



# **Shaklee Life Shake Smoothie Workshop**

14 Meals, Under 2 hours, About 250 Calories Each,  
\$3.57 Per Meal



# Let's Help Our Kids Have ... Their Healthiest School Year Ever

## Your Healthiest School Year Ever!

"Everyone knows back to school means back to germs!

But you and your kids absolutely DO NOT have to miss out on the fun that school and fall can bring while fighting off runny nose, after stomach virus, after nagging cough!

Join us to learn how to keep you and your family healthy and happy this school year!

BONUS: Are you a TEACHER!? Sick of getting every snotty nose those kids bring your way! This is for you too!"

Caitlin  
Burnett



 Shah



# Sparkling September Event

"This is not your typical Facebook party and not your typical challenge group!

We're going to spend an entire month exploring all the ways you can use these GREEN and AFFORDABLE cleaners to SIMPLIFY your life!

There will be weekly challenges with prizes each week PLUS you will earn a FREE SCOUR OFF JUST FOR PARTICIPATING!! You need a Get Clean Kit to participate, so talk to your Shaklee Distributor to find out how to get one so we can make September the easiest cleanest month:)"





# Michelle Parrott Appoints Chrystal Hubbard to Director in 4 Weeks

Chrystal is generating PV by:

- phone calls - individual & 3way
- Facebook posts/events
- Sponsoring new builders - 1 gold this week, another gold next



I am developing new director - Chrystal by doing almost daily phone conversations, 3-way calls with her customers and new downlines, teaching her how to be duplicate-able and sharing her passion with others.

“We love our independence, but what we really want is influence.

For women, the ability to effect change and make an impact is paramount.

We don't just want to better ourselves. We want to better our children, our schools, our communities, and our planet.”

-- The flip-flop CEO



# 100 DAYS TO AMAZING FALL BUSINESS TRAINING 2015

## Session #4 Understanding the Value and Appeal of Home Businesses in Today's Economy

Master Coordinators  
Jo Coogan & Barb Lagoni



Senior Executive  
Coordinator  
Harper Guerra



Senior Executive  
Coordinator  
Lisa Anderson



Amazing

## September Strategies for Growth

September is a pivotal month :

- For trip qualifications – we must achieve rank of Coordinator to qualify for Los Cabos trip and Executive Coordinator to qualify for Tuscany trip and HOLD the rank for 4 months .. Which takes us to December and the end of qualification period.
- Chairman's Retreat – to accumulate 10,000 additional PGV ( plus PV of newly appointed Directors ),
  - We will want to generate an additional 2000 PV a month until December...
  - So we will review a variety of ways to generate 1000 PV ...to help distributors reach rank of Director ... and to increase our customer base.
  - September is prime time for people starting new ventures
- We have been challenged by Roger Barnett to reach within and create something AMAZING by Nov 21 .... About 65 days left ... Let's discuss ways to make **September amazing**

lisa

## Objectives for Session # 4 –

- To understand the benefits of developing business partners.
- To understand the value and appeal of home businesses in today's economy
- To review how to initiate and conduct conversations about home businesses
- To review a few simple steps to follow when identifying potential business partners .. Including:
  - the materials to send people evaluating starting a home business
  - events to which to invite potential partners
  - word tracks ( including our vision for our business)

lisa



# There are 2 aspects of our business

1. Developing a customer base
  2. Assembling our team of business leaders
- Last week, we reviewed strategies to develop our customer base
  - And the skills of inviting and introducing Shaklee products to new members.

This week, we discuss the process of identifying our business partners and assembling our business team

harper

# Developing Business Partners Helps Us Qualify for Fast Track Bonuses ... and they are substantial !

- 🌱 Helps people develop immediate income while they are working on creating residual income.
  - 🌱 It is never too late to participate in Fast Track .. Because there are 2 WAYS TO EARN REWARDS...
1. By qualifying for Fast Track Rewards as a new Director moving through the ranks at designated time frames.
  2. By earning Fast Track matching bonuses of 50% by helping our downlines qualify for Fast Track

# Fast Track to Senior Coordinator

- Fast Track Bonus Program Time Table begins the month a new Director is appointed.
- Significant bonus money is paid when the Director progresses to next ranks at these specified times...

Senior Director	within 6 months ... Hold for 2 months Receive \$1000 over next 10 months
Coordinator	within 9 months Hold for 2 months Receive \$3000 over next 10 months
Senior Coordinator	within 12 months ... Hold for 2 months
lisa	Receive \$5000 over next 10 months



# Mary & Matt Comer

## New Fast Track Senior Director



- New Director in July barb
- Loved the products ... wanted to share with friends to pay for her products
- Found she loved being a part of her Shaklee team and the health improvements she could offer others
- Appointing first generation Director in September – making her a Fast Track Senior Director and earning \$1000!!
- Second Director coming up soon .. Within 9 months .. And will earn her a Fast Track Coordinator Bonus of \$3000!
- Next Mary aims for 10,000 OV within 12 months and she earns ... the Fast Track Senior Coordinator bonus of \$5000 !

# Fast Track Strategy – Building Coordinators...not just Directors

2 Benefits to keep in mind when developing new Directors ... and being an advocate for them ..

First -- **Power Bonuses** – which begin the day they become distributors or Gold Members ( so best to have a plan in place with names to contact before purchasing any distributor kit )

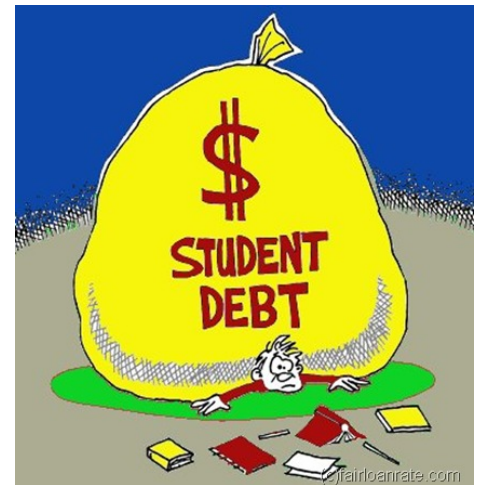
- **Fast Track Rewards**

- FT clock starts the month they become Directors
- They receive:
  - \$1000 when they appoint new Director within first 6 months
  - \$3000 when they appoint 2 1st Generation Directors in first 9 months
  - \$5000 when they become senior coordinators within first 12 months



# Understanding Why Home Businesses are so Appealing in Today's Economy

- Credit Card Debt ( 18% interest, \$15,000 average debt owed)
- Student Loan Debt ( average \$33,000)
- Lack of Savings
- Cost of College ( \$28,000, \$51,000 private)
- Saving for Retirement
- Dwindling Social Security
- Rising Cost of Living
- Importance of establishing Emergency Fund (to cover 3 to 6 months of expenses )



harper



# Network Marketing Ideal for Retirement Income

## Forbes Magazine Article

“ I believe the concept of starting a business for retirement income will become one of the most significant trends impacting retirement in the 21<sup>st</sup> Century”



- I believe that the entire industry of Network Marketing is poised for explosive growth and can be one of the most significant solutions to America's current retirement savings crisis. Robert Laura, Retirement Advisor , Forbes Aug 2014
- AARP estimates that half of all baby boomers (76 million) are interested in starting a business and the makings of a massive trend are in place.
- With the average 50 year-old estimated to have less than \$50,000 in retirement savings, there is an obvious need to find alternative ways to either save more or generate supplemental income starting now, and continuing throughout retirement harper

## Increasingly, Workers are Disenchanted with their Current Careers.

- Many people today are worn out from years of the corporate grind and don't feel the connection between their job and the people it impacts outside their office walls
- They're shifting their focus from accumulating a giant nest egg to a desire to be part of something bigger and better... to have a positive effect on others... and working in retirement.

harper

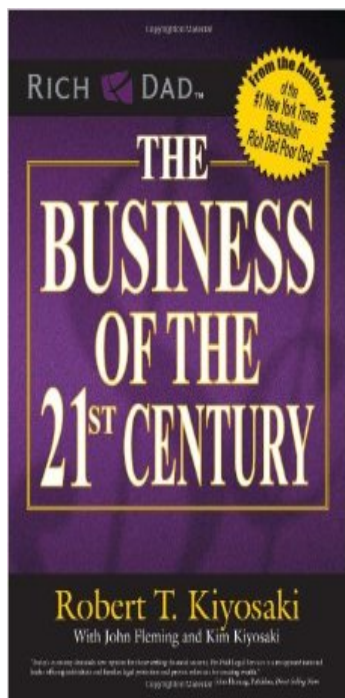


# People Want to Make a Contribution to Others

- Network marketing offers very low barriers into entrepreneurship, often providing training, support, and ample encouragement along the way. And for Retirees it provides activities that keep them busy, relevant, in good health, and connected to others,
- “Many people don’t realize that multi-level marketing companies are successful because they help people satisfy a number of important human needs, including **feeling significant, having connections, learning something new, and making a difference.** harper







## Network Marketing Offers Special Benefits to Women .. Beginning With Wealth-Building is a Necessity for Women Today

- Statistics prove how much times have changed for women and point out that our need for real-life financial education is no longer a luxury; it's a necessity.
- *Depending on someone else for your financial future is like rolling the dice.* The reward may be there in the end, but the risk is steep.
- Glass ceilings and limits to income are what so many women have been fighting against for ages. Both disappear in the world of network marketing. And then two of the greatest gifts of all—a higher sense of self-worth and time to spend exactly as you want—can be yours.

Kim Kiyosaki     Business of the 21<sup>st</sup> Century     Robert Kiyosaki

[www.networkingtimes.com](http://www.networkingtimes.com)

lisa

# Statistics about women and money are startling.

- 47% of women over the age of 50 are single; they are financially responsible for themselves.  
**Women's retirement income is less** than that of men because as the primary caretaker for the home, a woman is away from the work force an average of 15 years, as compared to 1.6 years for men. Add this fact to the lower salaries women still receive, and you have **retirement benefits that are only about one-quarter those of men.** (National Center for Women and Retirement Research—NCWRR)
- Women are expected to **live an average of 7 to 10 years longer than men**, which means they must provide for those extra years. However, married women who are baby boomers can expect to outlive their husbands by 15 to 20 years, on average.
- Of the elderly living in poverty, 3 out of 4 are women. (Morningstar Fund Investor)
- **Approximately 7 out of 10 women will at some time live in poverty.** Kim Kiyosaki                      lisa

**82% OF WOMEN  
WHO MAKE 100K+**

**A YEAR ARE NETWORK  
MARKETERS!**





## No Glass Ceiling

Yes, it's true, even today: Because of our gender, women can move only so far up the corporate ladder. And for women 50 or older, trying to re-enter the world of corporate employment.. Very difficult.

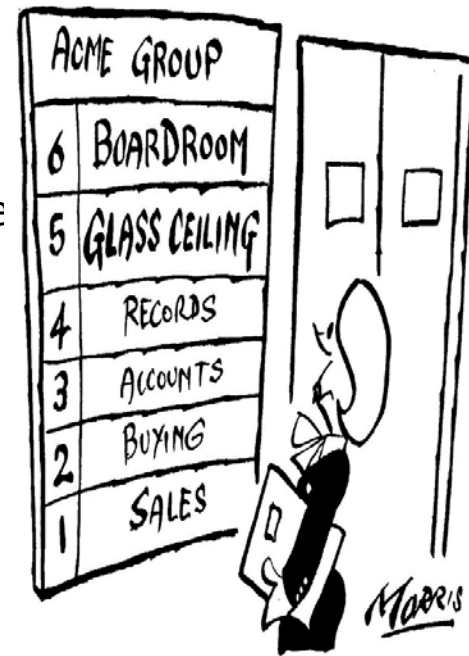
## No Limits on Income

Because of the glass ceiling and the still-present wage inequality between men and women in the job market, a woman is often limited in the amount of income she can make.

Studies show women with same education and experience as male counterparts earn about 74 cents for every dollar their male peers earn.

Regardless of gender, in network marketing, the size of the income stream you can generate by building your network is without limit.

lisa



## Increased Self-Esteem

- One of strongest reasons women become involved in home business. Being dependent on anyone for our financial life can reduce our sense of self-worth.
- Women's self-esteem soars once they know how to make it on their own financially. And when a woman's self-esteem rises, the relationships around her improve. Higher self-esteem leads to greater success, which ultimately leads to the greatest gift of all—freedom.

## Control of Time

To build genuine wealth, major impediment for women is *time*... especially working mothers. They come home from work, prepare dinner, help kids with homework, clean the house....

As a network marketer, you control your time... work part time or full time. .. From home, on the phone and computer, in the evenings, weekends, anytime, anywhere... business can travel with you. lisa

**TAKING**

**CONTROL**

# Additional Interests/ Needs for Baby Boomers

## Financial Needs

- May be paying college bills
  - May have neglected their retirement funding
  - May be helping children financially
  - Health issues and prevention
  - Generating sufficient income to allow their spouse to leave their current jobs for something they might find more fulfilling.
- lisa



# There Are Intangible Needs As Well for Baby Boomers

- When children leave, space opens for them to do something they would like to do ... they would like to create .
  - May be working in jobs that are not fulfilling .. And they are burned out .. And ready for a change.
  - Appealing to work with other like-minded women dedicated to helping one another, creating something of their own.
  - Offering an alternative to the sense of loss some women feel ...as children move on to the next chapter of their lives. ... and seeing this as a wonderful time of freedom .. Opportunity and contribution we can make to a world in need.
- lisa

# Prospecting Ideas – Where to Find Our Business Partners

## Identify target markets

- Young families.. Young moms
- Baby Boomer Moms whose children have left the house...
- Baby Boomers wanting \$ to fund retirement
- Baby Boomers burned out on their jobs . Looking for meaningful work.
- Musicians, artists, performers, actors
- Weight loss interest --- counselors, overweight, gastric bypass
- Teachers
- Coaches
- Health coaches , Fitness instructors

Also can identify partners at in-home events , when servicing current members, at social events and in daily living. harper

# Examples of Possible Invitations and Dialogues – Inviting People To Be Part of Something...

Such as ...A Community of Like-Minded People

- I am a part of a community of women that is very special to me...
- We work together to help one another in our businesses ... dedicated to creating healthier lives..
- Paying forward what we are learning about health and prevention ..
- We want to leave a legacy of happy healthy people because of our efforts...
- No more knick knacks for us ... we are building businesses of substance ..
- We are achieving financial security through creating greater good.
- We welcome other women who share our values and would like to join us ..

lisa



## More dialogues

- *I wanted to let you know about a conference call coming up this week I thought you might want to know about . They will be discussing benefits of home businesses which , as you may know, have become very popular in today's economy. Have you ever had any curiosity about how home businesses work?*
- *After discovering a need .." Oh I have something you might want to see... that might offer you some options*

*If I sent you a link to a short video , would you be able to watch it by Friday? It's about 3 to 5 minutes ."*

- *Share a business story -- yours or someone else..*

*"I was on conference call the other night and I heard this story about a family who \_\_\_\_\_ and I thought I should let people know about this .. Have you ever been curious about bringing in additional income or starting a home business?" harper*

# Initiating Conversation

- 🌿 "Tell me about...your crazy weekend...about the beginning of school year for you..."
- 🌿 Tell me ... how did you get so fortunate to be in the park in the middle of the day...
- 🌿 Tell me more...what else? Elicit some need or concern or worry.
- 🌿 I understand ... I have so been there...that's why I started my Shaklee business. I don't know if it would be of interest to you, but I'd be glad to tell you more about it over a cup of tea. You never know..."

harper

## Approaching current members/ good product users

🌿 *"I don't know if you've every thought of looking at the business side of Shaklee...but I was wondering...would you be open to sitting down and taking a peek at what the earning side of Shaklee would look like for you / to see what is available...you may not be interested now but down the road who knows?"*

lisa



# Introducing Business at Close of Meeting

*After an in-home or conversation: "If you ever want to check out the full picture of what I do, there are 2 ways Shaklee can really help someone:*

- 1. with our products--build health*
- 2. with our business -- a unique way to earn \$\$*

*I'd be happy to share some details with you...who knows you might really like what you see."*

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lisa



# Options for Sharing Business Information

Option #1 -- Invite people to attend some sort of event

- An appointment
  - A 3-way call with an upline leader
  - A small group presentation in their home or yours
  - An online webinar
  - A local hotel meeting
  - A larger company event or conference
  - Conference calls
  - FaceBook event
- harper





## Option #2

# Invite People to Review Some Materials

- Printed and electronic tools help educate a prospect.
- Many different forms –
  - CD's
  - DVD's
  - Magazines
  - Brochures
  - Websites
  - Online presentations
- For building a large and duplicating organization ....  
Tools are a good first step.
- Our purpose is to provide education and understanding of how Shaklee's products and / or business model may benefit their lives.
- Sending materials to educate fits easily into their busy lives & does not require a lot of their time ... harper



# Action Steps for Session #4

- Make a list of people you would like on your business team.
- Write out a few bullet points of what you would like to say / ask /share to identify a need/ interest ... what a Shaklee business has meant to you and to acknowledge them as to why you want to work with them and why you think they could be successful.
- Decide what videos from Shaklee.TV you would like to send to them for further evaluation ( Shaklee Effect video stories, Shaklee Difference, Roger Barnett interview, etc )
- Set up 3 way calls with uplines or colleagues to introduce your prospect to other members of your team, to hear their stories and to offer more information about the business benefits.
- For additional ideas for assembling our business teams .. See archived sessions at [www.BetterFutureStartsToday.com](http://www.BetterFutureStartsToday.com) \_\_\_\_\_ (your address)

Legacy and Leadership Session #5 Identifying Business Partners 2/12/15

Teaming Up Fall 2014 Session #7 Assembling Our Business Teams lisa



# Importance of Using Archived Training Sessions

## Key Objective of Our Business is ...

# Duplication

Shaklee Summer School 2014: 8 Weeks to Director

#2 - Getting Started 101

#3 - Communication Skills to Master for Connecting with People

#4 - Inviting and Closing

#5 - Identifying Business Partners

#6 - Presenting Business Information harper

- Legacy and Leadership 2015 : Session #3 -- Getting your Distributors Started and Teaching Them How to Talk to People (January 29th)
- Teaming UP 2014: Session #9 -- Strategies to Generate 1000 PV (October 30)
- Skilling Up 2014: Session #10 March 4, 2014  
Getting Started (This has some good business inviting dialogs)

# Coming Up

- 🌱 Session 4 -- Key Elements of the Business Conversation
- 🌱 Session 5 -- Creating a 2000 PV Plan
- 🌱 Session 6 – Incentives That Grow Our Business

# Monday Wellness Webinars

September 7– Presidential Master Coordinator Gary Burke and master teacher,

Who will review the key benefits of a Shaklee Home business that has helped him and his wife, Faye, generate a \$400,000 income .. and the story of what he has learned along the way

September 14 – Young at Heart. And Everywhere Else – Life Plan for Healthy Aging

September 21 -- Dr Chaney on Shaklee Life Protein Shakes

September 28 – Power of Our Profession for Corporate Managers – Clayton Bruce

October 5 -- Presidential Master Coordinator Gary Burke and master teacher,

Who will review the key benefits of a Shaklee Home business that has helped him and his wife, Faye, generate a \$400,000 income .. and the story of what he has learned along the way

October 12 – David Colby, PhD Medicinal Chemistry, Professor

October 19 -- Shaklee Supplements – Key to Long Term Health – Bob Ferguson

October 26 -- The Power of the Profession .. for Speech Pathologists – Becky Choate