

Impact 1,000,000 minds

Help us raise awareness and support for brain health research.



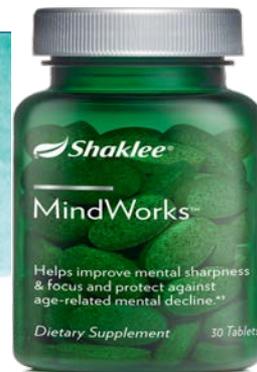
MindWorks™
CHALLENGE



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.

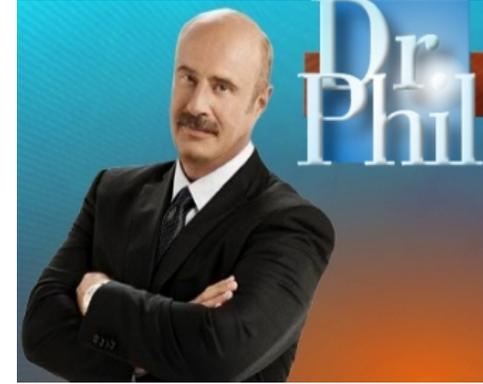


+ **CogniFit**
Brain-Training Software

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).

Shaklee Offers Veterans Free Distributor Kits

Shaklee will provide a free business kit (\$49.95 value) to veterans in honor of their service to our country.

This offer is valid from November 17, 2014 until March 31st, 2015 with proof of military service.



Supporting documentation can be faxed to 925-924-3888 or emailed to fieldsupport@shaklee.com. Promotion Code VETERAN

Please contact Shaklee at 1-800-Shaklee (1-800-742-5533) to redeem this offer.

Teaming Up Fall 2014 –Lesson 11
Holiday Business Strategies
November 13, 2014

Senior Executive Coordinator
Lisa Anderson



Senior Coordinator
Katie Odom



Be part
of the effect™

Objectives for Session #11 – Holiday Business Strategies

- To discuss a variety of ideas to sustain and even grow our PV during the holiday season, including:
 - Holiday gift packages
 - Products important for our customers to have during holiday season for stress, immunity, energy, digestion and healthy weight.
- To provide ideas to help families earn additional income during the holidays to help pay for holiday expenses.

lisa

Holiday Strategies

- **Have a plan** of how to generate PV in November and December
- **Have a plan** for how you will connect with people ..As you meet new friends, focus on building a relationship rather than selling products or pitching the business (remembering to use 3 elements of meaningful conversations .. Tell me about.... acknowledge, and sharing why you do what you do)
- Keep your eyes open for potential business partners as well as new customers. .. Just build relationship first.
- Understand that November and December can be great months for your business.(1/3 of Master Coordinators were sponsored in December)
- Have a plan for generating PV early in December to eliminate any end - katie of-month PV stress.



Feature Shaklee Products Essential for Healthy Holidays

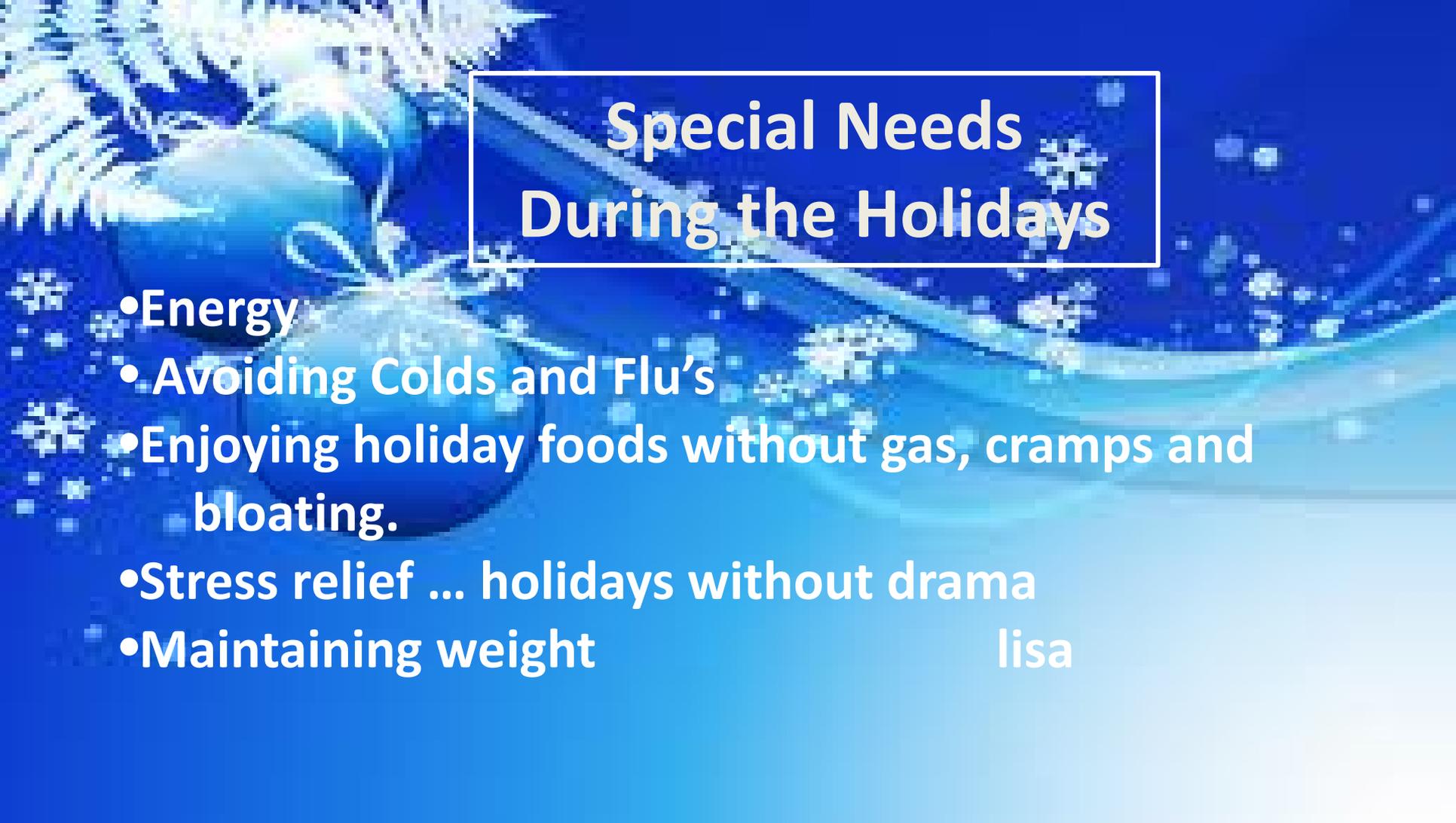
- Send newsletters
- Email blasts
- FaceBook posts
- Best of all ---Make courtesy calls to teach your members about 3 or 4 products you consider essential for keeping the family healthy through the holidays And here are a few of the most popular ... lisa





Shaklee Holiday Vitamin Survival Kits

lisa



Special Needs During the Holidays

- Energy
- Avoiding Colds and Flu's
- Enjoying holiday foods without gas, cramps and bloating.
- Stress relief ... holidays without drama
- Maintaining weight

lisa

Avoiding Colds and Flu

- **Vita C** –sustained release (PV 16.65)
- **Nutriferon**-- (PV 30.00)
 - Stimulates production of interferon NATURALLY
- **Premium Garlic Complex**—no odor (PV 27.30)
 - Anti-viral, anti-bacterial, anti-fungal
- **Defend and Resist Echinacea**— (PV 13.30)
 - Take immediately at onset of a virus
 - Take a lot
- **Vitalized Immunity** – drop tablet in glass of water ... and it turns into high potency immune-protecting yummy orange drink (PV 16.50) lisa



PV for Holiday
Immune Package =
103.75

Consider Keeping Small Inventory of The Immune Products

- Keep bottles out on your desk at work ...
- Keep a little bag of Stress Relief Complex... or Energy Chews, Mind Works Samples, etc ... to offer to friends

katie



What if you called 10 people this week...

Think of 10 families who want to stay healthy through the holidays ... and offer a special package with free shipping .

10 families X 103 PV = 1030 PV X 12% = \$120

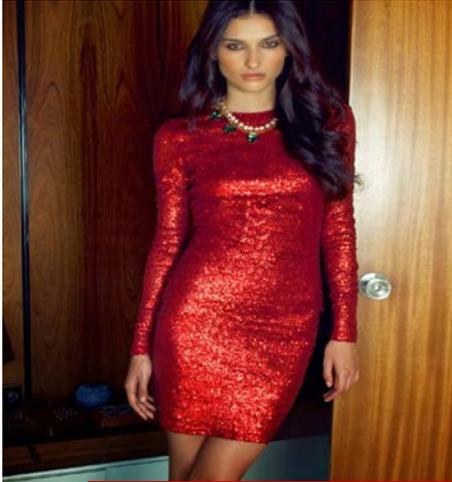
20 families X 103 PV = 2060 PV X 20% = \$400

+ 15% differential = \$300 lisa

for a total of \$700 Holiday spending money



Want To Lose An Inch or So Before Slipping Into Your Holiday Frocks?



Shaklee 180 Turn Around Kit for 4 weeks

The average participant in Shaklee 180 clinical trial lost 15 # in 12 weeks ... That's about 5 pounds in 4 weeks .. Should equate to a few inches in fat disappearing in time to make an entrance in your new holiday party clothes.

katie



PV 172.28 (cost about \$9/day) MP \$269.95 ..

That's 2 meals ! Plus snack

11.6 Hefty people X 172 PV = 2000 PV X 20% = \$400

plus 15% differential = \$300

totaling \$700

FaceBook Event Idea of the Month

I'm Dreaming of A Light Christmas: 5 Steps to Keeping the Weight Off*

Join us from the comfort of your own home, grab a hot drink and hop on your computer to hear some practical tips to help you enjoy the delicious sweet and savory foods of the holiday season without the extra pounds that typically come along with it. Julie, Moyra, Susan



EAT and Stay Slim

- **Shaklee 180 Smoothees and Bars**
 - 23 gms Protein, 6 gms fiber
 - Leucine—repairs /builds muscle
 - **Metabolic Boost**— burn fat, reduces carb cravings
 - **B Complex**— curbs cravings for sweets
- katie

Building PV With Holiday Face Book Events, Conference Calls and In-Homes

Team up with other leaders ...

Typically each event will generate 250 PV

250 PV x 4 events = 1000 PV



How many events could you schedule over next 6 weeks? katie

Holiday Eating –Digestion Products



- **EZGest** –comprehensive digestive enzymes (PV 14.65)
 - Helps prevent bloating in upper digestion
- **Optiflora Probiotic** --restores essential flora (PV 14.65)
 - Triple encapsulated to protect from stomach acid
 - Helps prevent gas, acid reflux, strengthens immune system
- **Stomach Soothing Complex**—peppermint & ginger for indigestion, nausea, heartburn, motion sickness for the trip to Grandma’s house (7.30 PV)
- **Herb Lax**— improves regularity , relieves constipation (5.30 PV 60 tabs)

lisa

Holiday Eating PV Package = 41.90

Sample Conversation Starters

“ Oh by the way, do you know about the Shaklee EZ Gest product? Does anyone in your house ever have gas or bloating after a meal .. Or heart burn ? ” etc

Or

“ Do holiday foods ever cause digestive upset for any one at your house? Do you know about Stomach Soothing Complex?”

Or

*“ Have you ever used the Shaklee Optiflora Probiotic .. It is a really important product any time , but especially during the holidays ... It really helps with gas .. But also it is crucial for a healthy immune system.
And Herb Lax is a good product to have in the medicine cabinet ... to promote regularity... relieve constipation. “*

lisa



Holiday Stress Relief

Stress Relief Complex

Blunts cortisol production , relaxing the body and promoting alertness

L-Theanine, Ashwagandha, Beta Sitosterol,
L-Tyrosine

B Complex

Lost under stress

Water soluble—must be replenished daily

Essential for nervous system & brain

PV 21.1



PV 16.65 (120)



Stress Package

PV = 37.80

katie

Energy

Vitalizer – 80 nutrients

- B Complex
 - Converts food into energy
- Energy Tea
- Energy Chews
- Vitalized Protein
- CorEnergy --



55.56 PV



PV 16.65 (120)

10.00 PV

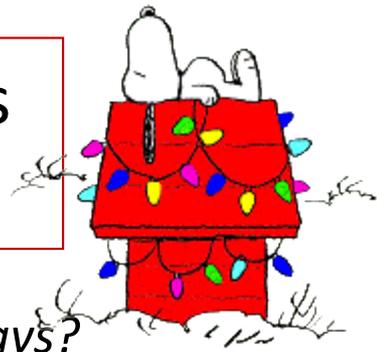


katie



PV 77.50

Some Additional Sample Conversation Starters For Your Customer Calls



Ask .. Tell me about what happens at your house during the holidays?

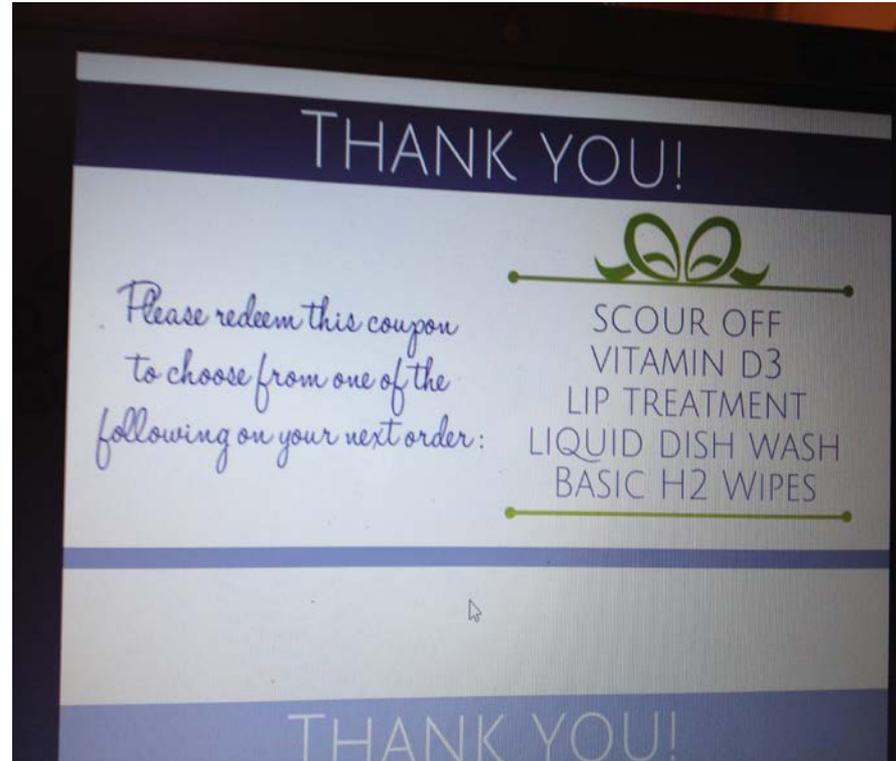
On a scale of 1 to 10.. Where is your stress level typically during the holidays?

How does your family make it through the holidays typically with colds and flu?

Anybody at your house going to want to lose an inch or so before slipping into holiday outfits? It seems odd to me that January is considered a big weight loss time .. But nobody sees you in January ... so wouldn't now be a better time to lose weight before the big social season? katie

Holiday Customer Appreciation Coupon

Free Product – Choose from the List katie



Gift Giving Ideas

- Green Giving is in – 1 pt Basic H + spray bottle kit (\$17 MN)
- See Bonnie Donahue blog post attached
- Pair of slippers with Herbal Blend Multi-Purpose formerly Foot Cream (\$7.75 MP)
- Energy Pack -- Energy Chews and Energy Tea with note ..
- Hand and Body Lotion

Nice to give gift to leaders on your team

katie



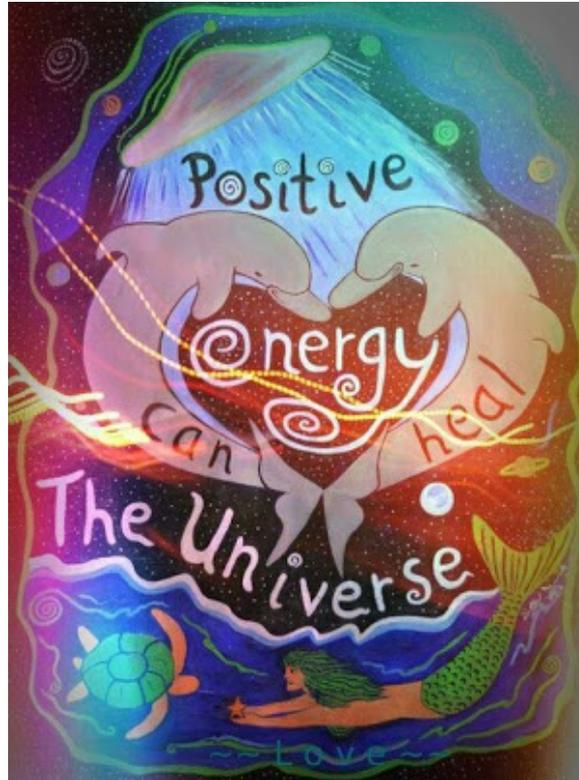
Give an Energy Pack With An Inspirational Energy Quote

Energy Chews \$17.95 MP
Energy Tea \$25.45 MP

*“What the world
needs now ... is love
sweet love*

*These will supply the
energy .. You supply
the love.”*

lisa



**Life begets
life. Energy
creates energy.
It is by
spending
oneself that
one becomes
rich.**

Sarah Bernhardt

QuotePixel.com

Include a handwritten
note:
*“Here’s my little gift of
energy for you...
With Love, Lisa”*

Ideas to Generate PV Early in December

- Customer Appreciation Holiday Open House or Brunch-- discounts for attending ... Live or on FaceBook
 - Feature products for healthy holidays
 - Gift giving ideas
 - Free products or drawings
 - Serve festive food
- Holiday Fairs with other vendors/ entrepreneurs
- Offer free shipping on a specific day or days
- Offer discounts on certain product collections katie



People Skill Reminders



This holiday season...

- Let's all be better listeners than talkers.
- Let's trust that we will meet the people we are supposed to meet.
- Let's allow people to contribute to us . Leaders are continual learners.
(*Tell me about ... what happens at your house over the holidays? What are the kids doing now? How is work going?*)
- You make a friend before you make a sale and before you have a new partner join your team.

Barb/.Jo

Action Steps for Week # 11



- Make 10 courtesy calls a week offering information on 3 to 4 products important for holiday health.
10 X 50 PV = additional 500 PV /week
- Initiate conversations and ask questions to discover needs/wants with 3 - 5 people.
- Invite your top business partners over for a pot luck dinner. Discuss your goals for January.
- Capture names & contact information of people you are meeting.. to connect with later.
- Practice asking questions (with Tell Me About) and “Active Listening”
lisa

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

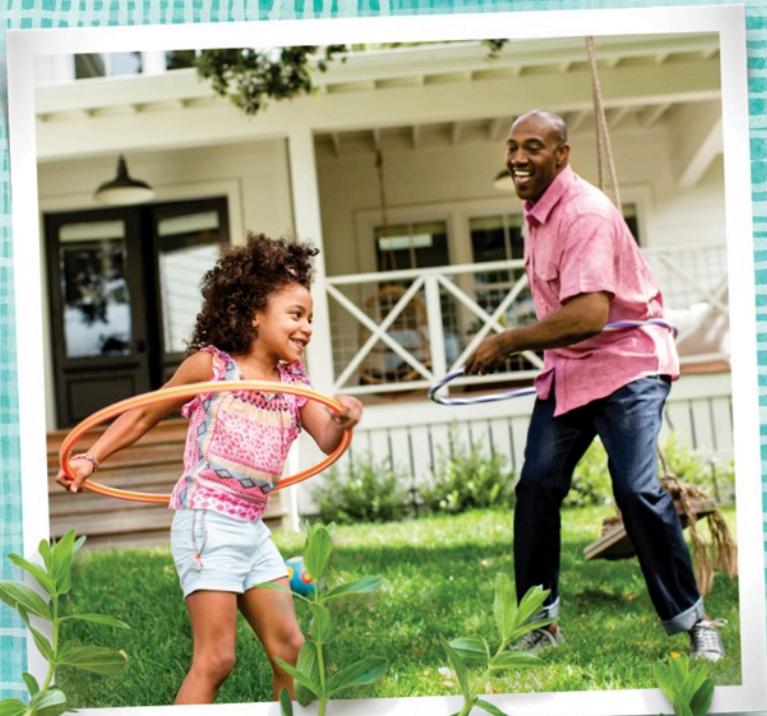
December 1 – Gary Burke – benefits of home businesses

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™

 **Shaklee®**
Creating Healthier Lives®