.

We will keep the posts numbered in case you want to review or come on late.

You may need to scroll up and down to catch the new posts, it's easy and fun!

moyra



WIN PRIZES!!! You will earn points for participating in the event!

1 point for RSVP-ing YES!

moyra

1 point for attending the event

2 points per friend that you invite that RSVP's YES

2 points for asking a making a comment or asking a question

3 points share a photo/video from the event on your own timeline
(please tag me in that post)

5 points for requesting the symptom assessment form & returning to us by noon on
Wednesday, Oct 8th

5 points for scheduling a consultation

10 points for scheduling an in-home event or Facebook event

PRIZE DRAWING: We will keep the event open until noon on Wednesday, Oct. 8th, to give you time to schedule a consultation, book an event, return the symptom assessment form, and share a photo/video from the event on your timeline. *Susan & Moyra will draw winning names (2 top point earners) at noon on Wednesday and will announce it here!

**If you were invited by another distributor she will personally contact you for prizes she will be rewarding.



Ideas for Creating Some “Buzz” before the Event



- Take a picture at a coffee shop with computer: “Preparing for upcoming webinar about Saying Boo to the Flu”contact me for an invite.
- Post a picture of a Kleenex box: “Visiting this box too often? Tune into our upcoming webinar about building your immune system.”
- Print out info about webinar and hand out to moms at the bus stop, church, etc
- Email to customer base: Listing out upcoming webinar and conference calls available for customers to listen to. Offer incentive for listening ie. Free shipping, 10% off next order, Referral bonus
- Ask others if they know anyone struggling with illness or the flu? When they say yes...invite.
- Listen for clues when at school, church, neighborhood etc....if there is talk about kids and people being sick.....invite.



The day before the event I posted this in Facebook.. AND I posted the Great Pumpkin photo with it to hopefully capture people's attention

Bracing yourself for the cold & flu season?

Join me and my teammate, [Moyra Gorski](#), from the comfort of your home tomorrow night for our Facebook event 'Say BOO to the Flu...and other Mystery Illnesses.'

Hear about some natural approaches you can take now to boost yours and your family's immune systems.

Message me for the link if you haven't already gotten an invite. And don't forget to RSVP to get your first raffle ticket towards a free prize.

*Prizes will be rewarded at the close of the event.



susan

This is the private message I sent to you many of the people I invited to my FB event (this was sent the day of the event)

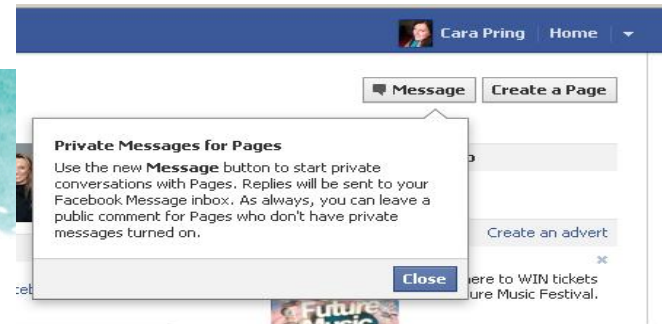
Hi, Christy! Just wanted to make you aware of a Facebook event I am having tomorrow night on immune support...'Say BOO to the Flu ...and other Mystery Illnesses'.

I sent you an invite..and IF it is of interest to you and you can't make it on at 7:00 you are still be able to access the posts and conversations.

If so, you would still reply 'Join' and then when you do want to access it you would click 'events' and then click 'past' and it will bring up my event.

Let me know if you have any questions! And feel free to invite any friends, and be sure to let me know who so I can give you the points. Thanks!

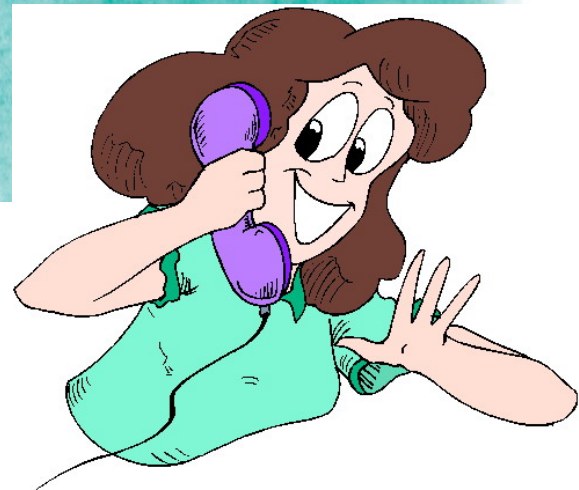
Susan



Personal Telephone Call To Invite

*When I **called** people, I also said "I'm calling to let you know about a FB event I'm having tonight on the immune system, and although I invited you, I don't think FB does a good job of alerting people when they are invited to an event, and I wanted to make sure you knew about it."

With the flu season coming up and all of the other scary viruses going around I thought this would be a great topic to cover and me and my teammate are going to be sharing some good information and helpful tips.



susan

***This is what Moyra posted about a half hour before it started...
(would suggest you post that anywhere from an hour to a half hour
before...good reminder for those who wanted to attend and might have
forgotten)***

We are getting excited about sharing with all some great tips on how you and your family can stay healthy through the winter.

See you at 7pm CST

**Get Ready
Get Healthy**

moyra

Welcome

#1 Welcome to our FaceBook event on boosting our immune systems!

The cold & flu season is upon us, and along with it are some NEW viruses going around that are potentially serious if contracted.

Being proactive in keeping our immune systems strong is the best defense.

Please remember to read the post at the top on HOW it WORKS

We will be making posts throughout the next hour and a half,
and welcome comments!

Thanks for joining us!

moyra



Begin With Your Story

moyra



About me.

A little bit about me. I am Moyra Gorski and am a wellness consultant here in Wheaton, IL. I have 4 children, have a nursing background and been involved with Shaklee for over 14 years. I learned about Shaklee products when I was looking for solutions for the health of my oldest son who suffered from allergies and asthma. A gal I met at a local health club starting telling me that my son might have the possibility of better health if I tried Shaklee. I decided to give it a try as I was frustrated and didn't know where to turn. I added supplements, changed our household cleaning products, tweaked our diet by added more fresh fruits, veggie, whole grains and removed the sugar and my sons health improved. As we continued to use more products, we all got healthier and felt better. I had more energy and no more foggy brain from Candida. I wasn't looking for a business but as I started to share with other moms, they wanted to use and try what I was using so my business began. I thoroughly enjoy reaching out to others and sharing with them the possibility of better health also. Although I still respect the medical community, I have learned that making small changes in what we eat, consume and do each day can make a difference in our overall health.

Next – The Shaklee Difference

moyra

4. Shaklee difference. What is Shaklee slide

We will be talking about Shaklee products tonight. Let's talk a little bit about Shaklee as a company and why we love it so much. And first - a little bit about this wonderful company Shaklee!

- Shaklee is the #1 Natural Nutrition Company in the US. We have been in business over 58 years.

Investment of over \$250 Million in Research and Development

Over 100,000 Quality Tests Annually

Proven Through Over 100 Scientific Papers, 90 of Which are Reviewed Publications

Average Time Customers Use Shaklee: 18 Years

100% Satisfaction Guaranteed on ALL Products

1st Company in the World to Be Certified Climate Neutral

121 Medals Earned By Olympic Athletes Fueled by Shaklee

THE SHAKLEE DIFFERENCE



Introduce Products For Strong Immunity

6. As we get going just follow along with the posts and learn. We encourage you to follow along with the product interest sheet that can be provided or request a symptoms assessment form. When you fill out the form, it will help us help you pin point which Shaklee products may be helpful to you.

1. **NutriFeron** - **One of the most powerful formulas ever developed for strengthening the immune system.** Its unique, synergistic blend of plant extracts including pumpkin seeds, plantago seeds, safflower flowers and Japanese honeysuckle flower buds, can be taken daily preventatively. But if you feel you are starting to come down with a virus up to 6 per day has been shown to be very effective at heading off an infection.

Supports and stimulates the immune system, by increasing the activity of macrophages and inducing natural interferon production

Optimizes immune response against environmental irritants and airborne substances (as with allergies, asthma)

(see attachment for outline of remaining posts)



moyra

#5 What immune issues do you struggle with?...sinus infections, allergies, asthma, coughs, ear infections, sore/strep throat, auto-immune disease, eczema...?



Unlike · Comment

👍 You, Kristen Boys-Jakubowski, Susan Knott, Ashley Guise and 3 others like this.



Ashley Guise I struggle with sinus issues since I have moved back to California as well as my almost 3 year old son. I was told my son has asthma but waiting to take him to an actual specialist. My son and I have had coughs on and off almost all year

October 7 at 7:22pm · Like · 🍎 2



Amanda Jane Luksik My number one concern is my 1 yr old and her asthma, last winter was too horrible to do again!

October 7 at 7:22pm · Like · 🍎 3

FaceBook Event post that received 43 responses

What immune issues do you
struggle with...

sinus infections, allergies, asthma,
coughs, ear infections, sore
throats, auto-immune
conditions, eczema, ?

moyra

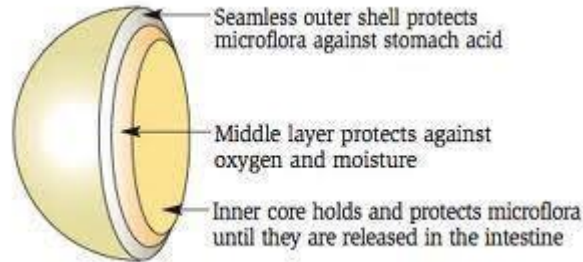
And here is the other post with 43 comments (we had two posts with 43 comments)

#9 PROBIOTICS.... – WHY are they so important??

70%-80% of our immune system is in the gut!! So, it's very important to keep the healthy bacteria in check. Sugar, antibiotics, stress, alcohol all deplete it..

Optiflora Probiotic Complex utilizes patented triple-layer encapsulation technology...designed for LIVE delivery of probiotics to the large intestine, where they provide the greatest benefit.

susan



How the Conversation Continues

Barbara Taylor Probiotic is where I started all three of my children. 11, 7 and 9 months. It changed symptoms of allergies, eczema and gut issues. This one is a must for my family!!!

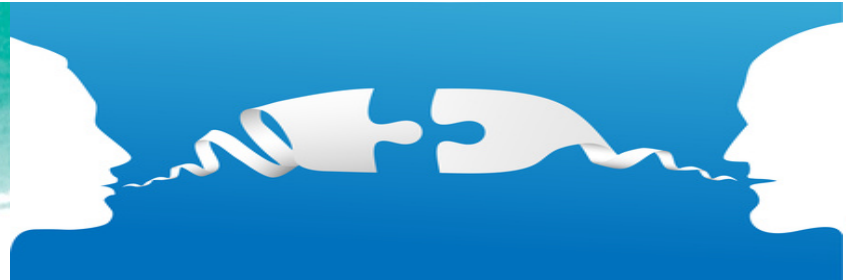
October 7 at 8:11pm · Unlike · 2

Peggy Sullivan I absolutely swear by the Opti-Flora and EZ-Gest. I have celiac and this helps tremendously if gluten finds its way into my system. Also helps when I get a little over zealous and over-eat. Stomach Soothing is great for nausea.

October 7 at 8:12pm · Unlike · 3

Peggy Sullivan And I've been known to pass the EZ Gest around the table at a restaurant.

susan



How Do You Actually Set Up A Face Book Event

- Partner up with another business leader (share the work) susan
- Log on to Facebook
- Upper left-hand column you will see 'Event's – click that
- At the top of that page you will see a blue box that says '+Create' –click
- The box that appears will walk you through the 5 easy steps (name of event, details, where, when, time)...AND allows you to invite friends at that point
- Next step is for the two BL's to discuss what you want to cover and to decide which post each of you is going to be responsible for
- You each create the dialogue for your posts and gather your photos that will correspond with each post
- Best way we have found to do this is to write your posts in a word document exactly how you are going to post the day of the event (have them numbered). Save the document, and the day of event have it open so all you have to do when it's your turn to post is copy and paste.

Setting Up the FB Event Continued

- Also, put all the photos you have for each post in some type of file folder. Have those either numbered to go with corresponding post or titled so easy to find. Download the photo with the post!
- Sometime early on in the event you might want to post a reminder that all comments are welcome and that they will earn points towards winning a prize when they do.
- *These events are pretty fast-paced so it's really important to have it all ready to copy & paste



susan

Stephanie Bruce – Director in 8 Weeks

- Entire business has been built in front of my computer in my pajamas!
- 4 new Distributors in September
- 2 new Distributor in October: 1 broke out as Director
- October OGV = 5423.41 – skipped Director and was promoted to Senior Director
- “Branded” my business. Everything I post is very ***personalized, consistent and fluent.***



Proud to Announce My

Newest Team Member. We were High

School Cross Country & Track Teammates!!

So excited we get to be teammates again!!

Creating
Healthier Lives
One Family At
A Time!



RENEE



Creating
Healthier Lives
One Family At
A Time!



CAROLYN



I'm Part Of
The Effect

So Excited To Welcome
My Good Friend & Newest
Team Member

Creating
Healthier Lives
One Family At
A Time!



SANDI



I'm Part Of
The Effect

Proud to Announce My
Newest Team Member!! My
Crafty & Baking Loving Friend!

Creating
Healthier Lives
One Family At
A Time!



KIM



I'm Part Of
The Effect

Introduces new
team members
via Facebook with
a welcome flyer –
catchy, bright &
draws attention!

Proud to Announce My
Newest Team Member!! My College
Running Teammate, Bridesmaid &
Amazing Friend!!

Creating
Healthier Lives
One Family At
A Time!



Stephanie



I'm Part Of
The Effect

Proud to Announce My
Newest Team Member and Friend!! We
were introduced by mutual friends - so
glad she's joining me on this journey!

Creating
Healthier Lives
One Family At
A Time!



Jennifer



I'm Part Of
The Effect

Leading With The Business Opportunity

- Lead with the business in Dialogue...that way you can always fall back on the person to become a customer.

stephanie

Renee –
New
Distributor




---**Best thing to know about becoming a distributor = you will get paid even on your own purchases!! and that I am here 100% of the way to support you!! from talking to your customers helping them with questions, health concerns, etc to providing you flyers (i'm a bit addicted to making them)



You make a good sale, what do I need to do next?

Hook Potential Distributors with Shaklee's Perks!!

- Why not tell them all that Shaklee has to offer!?!
- Think about when you used to go on interviews for jobs...what was the most important thing you wanted to know? 1) the pay 2) the benefits! Share share share the wonderful perks Shaklee provides!!



That's awesome!!! Extra money wouldn't be bad, since we just bought our house

exactly!

you make 15-30% off of each sale ---15% if they are a member, 30% if they are not a member and are just buying

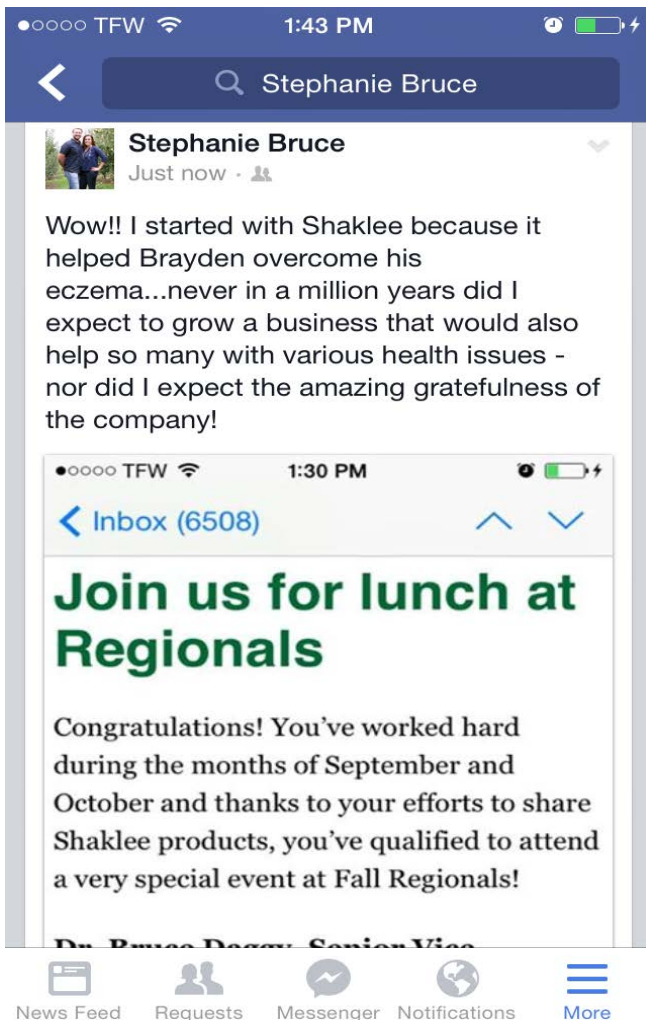
then you also make bonus checks!!

you probably saw that each item has a PV value (think of it as a point system) - ---once you sell 250PV (your own personal purchases are included in that you make a 4% bonus check. then at 500PV you make 8% bonus check and so forth...once you hit 2000PV you make 20% bonus checks

i can send you an email with the 10:31am plan if you'd like.

stephanie

plus there are all paid for trips, car payments (which is the goal i'm working towards right now)



Humbly Share Your Accomplishments on Facebook

- People interested in the business (and even those who don't even yet know they are interested in the business) want to SEE that YOU are succeeding before they "sign on the dotted line".
- You're a real life person they actually know (rather than hearing some infomercial preaching to them they'll make thousands of dollars) --- so it makes it so much more realistic that the success can be theirs too!

stephanie

Action Steps Session #10

- Begin spending a LITTLE time “ liking” and commenting on FaceBook
- Create a habit to do a little on FB every day.
- Pick a partner to do an event with and then...
- Develop a topic/theme to do a FB event around—Lose Inches Before the Holidays, Less Stress-More Energy for the Holidays.
- Create your postings, assemble your pictures, do up an outline.
- And, then do one...or two...or three!! Go for it!!

Lisa

“With Facebook you are listening for needs with your eyes.”

Archived Webinars



- **Monday Night Wellness**

- Archived at www.betterhealthin31days.com
- Need to subscribe to the website to get your own password to access the webinars.
- .Also gives you access to betterfuturestartstoday.com

These websites are created and operated by Chris Spell-webmaster

- **Tuesday/Thursday morning training**

- Archived at www.bobsfiles.net
- Create your own username and password to access the website.
- Webinars are listed on left-hand side with current ones at the top of the list.

Videos To Share

- <http://www.betterfuturestartstoday.com/demo/BePartOfTheEffect/SteveToovell>
<http://www.betterfuturestartstoday.com/demo/BePartOfTheEffect/JenMorris>
<http://www.betterfuturestartstoday.com/demo/BePartOfTheEffect/RickSeymour>

<http://www.betterfuturestartstoday.com/demo/Training/TeamingUpFall2014-Session06-10092014>

Monday Night Wellness Webinars

November 3 – Gary Burke – on home business benefits

November 10 – Headaches, Migraines and

November 17 – Stress, Depression and Other Pressures on College Students

November 24 – Inside the World of Shaklee

December 1 – Gary Burke – benefits of home businesses

December 8 – NO WEBINAR-- Playa del Carmen Shaklee Dream Trip

December 15 – Sorting Through the Myths of the Ingredient Critics



Cleveland, Ohio – August 12-16th 2015



Be part
of the effect[™]

New Fall 2014 Directors

- Lauren Breeden (Odom)
- Marissa O'Neal
- Jennifer Lee
- Stephanie Bruce
- Sarah Goodman (Anderson)