

## **- New Distributor Getting Started Webinars -**

Join Field Training Specialist Leigh Bordelon for a general overview of the Member/Distributor views of MyShaklee.com.

An introduction to all of the tools and resources that support a new Distributor.

All are welcome, but content of this live webinar is targeted to new Distributors.

Mondays at 4 pm PT / 7 pm ET. Dial 1-866-321-0138 | 913183# and login to

[www.anywhereconference.com](http://www.anywhereconference.com) | web login

106225850 | pin code 913183. jo

# January - March 2015 Campaign

- **Let's Set the Record!**
- In partnership with Jacqui McCoy and a Shaklee 180® community of field leaders, Shaklee 180® will be launching a Shaklee family effort to set a weight loss record by March 2015
- **Join Shaklee to make our family and our world 40,000 lbs. healthier by March '15!!** jo
- This means:
- 4,000 new wardrobes
- 4,000 new dress sizes
- 4,000 brighter smiles...





## Jacqui Video Diary

Defining Hunger This is the first in a series of videos from Jacqui McCoy, Shaklee Independent Distributor, Extreme Weight Loss contestant, and fan of Shaklee 180®.

Available on the Member Center

**Set the Record with Shaklee 180® Support Call** - Join Dr. Jamie McManus, Chair of Medical Affairs, Health Sciences and Education and special guest speakers, including regular appearances by Jacqui McCoy, for this series of calls January through March. Information and support for Distributors helping others to lose pounds and inches, with business success tips for sharing and building with Shaklee 180.

Every Tuesday through 3/24/15. 5:30 pm PT / 8:30 pm ET. Dial [1-512-225-3211](tel:1-512-225-3211) | 951025# to join the live call.

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## **1/19 - Set the Record with Shaklee 180® Update -**

Don't forget to send us your group's weight loss information so that we can stay on top of our progress in the 40,000 pound weight loss goal.

Email your [Shaklee 180 Record Form](#) to [Shaklee180Record@shaklee.com](mailto:Shaklee180Record@shaklee.com).



- Earn \$100, \$200, even \$1200 or more! For hotel, food and fun at Shaklee Live 2015  
January 1, 2015 – June 30, 2015

*Absolutely everyone needs to be in Cleveland this August for Celebration of 100 Years of the Shaklee Effect™.*

- *And if you thought it was outside of your budget? Not anymore!*
- Earn the cash to cover the expenses of this once-in-a-lifetime event by doing what you're already doing to build your business – sponsoring new people!
- Cash for Cleveland rewards you for sponsoring new people with cash bonuses you can earn to spend at Shaklee Live 2015 in Cleveland, OH.



## **HERE'S HOW IT WORKS:**

### **Earn shares monthly for the Cash for Cleveland Bonus Pool of \$50,000 (January 2015 – June 2015).**

- Each month you earn 20 personal sponsoring points between January and June 2015, we'll reward you with one share or a minimum of \$100 check .
- Earn 35 personal sponsoring points in a month during that time period and we'll up that amount to two shares or a minimum of \$200.
- Earn follow-up points when your new Members and Distributors place an order in their second month with Shaklee – 1 point for an order of 50 PV or more.
- Earn a combined 100 points and you'll receive VIP seating and access to the Star Achiever Event.
- Top 20 point earners during the Cash for Cleveland Incentive will receive special recognition at Shaklee Live 2015 in Cleveland.
- You must register for Shaklee Live 2015 by June 30, 2015 to be eligible and attend conference to receive your Cash for Cleveland check.
- Points are earned through personal sponsoring with qualifying orders placed at the time one joins and accrue to the Original Sponsor. Points are earned according to the following:
  - 15 points for a new Distributor with a \$999 Super Gold PAK
  - 10 points for a new Distributor with a \$699 Gold Plus PAK
  - 5 points for a new Distributor with a \$349 Gold PAK
  - 2 points for a new Member or Distributor with a 100 PV or more order
  - 1 point for a new Member or Distributor with a 50 PV Order
- The maximum number of shares you can earn is 12 shares.

# Smart Heart Regimen for Prevention of Heart Disease

- **Shaklee Blood Pressure** – relaxes smooth muscle cells... which
  - Reduces the constriction of the blood vessel
  - Which opens the arteries and improves blood flow .. of nutrients and oxygen to the cells all over the body
  - Which reduces blood pressure
- **Omega Guard Omega 3 Fatty Acid Complex --**
  - Reduces inflammation
  - Reduces platelet aggregation ( stickiness)
  - Makes red blood cells more slippery
- **Cholesterol Reduction Complex –**  
if cholesterol is above 180 to 200
- **CoQ Heart --**
  - especially if on a statin drug
  - anti-oxidant that helps prevent oxidation of LDL cholesterol into plaque      barb



# Legacy and Leadership Spring 2015

Session #6 Feb 19, 2015

FaceBook is Your Friend



Senior Coordinator  
Katie Odom



Senior Executive Coordinator  
Lisa Anderson



## Objectives for Session 6

### Facebook is Your Friend

Roger Barnett addressed the Master Coordinators last week and presented what he considers to be the key areas that is growing our business ... and at the top of the list was ... FaceBook and social media ... which he said ...

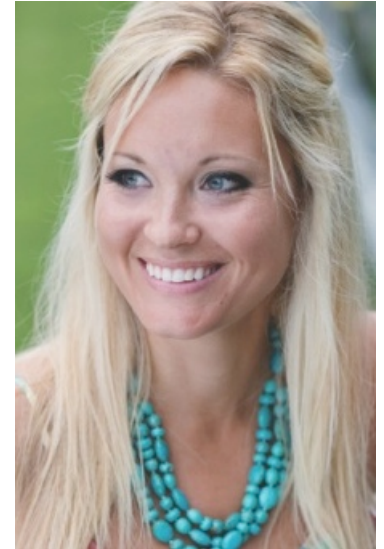
“Is revolutionizing our industry “

So we are creating 2 sessions that will be archived at [bobsfiles.net](http://bobsfiles.net) .. And [YourFutureStartsToday.com](http://YourFutureStartsToday.com) that we can use to train our new distributors    barb

# FaceBook is Your Friend



With :Bonnie Donahue  
Senior Executive Coordinator  
and  
Harper Guerra  
Executive Coordinator





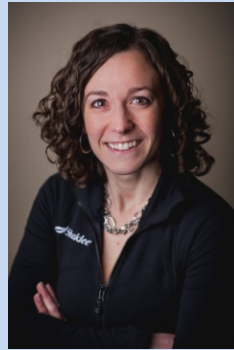
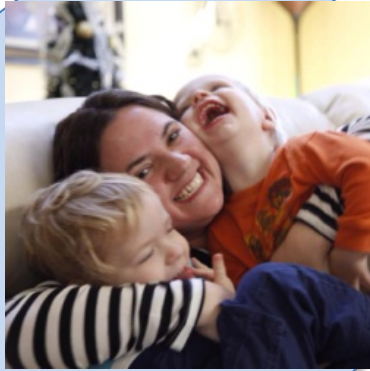
# What is the Value of Facebook?



When utilized well, Facebook and social media can be a very valuable tool for growing your business by

- Giving you an expanding circle of influence
- Giving you a platform to become a resource
- Giving you new avenues for marketing and prospecting
- Giving you a place to build a community for your team

# Growing your circle of influence

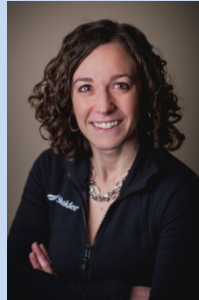




# Growing your Circle of Influence

**Meghan**

**Kristin**



**Mari**

**Stacy**

**Heidi**

# A platform to become a resource

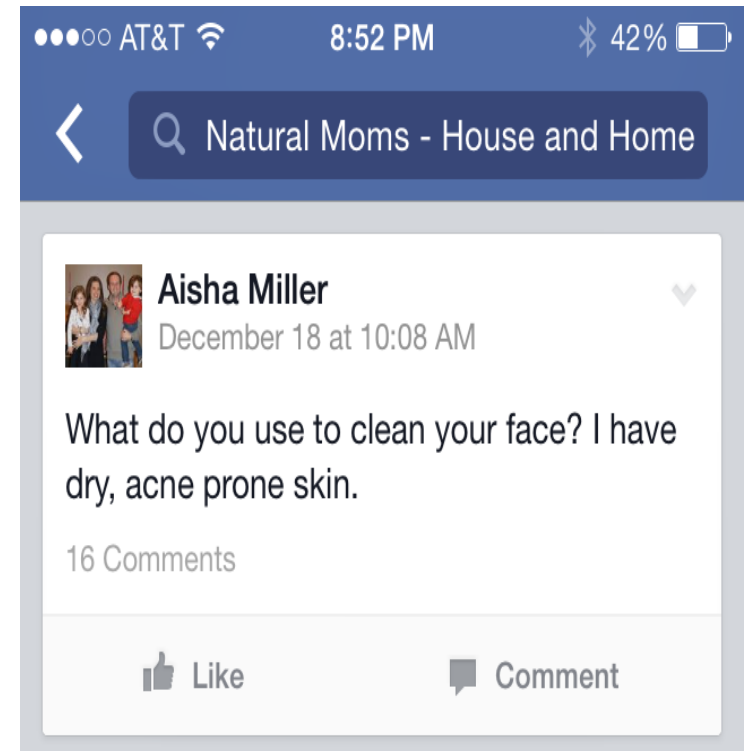
Sharing valuable  
information on health  
topics helps you  
become a resource for  
those searching for help





# New avenues for marketing and prospecting

- Connecting with people from your past
- Deeper connection with those you meet
- Opportunities to connect with friends of friends
- Groups



# Building Community for your team

- A place to share helpful business advice
- A place to help each other
- A place to ask questions
- A place to find encouragement
- A place to communicate events
- A place to share information



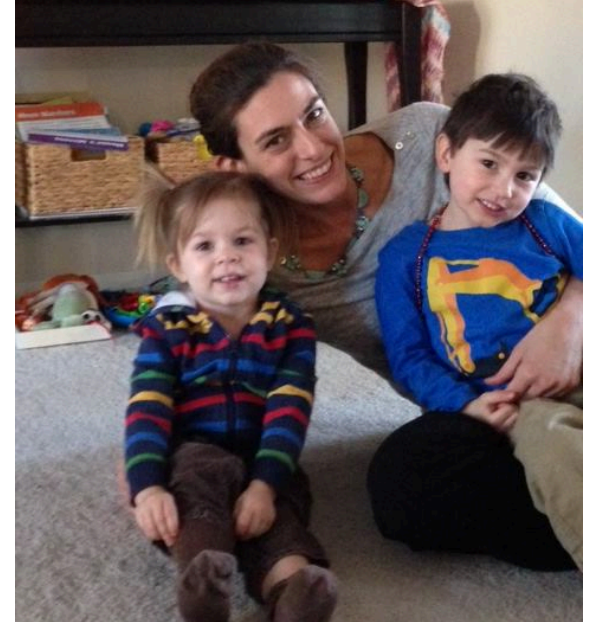


# Facebook 101

- Make NEW friends
- TALK WITH THEM
- FORM (Family, Occupation, Recreation, Message)
- 80/20 RULE
- Use your pictures
- Join groups
- Tag people
- Facts Tell/Stories Sell
- Share your story
- Share valuable information

# Facebook 101

- Good profile pic
- About page
- Comment often
- Facebook Events
- Facebook Groups



# FaceBook Inquiries

The goal after receiving an inquiry on FaceBook is..  
TAKE THE CONVERSATION OFF LINE AND TO THE PHONE

Katie .. “ Can you send me some information on Basic H .... Or  
Shaklee 180, children’s vitamins...

“ I Would love to chat with you about this. How would Tuesday  
during naptime work or are evenings better ... ?

Then send something.... Set up a 3-way, watch a webinar .. But  
making telephone contact is by far the best . harper





## Stephanie Bruce --FaceBook Events

- Created FaceBook event -- on topic of  
Are You Living in a Toxic Home
- 87 attended !!!
- resulting in 3 new members
- 3 Get Clean Kits sold
- Sales that contributed to my highest volume of  
3000 as well as for downline Director group  
resulting in highest OV of 5113
- One new distributor

Highest PV generated from 2 major activities in January ..

1. This FB event
2. And the other ... 5 Day Detox discussed on FB and phone calls.

# Stephanie's Tips For A Successful Facebook Event

- Stephanie Bruce, Senior Director



Blogs @: [www.gatheredinthekitchen.com](http://www.gatheredinthekitchen.com)

Follow along on Facebook @:

<https://www.facebook.com/pages/Gathered-In-The-Kitchen/255337894491802?ref=hl>



# Stephanie's Tips For A Successful Facebook Event

1. Plan In Advance
2. Set Your Objectives
3. Engage Your Participants
4. Closing Comments
5. Follow Up Is Key
6. Send Out Prizes





# Stephanie's Tips For A Successful Facebook Event

## 1. Plan In Advance!!

- a. Gather all of your material to share / make all of your slides beforehand
- b. Create the Event on Facebook 2 weeks in advance
- c. Make Invitations and send them out with personal notes
- d. 1 hour (or so) before the Event starts, send out personal messages with a catchy graphic. People are more prone to looking at colorful graphics than just text



# Stephanie's Tips For A Successful Facebook Event

## 2. Set Your Objectives

- a. Tell your participants what your objectives are in advance and thank them for their time
- b. If you're going to have prizes for the people who participate the most, now is the time to let them know!



**Stephanie Bruce**

January 18 at 9:01pm

WELCOME!! Thank you all for taking time out of your busy night to participate in our "Are You Living In A Toxic Home" cleaners event! Our goal is to INFORM you and help guide you to making safer choices for your family.

Like · Comment



**Stephanie Bruce**

February 12 at 8:08pm

We will have a prize at the end for the person who participates the most! So don't be shy! Be on the look out for the REWARDS picture and make sure you comment!



Like · Comment

# Stephanie's Tips For A Successful Facebook Event

## 3. Engage Your Participants

- a. a. Have a “Reader Question” every couple of slides to keep people engaged. Have a graphic so they know it's time to participate



Stephanie Bruce

January 18 at 9:01pm

When you see this green question mark that means there is a Reader Question – we'd like you to answer the question! The more participation the more fun this event will be!



Like · Comment



# Stephanie's Tips For A Successful Facebook Event

## 4. Closing Comments

- Thank them again for attending
- Introduce the business
- Show them WHY you "Do Shaklee"



Stephanie Bruce

January 18 at 10:23pm a.

Thank you so much for participating in our Shaklee Cleaners event tonight. We hope you learned a lot and feel confident that you have the information needed to make positive, healthy changes in your own home! All of these products can be ordered here: <http://gatheredinthekitchen.myshaklee.com/.../shop/healthyhome>



Like · Comment



Stephanie



b.



**Stephanie Bruce** with Aly Smith Ebner and 9 others

January 18 at 10:26pm

I encourage you that if you enjoyed tonight and feel the urge to tell people about Shaklee's amazing products you should consider joining our team!! and earn your own products for free just from sharing!



Like · Comment

# Stephanie's Tips For A Successful Facebook Event

*Good \* Intentional \* Thoughtful*  
**Follow Up Is Key  
For Success**

## 5. Follow Up Is Key

a. You can make  
or break your  
business with  
Follow Up...



You worked so hard to gain  
that customer, don't lose  
them because of lack of  
follow up!



# Stephanie's Tips For A Successful Facebook Event

## 6. Send Out Prizes

- Tally up the comments of your participants and announce the winner.
- You can give them options for their prizes, or you can pick what the prize will be.
- Mail it in a timely manner
- Include written information about the products you are sending



**Stephanie Bruce**

October 18, 2014 · Edited

Alright guys we have our winners!! Sorry I didn't get the chance to announce it yesterday!! It was so close I added 1 extra prize!

Thanks again to everyone who participated!

The winners are:... [See More](#)



[Like](#) · [Comment](#)

## Additional Tips from Katie

- Announcing A Face Book event on our personal FaceBook page is a good place to start in inviting.. but for best results ... make calls to let people know what it is and why you are offering it.
- Work from your list in your working folder ... where you have the names of people you have been contacting for the past months or years ... to invite them and not forget about them
- Pay attention to questions asked during the event so you can follow up contacting that guest and offering additional information .. And taking the dialogue off line and on to the telephone.
- A health assessment form and packet of samples is a nice mailing after someone places an initial order.



# Action Steps

- Request 20 NEW friends this week
- FORM ( family, occupation, recreation, money ) 10 NEW people in private message
- Plan your first Facebook event
- Join some groups
- Post daily
- Have fun! :) harper



**facebook®**  
**Event**





- Set up or update the working folder Katie mentioned ... to list the names of people you know .. And people you meet .. People you have contacted in the past and may want to stay in touch with .. And invite to an event or conference call.

This folder is the essence of working your business and should include a calendar, names and contact info for the week .. And a few bullet points of what you want to say when you make your calls.

It allows you to be productive even when you only have 20 to 30 minutes here and there.

To learn how to set up yours, go to ...Skilling Up-Session #9-3/3/14 and Teaming Up-Session #2-9/11/14 at [www.bobsfiles.net](http://www.bobsfiles.net)

- Work to earn Cash for Cleveland...by accumulating 20 sponsoring points every month ( minimum \$100/mo)

Lisa



# Coming Up

Feb 26 -- Getting Started on Face Book

Mar 5 – Key Elements of Home Meetings

March 12 – Tax Advantages of Home Businesses



# Monday Night Wellness Webinars

Monday Feb 23 – Last Monday of the Month –

*The Power Of Our Profession .... For Teachers*

Monday March 2 – *Shaklee National Webinar Announcing*

*Exciting Dream Trips for 2016 .. And the Qualifications*

Monday March 9 – *Detoxing for Spring* – Nedra Sahr, MS

Nutrition and Dr. Steve Chaney

Monday March 16 – *Optimal Nutrition for Optimal Pregnancy*

Harper Guerra, Katie Odom