

January 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...



March Product Collection

Take your shape in a whole new direction™



Get ready to do a **180**

- Improve your shape
- Retain your muscle
- Get healthier & feel better

FROM AMERICA'S #1 NATURAL NUTRITION COMPANY.
90 days to lose weight. 90 days to learn how to keep it off.

A Word About Sharing Shaklee 180

- Shaklee 180 is one of THE MOST EFFECTIVE weight management programs ever created.
- See attached listing a long list of reasons people are reluctant to attempt another weight program (fear of failing (again), resistance to changing .. Their food choices, their activity level, etc, low self worth, tired of people telling them to lose weight, unaware of danger to their health... etc)
- Seeing stories of people who have succeeded inspires and motivates...
- People need support .. That's why the Shaklee Tuesday calls.. And the Jacqui McCoy video segments etc...
- Ashley McDonald – forms FB groups .. “ Better Together”
- Shaklee 180 Tasting Parties are fun and easy and help a lot of people .

Jacqui Video Diary

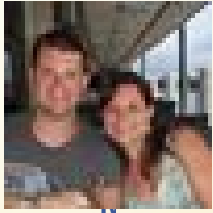
Defining Hunger This is the first in a series of videos from Jacqui McCoy, Shaklee Independent Distributor, Extreme Weight Loss contestant, and fan of Shaklee 180®.

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.

jo



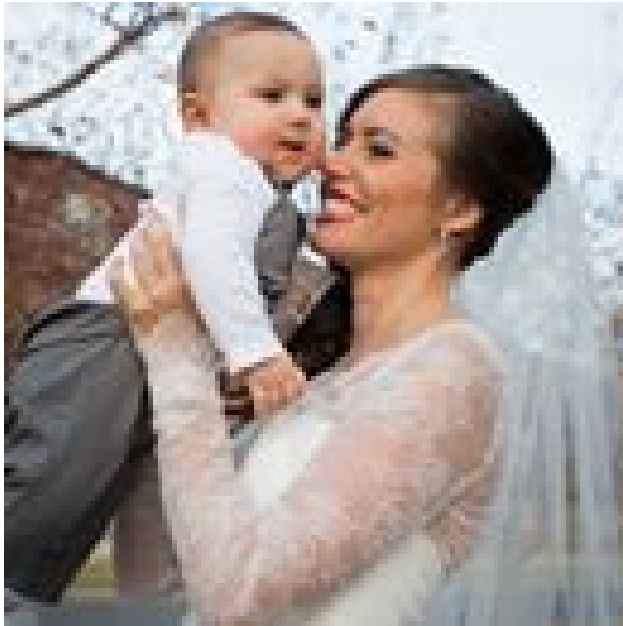
Michelle Parrott FaceBook Post Invitation to Host a FaceBook Event

10:01am Mar 9

Would anyone be interested in sharing Shaklee FB event that you'd host for your friends/family?? You'll earn cash towards your purchase (like pampered chef/31 does) and even have the chance to earn some prizes for yourself based on the sales of the party!

I have a few openings for this opportunity - you don't have to do any work - I do it all! You just invite your friends/family!

Special Guest Ashley McDonald



Setting up FaceBook Support
Groups for Shaklee 180 ...
Better Together



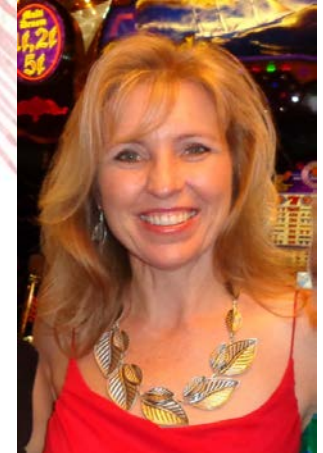
Legacy and Leadership
Spring 2015
Session #9 - Mar 12, 2015
Tax Benefits of Home Businesses
With Master Coordinator Allan Sharapan



Senior Coordinator
Katie Odom



Master Coordinator
Hannah & Allan
Sharapan



Senior
Executive Coordinator
Lisa Anderson



**Your Shaklee Home-Based Business
Means Tax Savings For YOU!!**

**A Shaklee Home-Based Business
can be used to substantially
reduce your tax burden**

2015 Shaklee Training

Your Shaklee Home-Based Business Means Tax Savings For YOU!!



Your Shaklee Home-Based Business Means Tax Savings For YOU!!

The famous Judge Learned Hand said in 1935:

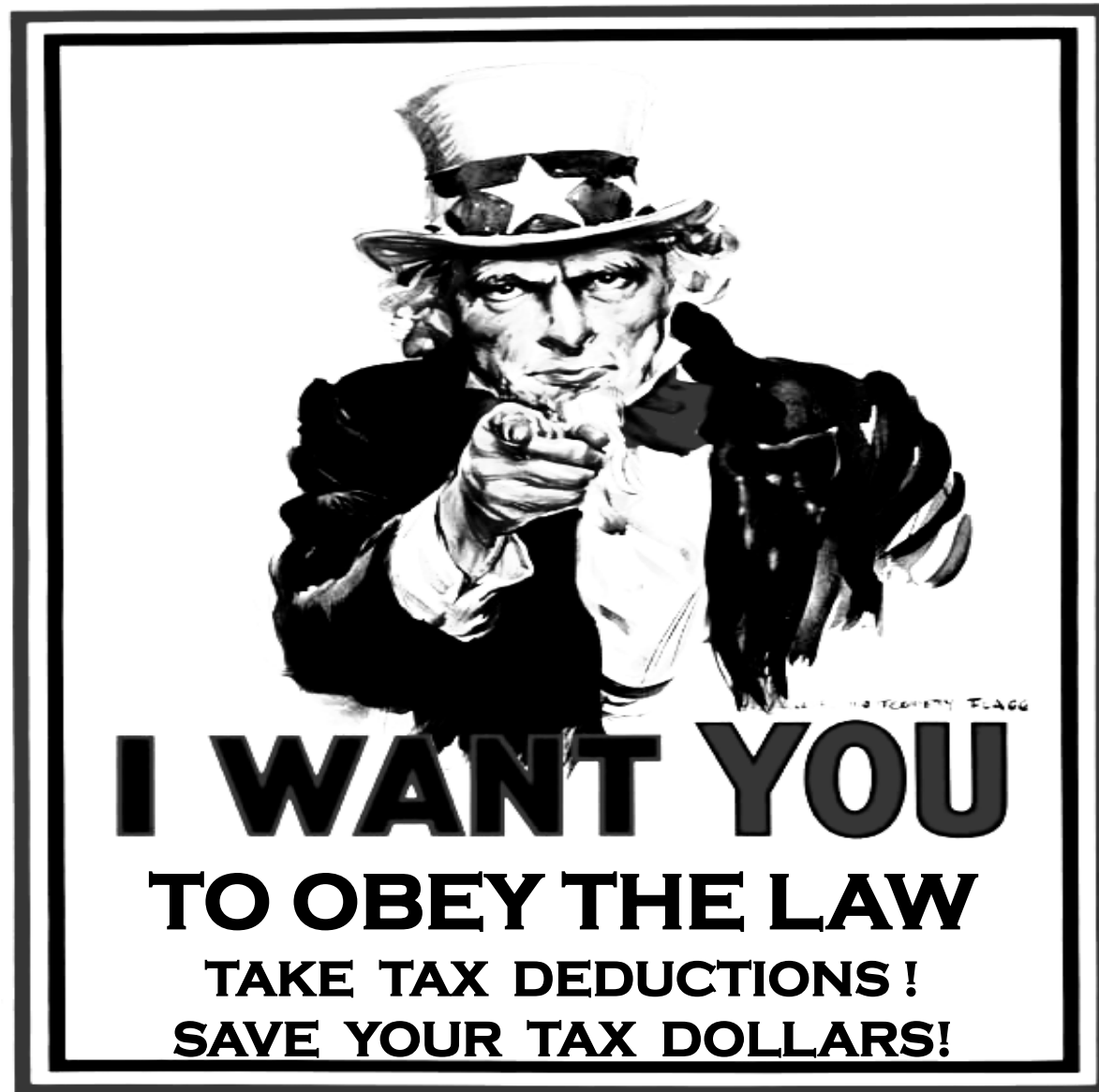
“Anyone may arrange his affairs
so that his taxes shall be as low as possible;
he is not bound to choose that pattern
which best pays the treasury.

There is not even a patriotic duty
to increase one's taxes.

Over and over again the Courts have said that
there is nothing sinister in so arranging affairs
as to keep taxes as low as possible.

Everyone does it, rich and poor alike and all do right,
for nobody owes any public duty
to pay more than the law demands”.

Your Shaklee Home-Based Business Means Tax Savings For YOU!!



Your Shaklee Home-Based Business Means Tax Savings For YOU!!

To keep more of your earnings and grow your wealth is to understand the tax codes, and then utilize new strategies that will reduce your tax burdens.

Three Very Effective Strategies can be used to keep more of what you earn:

- **Develop a Shaklee Home-Based Business**
- **Improve the management of your investments**
- **Focused Tax Planning**

Your Shaklee Home-Based Business Means Tax Savings For YOU!!

Sanford Botkins, former Director of the IRS Audit Division wrote an article and said...

“If you don’t have a home-based business, start one today”!

In Newsweek, April 16, 2001, an IRS spokesman said of Sanford Botkins, “We love him and hate him at the same time. Sanford has taught people how to use the tax codes and therefore, has impacted the level of revenues that comes into the tax coffers”.

A Shaklee Home-Based Business comes under the same tax code as a large business, whether you are a blue-collar worker or a professional.

Your Shaklee Home-Based Business Means Tax Savings For YOU!!

The tax codes favor business and not individuals. For Businesses, there are scores of deduction categories.

The important issue is not how much you earn, but how much you get to keep.

By starting a Shaklee Home-Based Business you can improve your bottom line!

A very significant tax savings comes from the fact that many expenses that you were paying before you had your Shaklee Home-Based Business, may now become tax deductible. This is what is meant by, being able to deduct your lifestyle!

Your Shaklee Home-Based Business Means Tax Savings For YOU!!



Your Shaklee Home-Based Business Means Tax Savings For YOU!!

Three SIMPLE Steps To Succeeding in Shaklee

- **Use** your own products
- **Use & Share** business and products
- **Use & Build** - mentor others to do the same

Your Shaklee Home-Based Business Means Tax Savings For YOU!!

Working your Shaklee Home-Based Business

While you are working at a job and earning a paycheck, and have a Shaklee Home-Based Business that you perform in your spare time, you can deduct many expenses that are not otherwise available to individuals.

Your Shaklee Home-Based Business Means Tax Savings For YOU!!



Your Shaklee Home-Based Business Means Tax Savings For YOU!!

Tax Savings' Benefits—1

The following are a partial listing of the various deductions that may be available to you. You should consult your tax professional for details.

- **Accounting, Banking & Professional Fees**
- **Advertising**
- **Automobile Expenses**
- **Business Use of Your Home**
- **Continuing Education**
- **Depreciation**
- **Donation of Products**
- **Dry Cleaning & Laundry**
- **Education & Training**
- **Employ Your Children**
- **Entertainment Expenses**
- **Equipment Purchases**
- **Freight & Postage**

Your Shaklee Home-Based Business Means Tax Savings For YOU!!

Tax Savings' Benefits—2

The following are a partial listing of the various deductions that may be available to you. You should consult your tax professional for details.

- **Gifts & Incentives**
- **Interest**
- **Self-employment Tax**
- **Real Estate Tax**
- **Sales Tax**
- **Overhead Expenses**
- **Employees' Pay**
- **Internet & Website Charges**
- **Insurance**
- **Meals**
- **Meals & Lodging While Traveling**
- **Medical & Dental**
- **Meeting Expenses**

Your Shaklee Home-Based Business Means Tax Savings For YOU!!

Tax Savings' Benefits—3

The following are a partial listing of the various deductions that may be available to you. You should consult your tax professional for details.

- **Office Supplies**
- **Parking & Tolls**
- **Repairs & Maintenance**
- **Retirement Plans**
- **Sales Promotional**
- **Sales Tax & License**
- **Seminars**
- **Self Employment Taxes**
- **Subscriptions & Dues**
- **Telephone/Cell Phone Expenses**
- **Tips & Gratuities**
- **Transportation Expenses Travel**
- **Utilities**

Your Shaklee Home-Based Business Means Tax Savings For YOU!!



You can deduct the income paid to your children working in your business. Their income is more likely to be taxed at a lower tax rate than that of their parents & no social security or medicare tax. This is a very powerful tax saving.

Your Shaklee Home-Based Business Means Tax Savings For YOU!!

“Being a full-time parent was the best!”

Establishing these tax savings with a Shaklee Home-Based Business may even allow one of the parents to stay home with the children, instead of day care.

Aside from all of the other reasons the financial one is very powerful.

Because of the tax savings, eliminating the childcare and associated expenses, the bottom line is that the family could possibly exceed their previous year's spendable income!

They could have more spending money, more cash flow, and one parent at home to look after the needs of the children, by utilizing the tax deductions that are ONLY available to businesses.

Your Shaklee Home-Based Business Means Tax Savings For YOU!!

Tasks for Children in Your Shaklee Businesses

One of the benefits of a home business is that it can be a family business by allowing our children to participate by creating jobs for them to do for which you will pay them.

Not only does this teach children about being entrepreneurs and understanding business, but the children's income will most likely be taxed at a lower percentage than the parents.

Set up checking accounts for each child and teach them how to balance the check book and then they can pay for their activities and needs from music lessons to sports fees to clothes, etc.

The tasks illustrated would be delegated on a age appropriate basis.

Your Shaklee Home-Based Business Means Tax Savings For YOU!!

Partial List of Tasks for Children in Your Shaklee Business-1

- Clean bathroom for meetings
- Set up displays
- Mail packages
- Replace displays
- Prepare protein shakes
- Calculate postage
- Prepare snacks
- Clean kitchen for meetings
- Filing-PO's, articles
- Sweep office
- Dust shelves
- Prospect for customers
- Check in & unpack orders
- Put labels on literature
- Stock shelves
- Answer telephone
- Take messages
- Newspaper clipping
- Fill orders
- Deliver orders
- Magazine article clipping
- Clean dining room for meetings
- Clean family room for meetings
- Prepare power points

Your Shaklee Home-Based Business Means Tax Savings For YOU!!

Partial List of Tasks for Children in Your Shaklee Business-2

- Snow removal for driveway
- Computer services
- Prepare envelopes for mailings
- Put stamps and labels on envelopes
- Rubber stamp literature
- Collate in-home packets
- Prepare new member packets
- Internet research health/business
- Create posters, i.e., Earth Day
- Wear Shaklee logo sports clothing
- Use logo items, i.e., H²O bottles
- Assemble Basic H set ups
- Assemble spray bottles
- Entering expenses in Quicken
- Babysit for meetings
- Fold newsletters
- Making phone calls
- Set up for meetings
- Clean up after meetings
- Errands
- Babysit for leadership sessions
- Recording payments
- Babysit for presentations
- Help prepare for recognition
- Set up for recognition
- Write up invoices
- Snow removal for walkway

Your Shaklee Home-Based Business Means Tax Savings For YOU!!

**So, how do you take advantage
of these great tax saving benefits
and start saving money?**

Simple! Think of it as another source of income, or like a part-time job, or like a game. Play according to the rules, be legal and ethical, diligent, and consider using a professional tax preparer. So what does this mean? The IRS requires that you prove you are running a business with the intent to make a profit. Key word is intent. You show this by your activities and with documentation.

**To qualify for these benefits,
you must be active in your business
and keep proper records.**

Your Shaklee Home-Based Business Means Tax Savings For YOU!!

Some Of The Activities Include:

1—The routine activity of telling others about your products and business.

We call this prospecting.

2—Attending meetings, calling prospects, customers, and referrals.

We call this follow-up.

3—Using the products you are promoting.

We call this Shakleeizing your home.

Your Shaklee Home-Based Business Means Tax Savings For YOU!!



Your Shaklee Home-Based Business Means Tax Savings For YOU!!

Documentation Is The Key To These Benefits

Documentation is simple to do. You record in your daily planner a brief description of all of your daily business activities and expenses. Keep an auto mileage record book documenting your business travel. Use a checking account for you business expenses and have a credit card to use in your business. Having these tools and records demonstrates to the IRS that you are engaged in a business.

Whether or not it makes a profit is not the question.

Your Shaklee Home-Based Business Means Tax Savings For YOU!!

Utilizing These Deductions May Move You To A Lower Tax Bracket, Further Reducing Your Tax Liability.

Again quoting Sanford Botkins, former Director of IRS Audit Division,

“The light at the of the tunnel, for you and millions of others today, is the financial opportunity of starting your own Home-Based Business.

The tax advantages alone can make a Home-Based Business the single best financial move you could ever make”.

Your Shaklee Home-Based Business Means Tax Savings For YOU!!

Your Shaklee Home-Based Business Means Tax Savings For YOU!!

As you can see, with a Shaklee Home-Based Business, you are now entitled to tax deductions that could enable you to save (or spend) thousands of dollars that you would otherwise pay in taxes!!

The tax laws are business friendly.

These are the same laws which large corporations, such as Microsoft, Wal-Mart, and BP Oil utilize.

The only difference between them and you is size.

Your Shaklee Home-Based Business Means Tax Savings For YOU!!



**Consult With The Person Who Introduced You
And Discover How A Shaklee Home-Based Business
Would Benefit You And Your Family.**

Your Shaklee Home-Based Business Means Tax Savings For YOU!!

Some simple tools for ease of tax planning:

Separate business checking account

Separate business credit card

Mileage record book

Calendar, day planner record

Phone record, i.e., incoming business calls

Purchase order for TDS products

Simple tax program, i.e., Quicken, Quick Books, etc.

Your Shaklee Home-Based Business Means Tax Savings For YOU!!

A few Free IRS Publications available to you:

Tax Guide 2015 (request a new one each year), Publication 17

Tax Guide for Small Business, Publication 334

Travel, Entertainment, Gift, and Car Expenses, Publication 463

Business Expenses, Publication 535

Form 1040 (Schedule C) Profit or Loss from Business (Sole
Proprietorship)

Instructions for Schedule C

Your Shaklee Home-Based Business Means Tax Savings For YOU!!

Your Choice

Feeling
Overwhelmed

Feeling
Intimated

Feeling
Scared



Be Self-Assured
*You are a powerful
& self-assured*

Be Confident
*You have a
wonderful team
working with you*

Be Excited
*Enjoy the journey-
it IS VERY exciting!*

Your Shaklee Home-Based Business Means Tax Savings For YOU!!



Action Steps

- Review the categories for possible tax deductions and set up your computer with an accounting program (Quicken, an excel document, etc)
- Set up your Shaklee checking account and possibly separate credit card to help you track your Shaklee business expenses.
- Documentation is important .. Auto mileage log, daily planner or calendar that lists activities and related business expenses, save receipts.
- Just a reminder --2016 Trip Qualification Period began March 1 ...time to create your plan ... & review qualifications ..
 - For Los Cabos – become a Coordinator by September 2015
 - For Tuscany – become an Executive Coordinator by September 2015

katie



- 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.

2016 DREAM TRIP

Los Cabos

April 10 – 15, 2016



2016 TOP ACHIEVERS INTERNATIONAL TRIP

Tuscany, Italy

June 3 – 8, 2016



FaceBook Post of the Week --Harper Guerra

"Key to Growth:

You can't do it alone.

There is a reason we are TEAM.

It's because we as people are not meant to do anything alone.

We need each other and I am so thankful for each of you.

When you are discouraged, call your upline.

When you need someone to remind you of the truth, call a trusted Shaklee friend. Little things can really get us down, but when we have someone to encourage us and help us refocus, we can move forward.

We are all pressing forward on a goal to help people and help our own families.

We are all here for each other--don't think ANY of us don't need each other. Have a great weekend ladies!"

Coming Up

March 19 – The Planning & Strategy Session

March 26 --Key Elements of Home Meetings

April 2 – NO WEBINAR – Happy Spring Break

April 9 – Director Development Part 1–
Teams are Built Through Attraction

April 16 – Director Development Part 2 --
The Critical Role of Coaching

Action Steps

- 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.

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

Monday Night Wellness Webinars

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

Monday March 23 – Natural Approaches to Allergies

Monday March 30 --Last Monday of the Month –
The Power Of Our Profession For _____(stay
tuned)

"65% of working Americans could not cover normal living expenses for even 1 year if their employment income stopped.

38% could not pay their bills for more than 3 months.

What's your back-up plan?

CAR INCENTIVES

Keys to a Mercedes



Own or Lease a Car of Your Choice

Rank	Car Credit	Car Credit Hybrid
Senior Director	\$225	\$250
Senior Coordinator	\$325	\$375
Senior Exec Coord	\$400	\$450
Senior Key Coord	\$450	\$500
Master Coordinator	\$500	\$600
Presidential Master	Mercedes	Keys to Mercedes

Prius



Le



For Product Questions You Can't Get Answered from Your Upline or Team Page

Everyone please write this down..

Medical Affairs (Product Support),

medicalaffairs@shaklee.com, or

925-734-3638, M-F 9-5 PST