A portrait of Steve Jobs, wearing his signature round glasses and a dark suit, is the background for the text. The text is overlaid in a white, sans-serif font, centered on the image. The quote is: "I'M CONVINCED THAT ABOUT HALF OF WHAT SEPARATES SUCCESSFUL ENTREPRENEURS FROM THE NON-SUCCESSFUL ONES IS PURE PERSEVERANCE." The background is a dark, muted purple or brown color.

I'M CONVINCED  
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OF WHAT SEPARATES  
SUCCESSFUL  
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THE NON-SUCCESSFUL  
ONES  
IS PURE  
PERSEVERANCE.

STEVE JOBS

# Quote

---

- **“This is the moment — this is the most important moment right now. Which is: We are about contribution. That’s what our job is. It’s not about impressing people. It’s not about getting the next job. It’s about contributing something.”**

■ —  
Benjamin Zander





**Cleveland, Ohio – August 12-16<sup>th</sup> 2015**

# Dan Buettner at Shaklee Live

National Geographic Explorer and New York Times® best-selling author of *The Blue Zones*



- Founded Blue Zones, LLC in 2009, a company that puts the world's best practices of longevity and wellbeing to work in people's lives.
- Buettner's *National Geographic* cover story on longevity, "The Secrets of Living Longer," was one of their top-selling issues in history and resulted in his being a finalist for a National Magazine Award.
- His books *The Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest* (2008) and *Thrive: Finding Happiness the Blue Zones Way* (2010) appeared on many bestseller lists and were both featured on *Oprah*.
- His new book, **THE BLUE ZONES SOLUTION: *Eating and Living Like the World's Healthiest People***, is available in stores now.



# Blue Zone Principles Applied to 20 American Cities, Improving Health of More Than 5 million

- In 2009, Dan Buettner and his partner, AARP, applied principles of *The Blue Zones* to Albert Lea, Minnesota, and successfully raised life expectancy and lowered health care costs by 40%.
- Since then, he has teamed with Healthways to implement the program in more than 20 cities in America and has dramatically improved the health of more than 5 million Americans to date.
- Their strategy focuses on optimizing the health environment instead of individual behavior change. Writing in *Newsweek*, Harvard University's Walter Willet called the results "stunning."
- Dan also holds three world records in distance cycling and has won an Emmy Award for television production. You can learn more at [www.bluezones.com](http://www.bluezones.com).



## New York Times® best-selling author of *The Happiness Advantage*, Shawn Achor at Shaklee Live in Cleveland

- After spending 12 years at Harvard University, **Shawn** has become one of the world's leading experts on the connection between happiness and success.
- His TED talk is one of the most popular of all time with over 8 million views, and his lecture airing on PBS has been seen by millions.

**Shawn** has worked with over a third of the Fortune 100 companies, and lectured in more than 50 countries speaking to CEOs in China, senior leaders at the Pentagon, schoolchildren in South Africa, and farmers in Zimbabwe.

His Happiness Advantage training is the largest and most successful positive psychology corporate training program to date in the world.

Shawn is the author of *New York Times* best-selling books *The Happiness Advantage* (2010) and *Before Happiness* (2013), as well as *Ripple's Effect* and *The Orange Frog*.

Jack Walsh

Before you are a leader, success  
is all about growing yourself

Once you become a leader,  
success is all about growing  
others

# Stephanie Bruce Report from New Director Conference



Opening Night Fun





# Our Businesses Grow .. As We Grow

Shaklee Leadership, Coaching and Personal Development

Summer 2015 # 4 June 25

## Inside the Coaching Session

Master Coordinators

Jo Coogan & Barb Lagoni



Senior Coordinator  
Becky Choate



Senior Executive  
Coordinator  
Lisa Anderson



## Objectives for Session #4 – Inside the Planning Session

- This week we will learn how to work with each of our leaders to create a plan to move them to the next level. ... with specific activities ... And **on paper**
- We will review the information we will need to help our downlines qualify for every benefit the compensation plan offers.
- We will review how to create a 1000 PV plan, a 2000 PV plan, a strategy for earning power bonuses, and Fast Track bonuses, and all the rewards Shaklee Compensation Plan offers.

lisa



# Preparing Ourselves to be Good Planners

To help our business partners make a plan, we will want to be clear about:

- The most effective activities and events for sponsoring new members and identifying business partners
- Resources to teach the basic skills for contacting and inviting  
(See Training Sessions: Shaklee Summer School—Session #3; Teaming UP 2014—Session #6; Legacy & Leadership 2015—Session # 3 )
- Key steps in the compensation plan that significantly maximize their income:
  - time frames for earning Power Bonuses
  - time frames for earning Fast Track bonuses
  - qualifications for New Directors Conference
  - qualifications for earning car payments
  - qualifications for each rank as they advance,

...especially Senior Coordinator which is where they qualify for Infinity Bonuses

becky





# Time Frames for Earning Power Bonuses

Distributors are eligible to earn a Power Bonus of \$150 for every 15 points they accumulate by personally sponsoring new Members, Distributors and Gold Ambassadors.

1 point for orders totaling 50–99 PV

2 points for sponsoring new members with orders of 100 PV or more

5 points for sponsoring \$ 349 Gold Business Kit

10 points for sponsoring with \$699 Gold Plus Business Kit

Power bonuses are awarded for first full 3 months after purchasing distributor kit ( \$49 ) or Gold kit.

AND for first full 3 months after reaching each new rank.

Points are awarded to ORIGINAL SPONSOR (not Placement Sponsor)

For direct deposit, the Electronic Funds Transfer

becky

Direct Deposit Form is available in the Library at [www.myshaklee.com](http://www.myshaklee.com)

## Time Frames for Fast Track Bonuses

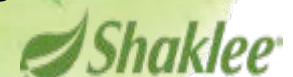
Fast Track clock begins the month appointed to Director.

FT bonuses are paid in 10 equal monthly installments

Purchase of Gold Kit required

- Become Senior Director within first 6 months = \$1000 FT Bonus  
matching upline bonus \$500
- Become Coordinator within first 9 months = \$3000  
matching upline bonus \$1500
- Become Senior Coordinator within first 12 months = \$5000  
matching upline bonus = \$2500
- Become Executive Coordinator within first 15 months = \$10,000
- Become Senior Executive Coordinator within 18 months = \$15,000
- Become Key Coordinator within 24 months = \$15,000
- Become Senior Key Coordinator within 30 months = \$15,000
- Become Master Coordinator within 36 months = \$25,000

lisa





# Qualifications New Directors Conference Oct 12-16, 2016

**Business Leaders in the Dream Plan who are first-time Directors and maintain their rank** are eligible to qualify for the New Director Conference

Qualifications:

**18,000 CV In any 6--Consecutive month period within first 12 months as Director**

( CV is personal volume plus downline business leader volume up to 2000 PV

**“Second Chance”Qualifications:** A Dream Plan Business Leader who was eligible to qualify for the New Director Conference at one time-- because they were in the Dream Plan and were either a first--time Director –

but who did not accumulate sufficient CV to qualify within their first 12 months as a Business Leader, may qualify by **accumulating 48,000 CV within any 12--consecutive month period.** lisa





# Qualifications for Car Payments

## **Dream Plan Senior Director or Above is Eligible**

- 5000 Car Volume ( Personal PV + 2000 from 1st level Director (s) )
- Maintain for 3 months
- Then send Shaklee car registration form, copy of lease or automobile purchase , photo of you and your new car!
- Option .. May accumulate car payments for 6 months to help provide down payment on car. lisa

Senior Director	\$225/mo	or	\$250 for hybrid
Senior Coordinator	\$325/mo	or	\$375 for hybrid
Senior Executive Coordinator	\$ 400/ mo	or	\$450 for hybrid
Senior Key Coordinator	\$450/mo	or	\$500 for hybrid
Master Coordinator	\$500/mo	or	\$600 for hybrid

## Know the Rewards of the Compensation Plan to Be Sure to Incorporate Strategies for Achieving Each

- Power Bonus time tables (every time they advance in rank)
- New Directors Conference
- Car bonuses payments
- Fast Track bonuses
- Infinity bonuses
- Trip qualifications
- Their next rank advancement



becky

## Next --Be Ready with Inspirational True Stories And Examples of What Others are Doing That is Working

- Stories inspire ..
- Stories encourage
- Create confidence and belief
- Teach lessons

lisa





## Lastly, to Prepare Ourselves to Guide our Business Partners for Planning Sessions ...

We will want to remind ourselves of the role of the leader  
Is being a guide and a coach...

Being an advocate for them --

What they want Not what we want

Not telling .. But asking questions to help them participate in the planning. They are not looking for a boss to tell them what to do ... But rather a coach and mentor to help them create their plan.

katie

## Popular Activities To Launch Your Business

- Grand Opening / Business Launch Events – In your home
- Grand Opening / Business Launch Event ... On Face Book
- Individual appointments
- 3 way calls
- Healthy Home Healthy You events
- Play dates, lunches
- Inviting to webinars, conference calls and live area meetings
  - Inviting to Shaklee weekly Monday Business Opportunity Presentations
  - Health Stories Conference Calls
  - Wellness Webinars

katie



# Inside the Planning Session

- All planning sessions begin with a quick review of our business partner's goals and purpose (because they can change )
- Review the first 10 names on their list -- one by one to determine best approach
- Discuss potential business partners first –
  - The benefit of identifying business partners early is they can now learn together ...
  - And they begin building a team ... and learning how to create a team culture to invite others to join
  - We increase their likelihood of qualifying for Fast Track bonuses, car payments and other perks of the comp plan that come as a reward for developing leaders
- Discuss reach out methods that are most appealing for developing their customer base.      katie



# Becky's Road to Senior Coordinator

- Thinking changed
- Worked hard... was busy ... but not productive... Because...
  - There was NO plan
- Value of a plan
  - creates awareness of how close we are to the next rank and goal.
  - creates purpose
  - provides direction (who to call, what to say)
  - provides path to income needed

Dream  
Plan  
Action



# To Maximize the Income for a New Distributor

- Help them generate 1000 PV within first 30 to 60 days ideally
- Teach them how to qualify for Power Bonuses

See Teaming Up Fall 2014

Session 8 Oct 23, 2014

Know the Numbers

Compensation Plan Strategies      becky



## Set up Planning Session to Create 1000/2000 PV Plan

- Review each name on your list with your upline or other mentor ...
- Choose 1 or 2 activities to get started ... some to develop customers.. And some to identify business partners
- Set some times & dates for your activities
- Learn how to invite, ask permission, have conversations
- And begin the process of ...Share ... Sponsor... Follow up

katie



# Ideas for Generating 1000 and 2000 PV

- Four upcoming Monday night webinars  
    Invite five people  
    Two attend = 50 PV order = 100 PV x 4 = 400 PV
- Interactive Conference Calls  
    Invite five people  
    Two attend = 50 PV order = 100 PV  
    Plan as many of these as you can!
- Four local events  
    Invite 10-15 to each  
    Six attend = 50 PV order = 300 PV = 1200 PV  
    Plan your own event!
- Three-way Conference Calls  
    Plan as many as you can with Barb, Moyra, Pam, Harper or Katie!  
    These average 50-100 PV per call
- Build a leader! Teach them to do the same  
    Make a list of possible leaders – no better time to join  
    Share these ideas with them!  
    Three distributors/10 members and duplicate      katie

When coaching our associates, they will likely be able to reach **1000 PV from their immediate circle of friends ...**

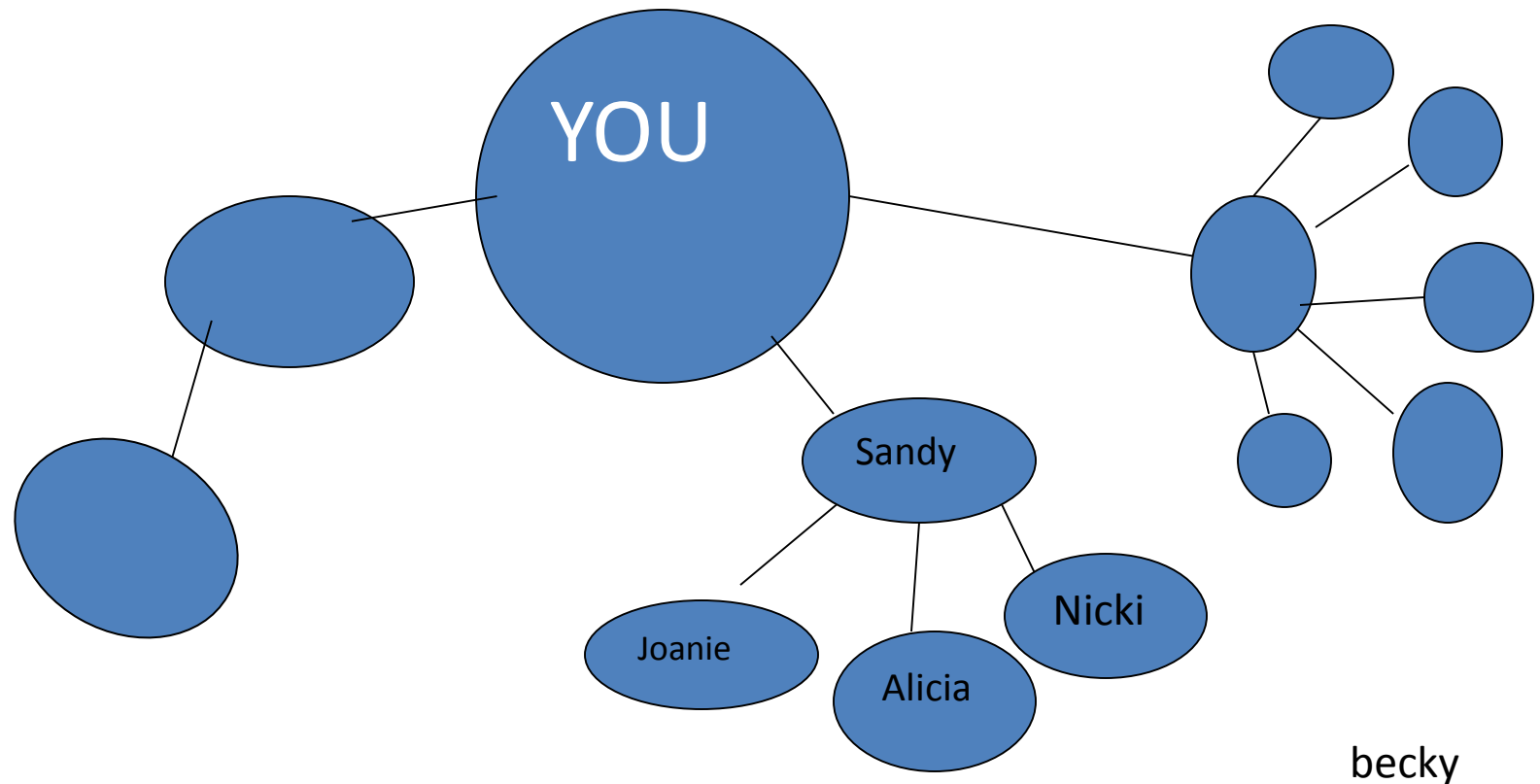
However, to advance to 2000 PV and 3000 PV and beyond, they will want to learn how **to obtain referrals and create incentives** to meet the people that their customers know...



- We will want to have a good customer service system in place to teach our new leaders how to create life-long customers.. Some of whom may eventually join our business team. becky

# This is How We Want Our Businesses to Grow

Develop members under members.. Some will become life-long customers and some may become business partners





# Stay Close The First 30 Days

- *“When we sponsor a new distributor, we make a commitment to help them get off to a great start and to work closely with them the first 30 days....”*

--Sarah Robbins

- Review the Gold Starter Kit –
  - Products for their families and themselves
  - Help them set up their personal website
  - Connect them to training sessions and resources
  - Your goal is to help them earn a Power Bonus as soon as possible (\$150 for every 15 points )
- katie

See Sarah Robbins p 83 to 94



- Set up a planning sessions for yourself with an upline or other leader .
- Set up planning sessions with each of our business leaders and distributors. ... might want to do with a senior leader to help
- Helpful Training Webinars to Review:

Shaklee Effect #10 Coaching Oct 29, 2013

Shaklee Summer School 2014 #2 Getting Started 101 6-24-14

Teaming Up #4 Springing into Action 9-25-14

Teaming Up #8 Know the Numbers– Comp Plan Strategies 10-23-14

Legacy and Leadership #10 Coaching & Planning 3-19-15 lisa

# Subscriptions Open Now

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Dear God,  
I have a problem...

I think it is me...

Ben Zander

The Job of the leader is to speak to the possibility.



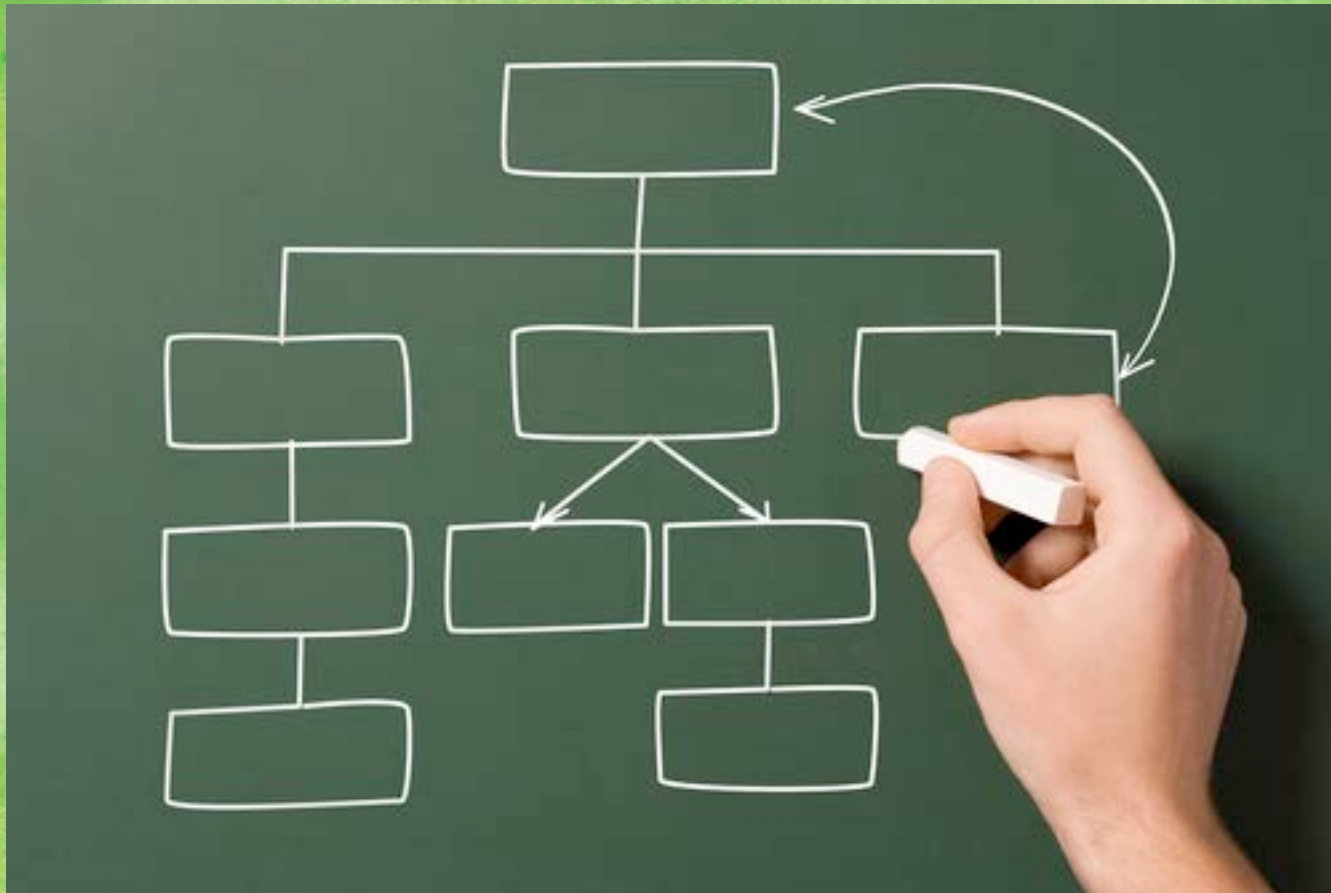
Jim Rohn

The major value of life is not what you get ...

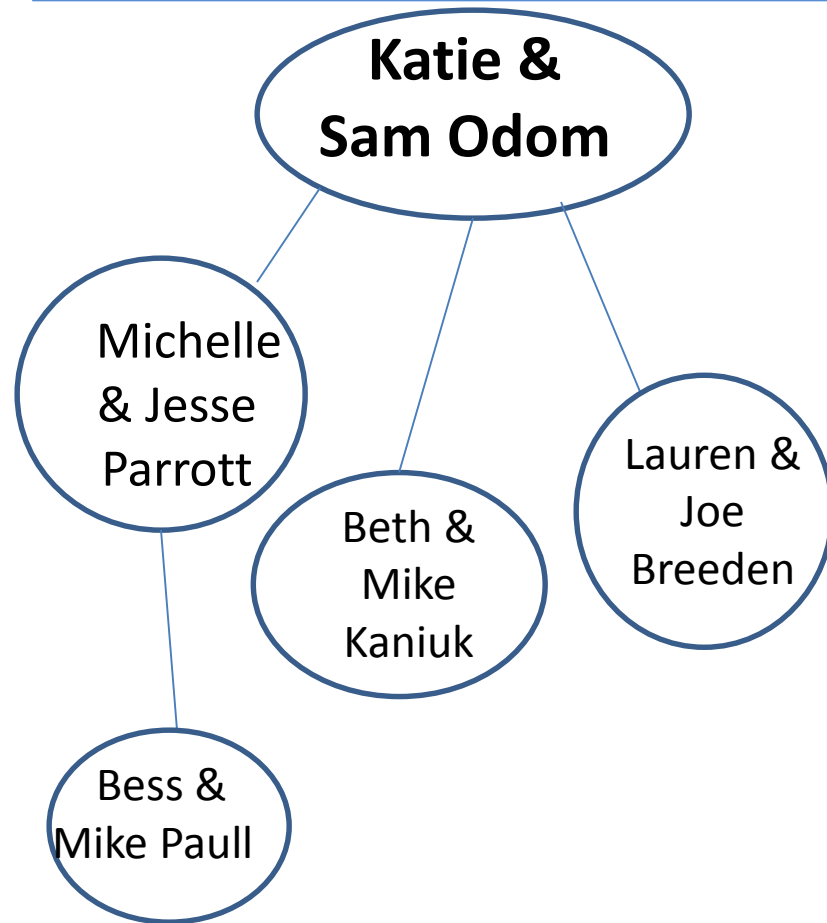
The major value of life is what you become.

You want to set a goal that is big enough that in the  
process of achieving it,  
you become someone worth becoming.





Executive Coordinator --  
3 First Generation Directors  
20,000 OV



## Time Line

Fall 2012 -- New Director \$600/mo

First 6 months --

- 3000 PV ( or OV )
- New Director Conf  
( 18,000 over 6 month period )
- Senior Director \$1200/ mo,
- Car Qualifier,

Spring 2014 -- Coordinator ( trip)

- Senior Coordinator \$2000/mo  
receive infinity bonuses

New Baby ... Sold house , Bought house

Spring 2015 -- Executive Coordinator

From \$2000/mo to \$2700 in one month

2.5 years working part-time to Exec Coordinator

Executive Coordinator --  
3 First Generation Directors  
20,000 OV

**Katie &  
Sam Odom**

Laura and  
Josh Guge

Beth &  
Mike  
Kaniuk

Michelle  
& Jesse  
Parrott

Lauren &  
Joe  
Breedon

Stephanie  
& Clayton  
Bruce

Bess &  
Mike Paull



Upline Executive  
Coordinator Harper Guerra

Income from \$3000 to  
\$4000 in one month





Harper and Ryan Guerra  
New Senior Executive Coordinators  
3 First Generation Directors  
30,000 OV



## Senior Executive Coordinator

Katie &  
Sam Odom

Harper &  
Ryan Guerra

Kristen &  
John  
Jakubowski

Lindsay  
& Chad  
Boyd

Executive Coordinator 20.000 OV

30,000 OV -- \$4000 +/-month

# New Directors Conference 2015

## Report from Julie Young

- Photo booth
- Tours of headquarters
- Tours of Innovation Center

