

Shaklee Requesting ...

To send Roger Barnett our 100 Day Plan starting
with the first day after Global Conference in
Orlando ...

Copy Heather@Shaklee.com



What to Expect at the Shaklee Global Conference in Orlando...

- **Expect to make new friends!**
- **Expect to have fun!**
- **Expect to be motivated by speakers such as Astronaut Captains Mark Kelly & Captain Scott Kelly!**
- **Expect to take lots of notes!**
- **Expect to make new goals!**
- **Expect to be inspired and in awe of how many people cross the stage for different levels of achievement!**





Tips for the Global Conference...

- Try to register on Wednesday once at the convention center – you won't want to miss anything on Thursday morning!
- You will walk A LOT around the convention center – ie. Remember comfortable shoes.
- Carry a tote bag of sorts that can hold your purse, notebook, pens, snack bars...
- You are usually given a tote bag at registration, but I like to bring one from another year so that mine is easy to locate quickly.
- Want to sit with your group? Find a section that you like and try to meet there for each general session. You may not always be sitting right next to each other, but you will be near by.
- Check around for lunch spots that you may want to try during the week. It is ideal if they are close by so you don't miss anything in the next session.
- Be sure to check out the Shaklee Expo – there are lots of Shaklee items – sometimes things that you haven't seen on the website.

Travel Tip...



- Mears.com is a shuttle service that can take you from the Orlando Airport (MCO) to various hotels and back on Sunday.
- The Orlando World Center recommends this service.
- This service can be walk up, but I liked that I could go ahead and reserve and pay for the shuttle (round trip).
- Once on the homepage, click on “Book Orlando Shuttle now”
- Then you will be asked to put in your information – Airline, Flight number, number of guests, travel dates...
- Then click next and continue to put in your name and payment information.
- Shuttles from the Airport to the Orlando World Convention Center are \$37/per person – round trip.
- Once your flight has landed, go to the 1st floor of the airport with your receipt and look for the Mears Transportation desk.
- They will scan your receipt to confirm your ride to the hotel. I would keep your receipt for the way back to the airport as well on Sunday.
- Happy Travels!



**Book Orlando
Shuttle Now**

New Strategies for Building a Shaklee Business 5 Week Series



Summer 2016 Session #2 July 7, 2016

Building Our Businesses With FaceBook

With



Senior Executive
Coordinator
Katie Odom



Senior Coordinator
Becky Choate



Rachel Tabor
Senior Coordinator



Senior Executive
Coordinator
Ashley McDonald



Master
Coordinator
Barb Lagoni

Building a Business on FaceBook

Senior Executive Coordinator Ashley McDonald

Senior Coordinator Rachael Tabor



Objectives for Session 2 –

Branding

Ourselves and Building Our Businesses with FB

- To understand how to use the remarkable technologies at our fingertips to connect with others, build relationships and identify those who might like to join us in our work.
- To put into practice new approaches through FaceBook and FaceBook messaging that Ashley McDonald's organization has been learning from a special /course they have been taking called Break-Through Academy with Bob Heilig.
- To understand the powerful effect of doing a blitz of activity for a short period of time .. How massive action now only can produce massive results, but greatly accelerate the learning curve.
- To understand that we live at a time where there is tremendous interest in home businesses.



Results from Team Transformation 30 Day Massive Action Through Face Book Messaging June 2016

- 9 NEW business partners team wide
- Two new Directors
- Two new Associates
- Two new Senior Directors
- New Senior Executive Coordinator with 7K OV increase



30 Days of Massive FB Action Challenge – Bob Heilig

Ask yourself?

1. How much money could you make if you recruited 20 people in 30 days? **\$3000+**
2. How much would that earn you in the next 12 months? **Min \$12K**
3. Would you advance in rank? **YES**
4. What kind of example would you set for your team? **AMAZING**

“Creating success in your own business attracts others to join you”

“Short period of massive action creates EXPLOSIVE momentum”

**KNOW YOUR
“WHY”**

30 Days of Massive Action Challenge

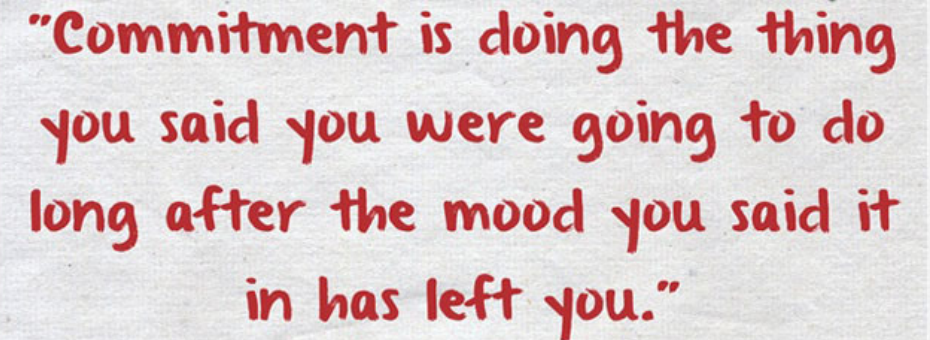
- This will be the hardest you have ever worked – commit!
- Going through large numbers helps you not be emotionally attached
- Eliminate distractions – what are you willing to give up?

(gym, waking early, staying up late, crock pot meals, enrolled her husband to give her the time this will require)

- Plan ahead – create list, schedule blitzes, get training needed to feel prepared (sharpen invite skills)
- Schedule blitzes in 30-minute segments ... 2 a day
- Get clear on why & WHEN (what day you will start)

START:

Contact EVERYONE on your list



"Commitment is doing the thing
you said you were going to do
long after the mood you said it
in has left you."

- Unknown

Create a Written List of 300 to 500 Names:

Set aside 2 hours or more...

- FaceBook friends
- Telephone contacts
- Shaklee members

Anyone who is not in the Shaklee business YET!



Resistance to Contacting

- Fear of reaching out at all:
 - Be prepared & unattached to results
- Fear of contacting people you haven't spoken to in years:
 - Let their "no" be a connection for the future & stay in contact now
- Fear of contacting people who have rejected you before:
 - Timing changes
- You realize you have been doing it wrong:
 - Admit it & note that you're not as important as you think you are
- It feels weird or unnatural:
 - Is what you're doing now working?
- Fear of NO response:
 - Don't make up stories in your head ... wait & ask "are you okay?"

FOLLOW THE SCRIPTS

Remember: this is
not a selling
process, it's a
sorting process

*What other people
think of you is none
of your business*

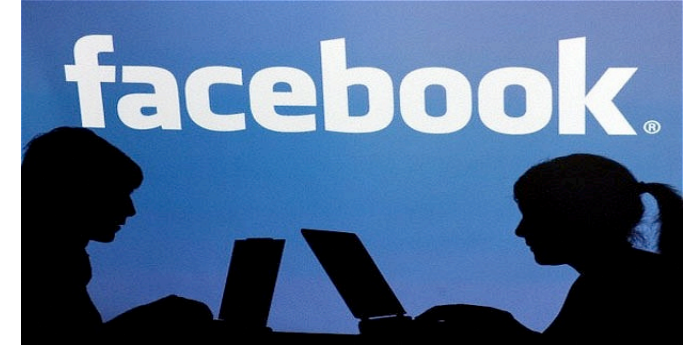
30 Days of Massive Action Challenge

Contacting EVERYONE:

- *Almost all will start like this: “Hey _____. Long time no talk to! How is everything?”
Build rapport – a couple of messages catching up (not too much / get to the point)*
- *The next part will vary based on whether you know them well, don’t know them at all, have been told “no” by them before or perhaps been ignored...*
 - *SCRIPTS ATTACHED*



Helpful Scripts for FB Messaging from Bob Heilig



Warm Market Contact

- Hey _____. What's your schedule like this week?
- Let's set up a time to talk / a time to meet – I have something that I want to share with
- you / get your opinion on.
- It's a new business I started / a new project I'm working on.
- See if you or anyone you know comes to mind. It would be a huge help. It would be
- great to catch up either way

Luke-Warm Market Contact

- Hey _____. Long time no talk to! How is everything?
- Build rapport – a couple of messages catching up (not too much / get to the point)
- Turn the conversation to work – How's work / business? What are you up to now a days?
- I wanted to reach out to you because I've got something I'm working on I'd love to share
- with you / I'm looking to expand a business I'm in and want to network with people I know
- – you free to talk this week? it would be great to catch up either way!

More FB Messaging scripts

Re-Contacting Someone (already told you no)

- Hey _____. Long time no talk to! How is everything?
- Build rapport – a couple of messages catching up (not too much / get to the point)
- I wanted to reach out and see if the timing was any better for us to possibly revisit the
- opportunity we spoke about. Things have been going really well and I've been thinking about you.
- Would you be open to getting on the phone sometime / meeting up so that I could
- update you on what's been going on? It would be great to catch up either way!

Handling Questions

What is it? – It's a new business I just started / a new project I'm working on / new product I just tried. It's visual, you really need to see it / try it.

Can you give me some information? – I've got a short video / call that will do a much better job explaining it than I would. Let's set up a time to chat before so I can share a few things with you before you watch / listen.

Handling Objections

Back up – I'm not trying to sell you anything / I'm just excited about something / I'd really love to get your opinion / it may or may not be for you / it would be great to catch up either way.

More scripts for Face Book messaging



Cold Market Contact

- Hey _____. I see that we're connected here and have never had a chance to formally meet. I just wanted to introduce myself and say hello.
- I'm reaching out because I'm in the process of expanding my business and looking to network with sharp, successful people like yourself OR you seem like a sharp, successful person and I thought it would be a good idea for us to connect.!!!!!!
- Turn the conversation to work – What do you do for a living? What do you do for work?

Direct Approach –

Do you look at other ways of making money outside of what you are

- currently doing?
- Let's set up a call sometime to get to know one another and see if we may or may not
- have a fit. Either way it's always great to network and connect.

Indirect Approach – Would you be open to a call sometime so I could explain to you what I do and see if anyone you know comes to mind? It's an extremely lucrative opportunity for the right person.



Hot Market Approach (customer focused)

- I just started a business, I'm not asking you to join or to become my customer but I do need your help.
- I need 5, 10 (whatever) trial consumers for marketing support. I would like for you to buy a 30 day supply of my product, use it and give me your feedback.
- It would really help me market this product.
- It's a _____, it costs _____. If you like it you can become a customer but if you don't I'll never bother you about it again. Can I count on you to help me out?

Direct Approaches

- Do you look at other ways of making money outside of what you are currently doing?
- Do you keep your business options open?
- Would you be open to a side project that could create some additional income for you if it didn't take away from what you were currently doing?
- I'm on to something really big and I just want to let you know what I'm doing. If this goes half as well as I think it might, I don't want you to be angry with me for not saying anything.

Scripts for FB messaging

Recruiting Professionals Approach (Cold Market - DIRECT)

- Hey _____. This is Bob Heilig. I'm sitting here right now looking at your smiling face.
- You are obviously looking to grow your _____ business. I've got a question for you. I'm an entrepreneur myself... and I'm right now focusing on growing my company here locally.
- I love working with super sharp, professional people like yourself.
- Simple question. Do you at all keep your options open in terms of making money outside of what you are currently doing as a _____

Recruiting Professionals Approach (INDIRECT)

Hey _____. This is _____. How's it going?

We don't know each other, but I found you while doing some research on _____ in the _____ area.

I'm doing a project in the area and wondering if you could help me out.

I'm sure you are very well connected in that market doing what you do for a living.

Is there anyone that comes to mind that has a sales or management background that may not be exactly where they want to me financially, that may be able to help me with my project?

scripts

Now that you've scheduled the phone call here's the INVITING FORMULA...

My Invitation Formula

1. Be in a Hurry – I know that we need to catch up but there's a reason why I'm calling. I came across something I'm excited about and thought about you.
2. Share your Personal Story – Let me tell you what's been happening on my end...
3. Compliment the Prospect – I've always admired how hard of a work you are / how successful you've been / you've always been such a great friend...
4. The 3 Phrases – It may or may not be for you / Would you be open? / If I...Would you?
5. Schedule the Exposure – Do you have a couple of minutes right now? When do you think you would have some time to listen / watch?
6. GET OFF THE PHONE!



Indirect Approaches

- **Opinion Approach** – Could you do me a huge favor? I just started a new business and I could really use your help. Would you be willing to check it out and let me know what you think? I really value your opinion.
- **Referral Approach** – I’m working on a side project and wanted to see if anyone you know comes to mind who is looking for a career change / a way to make some additional income / not happy with what they’re currently doing and looking for a change.
- **Expanding my Business Approach** – I’m working on a side project and wanted to see if anyone
- You know comes! To mind who is looking for a career change or a way to make some additional Income/ not happy with what they’re currently doing and looking for a change.

Super - Indirect Approaches

Practice Approach – I really could use your help / I need a huge favor. I am beginning to become a presenter in my business and I need some people I trust that I can “practice” with.

Market Research Approach – I know that you AREN’T INTERESTED in my business but I could really use your help. I’ve been asked to do some market research on a new (video / call / product, etc.) that our company just came out with. I need some people who I can really trust to give me their honest opinion.

More scripts for Face Book messaging

Cold Market Contact

- Hey _____. I see that we're connected here and have never had a chance to formally meet. I just wanted to introduce myself and say hello.
- I'm reaching out because I'm in the process of expanding my business and looking to network with sharp, successful people like yourself OR you seem like a sharp, successful person and I thought it would be a good idea for us to connect.!!!!!!
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- have a fit. Either way it's always great to network and connect.

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Around Day 15 -- Schedule a Contact Tracker Update Day

Today we take a breath ...

Update the list ...

- Who said yes
- Who needs follow up
- Who did not respond and to send an “Are you OK?” message



Ashley and Rachel's Lessons Learned

Rachel's Takeaways:

- Mindset is key
- Set all pre-judgments aside in making list
- Utilize scripts and third party tools
- Keep in mind goal of getting offline
- Celebrate along the way
- Always leave conversations on a positive note with the door always open



Ashley's Takeaways:

- Be prepared & plan ahead
- Give yourself grace
- Keep your “why” posted everywhere
- My results were not from 100% - proving just how valuable this can be
- Refocus & plug in when needed

Branding Yourself

When looking at your FB page, ask yourself: Would you join you?

Stop promoting your company & start promoting yourself

Benefits:

- Establishes you as an expert/leader
- Gains you unlimited leads/prospects
- Makes a shift to attracting people
- Your success becomes independent of Shaklee

Role of Social Media:

- Powerful tool to help you identify & connect
- Brand yourself: let people into your life
- Build Trust: people need to feel like they know you
 - Leverage your time & ability to reach many people at once

The Do's and Don'ts of Social Media

Don'ts

- Don't be a movie trailer
 - Instead use tools Shaklee/team have provided PRIVATELY
- Less is ALWAYS more
- Personalize everything
- Don't be spammy or an infomercial
- Don't mention Shaklee too often

Do's

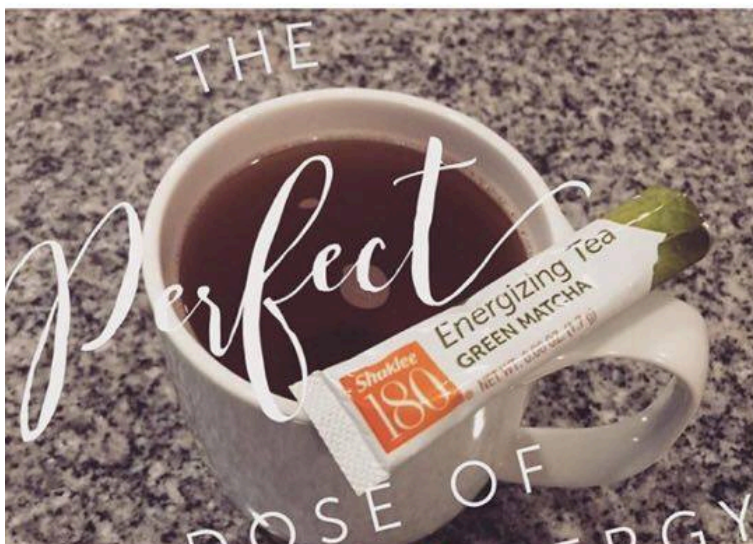
- Learn to create curiosity & not raise resistance
- Treat messages like you're having an in-person conversation
- Display who you are & build trust among your FB friends
- Be vulnerable & authentic



Oh hey 🙋 Just hosting a training webinar to 250 people in my pjs on the couch! Please note: the flexibility of this business is especially helpful when making a baby & not wanting to get dressed EVER 😂😂😂
#entrepreneurship #neverwearclothes #couchgrowth



This morning I'm grateful for my devotional, top Christian tracks on Spotify & this perfect burst of natural energy after a somewhat sleepless night. It's delicious and most importantly natural...meaning safe for my little bear inside 💙 I've never been much of a coffee drinker because every time I drink it, I get sick from the caffeine... jittery, stomachache & overall ICK feeling. Well, not with my green matcha tea, not at all. Bring it on Tuesday ;) #naturalenergy #healthypregnancy #shaklee



My heart is so full after a fun day with these incredible mamas!! ❤️ #shakleesisters #livingthedream #videoshoot #inspiringwomen



👍❤️ 134

10 Comments

Do you wish you could choose the people that you work with? As sisters/best friends we love the freedom and flexibility purpose and community that we have found!

Join our Facebook Live Event
May 24th at 8:15pm (central)
To learn more!
Ask questions And win prizes!

Let me get real for a second. Whenever anyone mentioned direct sales to me, I instantly r... See More

👍❤️ You, Lauren Breeden and 6 others 1 Comment

90/10 Rule

You want 90% of your FB page providing value & 10% “selling” strategically

Educate, Entertain & Empower

I.L.T. – Invest in Growth/Learn/Teach to Other

- Past notes “uncashed checks”
- Books/Audiobooks
- Industry People
- Podcasts
- Magazine Cover Articles (observe titles that make you think, or get your attention, etc)
- Use the posts of others that inspired you to write your OWN post.. not to copy and forward theirs.

Be a Marketer, Not a Consumer

Answer the question of what to post...

By asking yourself ...

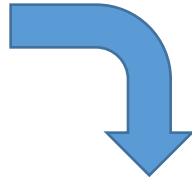
What would attract you ..
Ultimately you are looking for people with similar interests and values.

drive and confidence and purpose, was lost. Like was this it? Just how it was going to be? I doubted myself. I feared that I wouldn't succeed. I worried that I couldn't help anyone. But I knew I wanted something different, so I needed to do something different.

I'm a woman who quit worrying about what others thought and found passion in helping others live a healthy lifestyle through health & wellness - through Shaklee. And though I'm a hot mess in progress, I know I'm not alone.

I'm a mom who's telling you to keep going. Power through the obstacles because they're on purpose, for YOUR purpose, and to encourage your strength.

LIKE or COMMENT if you're a hot mess like me ;)



👍❤️😱 216

29 Comments 1 Share

Someone was sound asleep when we got to the park so now it's "work" time with a beautiful view ❤️ So thankful to have the flexibility and freedom to fit this opportunity in whenever and however I want... I would have never guessed this would be my life but I am so incredibly grateful. **#lifebydesign** **#savouringthesemoments** **#chasetabor**



Marketing on FB

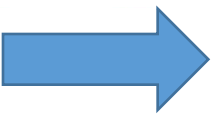
- Start creating value & THEN adding testimonies
 - Curiosity-inducing versus resistance creating
- Create “open loops” – teasers that make people want more (don’t give it all away at once)
- Always include a Call to Action
- Make it personal
- Include an image or graphic that grabs attention .. Especially a personal picture .

We want people to continue coming back to our page because every time they do, they see things they can relate to.

And then you blink & your baby is no longer a baby <3 My handsome "baby" who has been so stinkin' difficult the past couple of weeks. Like major sleep regression, tantrums out of this world, back-talking & more...

And mama's - tantrums are like the tests of mommyhood only there's no open book or multiple choice or essay or for the love of Mary a flippin extra credit point would be fabulous, right? Well, I had an ah-ha that I need to share -

Crying, anger, retaliation, regression..doesn't mean you're a bad mom. You're not failing. You. Are. Not. Failing. Sometimes that's how babies work through wonder and growth and feelings. A release, because they can't tell you. It's not a reflection on you, just a transitional minute where they need you close, quiet, and calm. It will pass and bribes just may be your saving grace, but in the meantime stay positive and patient and consistent. You're tethered and strong and you're doing great. <3



Yes, I gave him a sucker so he would leave the park quietly & avoid embarrassing me at my playdate with the scream, kick & throw yourself to the ground fest he's been doing lately ;) I dig threats & bribes...

Hit LIKE if you bribe your kids ;) #dontjudgeme #mamarules #giveyourselfgrace #hethinksheswinning



Ellee Wallace and 60 others 20 Comments

Favorite summer lunch... smoothie bowl! Packed with protein, antioxidants, probiotics, and omegas 💕 #healthnevertastedso good #raspberrybanana #partyinabowl



Increasing your Engagement –Understanding the Mechanics of Face Book

Face Book controls how much you are seen according to:

1. Who posted it
2. What type of update (photo, video, etc)
3. How much engagement
4. When was it posted



- Organic Reach – if no one “likes” or comments on your posts, your reach goes down. It goes up when you have high engagement.
 - Increase this first & then begin adding the 10% sales when you have an audience



Katie Odom with Leslie Schrock and 4 others.

Sunday at 4:06 PM · 🧑

Empowering- Serving- Purpose-Giving-Freedom-Time-Health-Family-Community-Flexibility-Travel- A few years ago I had a vision of empowering other woman and its amazing to see this come to light. I love surrounding myself with woman who encourage- motivate- and inspire me! Each of these woman have a strong vision and purpose behind why w... See More



👍❤️😂 36

3 Comments 1 Share

Starting my day with a handful of health & the BEST summer morning smoothie around – Raspberry Lime Cooler....and a beautiful backdrop of flowers that keep me smiling alllll day long. 🌸💕😊

Did you know people often think if they eat a healthy diet they do not need to supplement?? Statistically though only 2% of Americans get the recommended amount of fruits and vegetables in their diet. And even when we strive to eat a lot of fruits and vegetables our crops have a 38% decline in the nutrient value of produce (plus don't forget all the potential toxins from the environment). Poor nutritional habits are becoming a national epidemic. 🤔🍔🍕🍦

The good news is that countless studies show nutritional supplementation can positively effect your health! I'm thankful to have found a brand that is the only company to have long term proof of the products! On top of that with all the recalls I am seeing from store brand vitamins, a company I can

trust to go beyond organic with the safety of their products! So many people are nutrient deficient and a simple change in a brand can change their health! 🌱🎉🌱

HIT LIKE if you believe in putting your money towards wellness NOW rather than illness later 👍👍👍👍👍👍



👍❤️ 62

5 Comments

Increasing your Engagement

- Always include a “call to action” in your posts
(gives them a reason to engage)
- Engage with others -
 - Private message them OFTEN.
 - When they have a big life event
 - When they like or comment on your post
 - “Thanks for liking/sharing/ etc ! What have you been up to?”

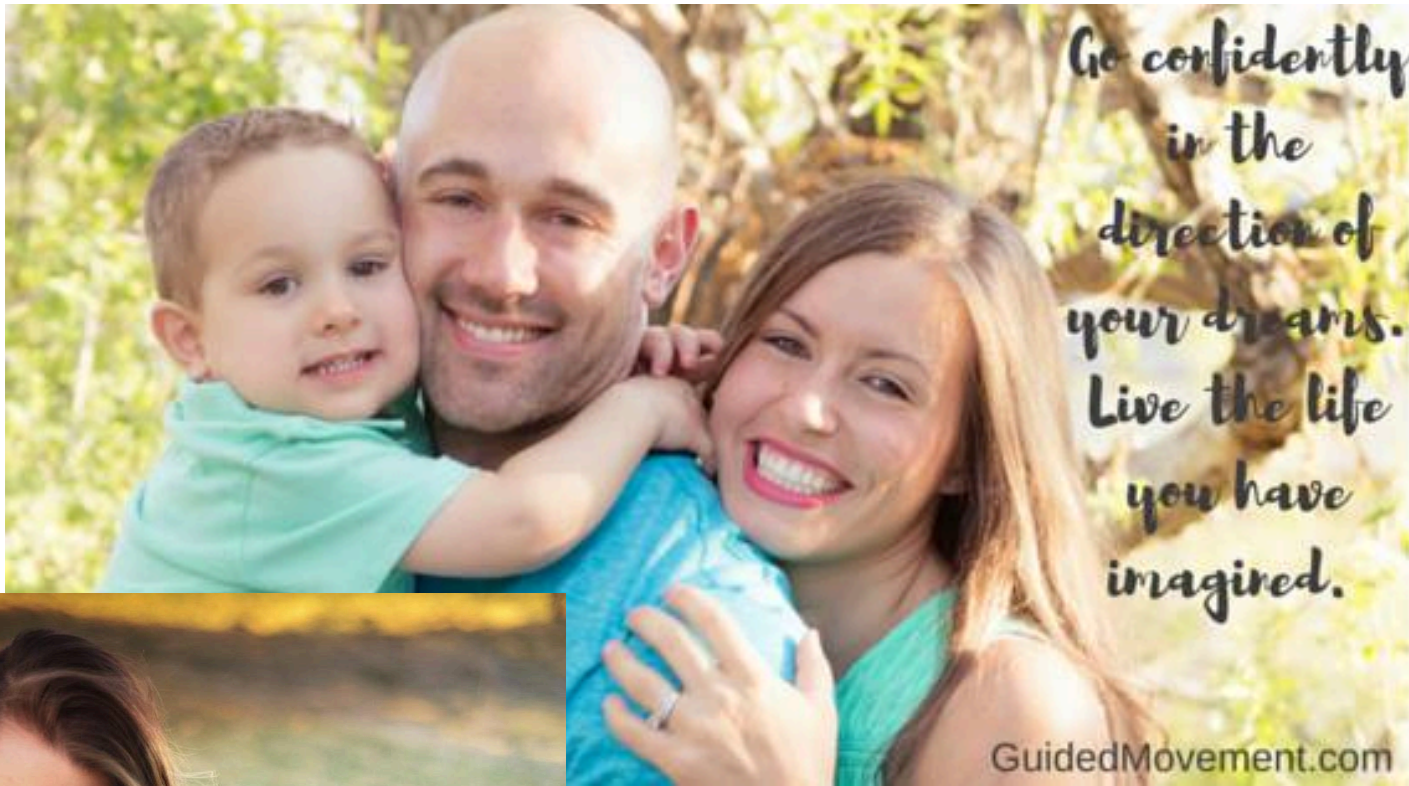


Stop recruiting & start connecting!

Building a Business on FB

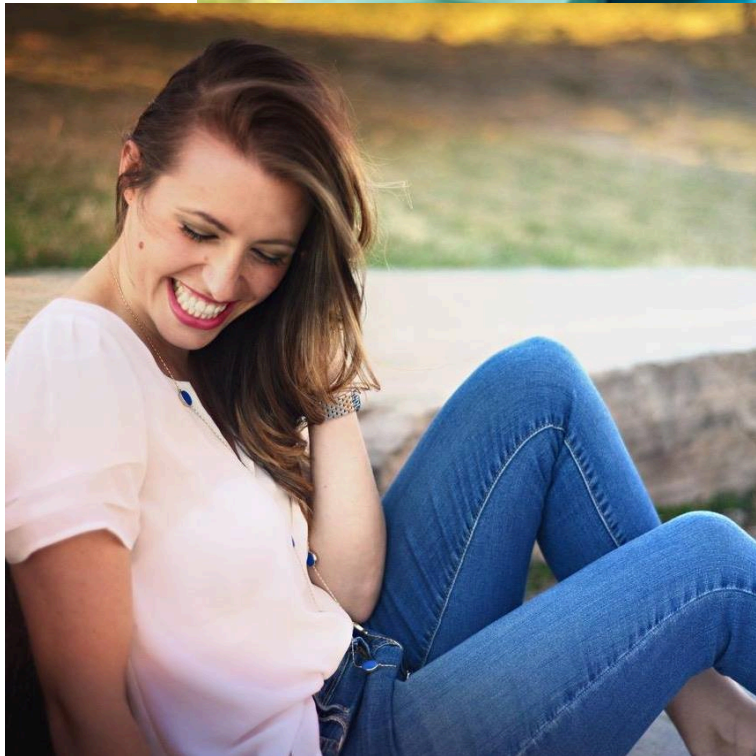
Facebook wasn't created for people to sell stuff

- Make your FB page a PERSONAL PAGE.. Not a business page
 - Fully complete the ABOUT ME section (gives you more visibility)
 - Take Shaklee out of your job description – “founder at”
 - Employer = business page or name of your company
 - Activate “Followers”
 - Activate “review posts” to avoid spammy tags
 - Profile picture = YOU, Cover photo = Your values
 - Never use logo or products as profile picture
 - People don't join companies, they join people
 - Professional photo when possible
 - Use Quotations



*Go confidently
in the
direction of
your dreams.
Live the life
you have
imagined.*

GuidedMovement.com



-  Founder at Live Pure Wellness
-  Married to Jake McDonald
-  From Golden, Colorado
-  Followed by 11 people

Prospecting on FB

- Managing your friends list
 - Connect with people who will engage
 - Accept requests only if they respond to a message
 - “Hey, thanks for the friend request. Not sure if we’ve had the chance to connect or not but it’s great to meet!”
 - Send a message before friend requesting
 - “Hi! I wanted to introduce myself. You came up here on FB as someone I may know. I see we have _____ similarity. I always love connecting & networking with great people like yourself. Would it be okay if I sent you a friend request?”
- Searching for friends: (add strategically)
 - Search bar/mutual interest groups/current friends list
- The birthday wish — message them BEFORE their birthday

The Power of a Video

- Engagement goes up 800%
- Gets people to know/like/trust you FAST
- People buy from PEOPLE
- Create videos that matter to YOU

The hardest part is getting started.

Simple Formula:

1. Introduce yourself
2. Share objective (grab attention fast)
3. Deliver the goods (don't sell)
4. Call to action
 - “If you found this helpful..”

*Look at the camera dot on the phone to make eye contact with listener

*Smile

*Pretend you're having a conversation with friend

*Have a compelling title

*No more than 5 minutes

*Be YOURSELF!

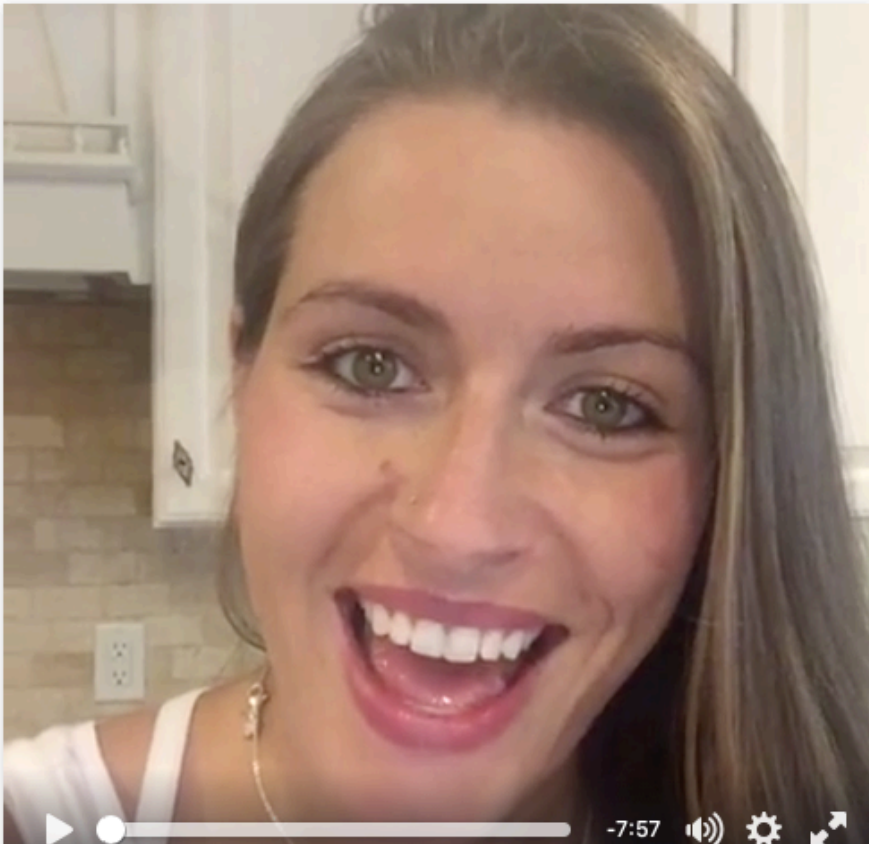
Live Video



Ashley McDonald was live.

June 21 at 7:22pm · 🧑‍🤝‍🧑 ▼

When did being sick become the norm?



698 Views

👍 Like

💬 Comment

➦ Share

👍❤️ Richard Bongiovanni, Dan Madsen and 38 others

Chronological ▼

1 share

View 6 more comments



Joey Liljedahl Tonnemacher I would love an invite!!! 😊

Like · Reply · June 21 at 8:36pm



Meredith Russell Did u get invite [Joey Liljedahl Tonnemacher](#)

Like · Reply · 👍 1 · June 21 at 9:24pm



Joey Liljedahl Tonnemacher I did. Sorry [Meredith Russell](#)!! Just saw this. 😊

Like · Reply · June 21 at 9:33pm



Richard Bongiovanni Motherhood does wonders for you!

Like · Reply · June 23 at 2:20pm

Action Steps



- Create your list & prepare for your 30 day burst – pick a date to start!
- Fix up your FB profile – Change picture, complete profile
 - Message everyone who likes your new profile picture
 - “Thanks for the “ like”...
- Start engaging with other’s on FB & CONTINUE keep in touch
- Make a habit of the Birthday Wish daily
- Follow the 90/10 rule & build up an audience
- Increase “FB Engagement” by following the plan discussed
- Give LIVE videos a try 😊

Summer Strategies for Building Our Businesses

- Session # 3 -- Face Book Events & Health Chats July 14, 2016
- Session # 4 -- Taking It Off Line – July 21, 2016
Appointments, 3-way Calls, and Coffee Dates
- Session # 5 – Cold Market and Fitness Studio Pack Approaches July 28, 2016

SUMMER

Shaklee Video & Audio Archives



- Includes FIVE dedicated websites personalized to you!
- Best Shaklee Field Training Archive Available Today
- Largest online Shaklee Media Library
- Over 500 Shaklee audio/video recordings and growing weekly
- Automated Learn & Earn Program (included but optional)
- Dedicated Shaklee Business Resource Website
- Dedicated Shaklee Business Presentation Website
- Four Shaklee Podcasts
- Video archive of Training webinars
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A video of this presentation will be on your Better Future website and in the Training Podcast usually uploaded by Saturday night.



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