

Impact 1,000,000 minds

Help us raise awareness and support for brain health research.



MindWorks™
CHALLENGE



CHALLENGE ISSUED

At Shaklee Live in Long Beach, our friend Maria Shriver challenged us to use our blockbuster new product MindWorks™ to raise money for brain health research.

For each bottle of MindWorks purchased, Shaklee will donate a portion of the proceeds to fund brain health research through a university research grant program.



+ **CogniFit**
Brain-Training Software

Join Free With Mind Works Pack and Earn Rewards

To support the challenge, starting Wednesday, September 24, we're offering through December 31, 2014 a Join Free with a MindWorks™ Pak consisting of two MindWorks bottles for MP \$99.90.

Sponsor three new Members with the MindWorks Join Pak, receive a free MindWorks Challenge Water Bottle.

Sponsor six new members with the MindWorks Pak receive the Water Bottle AND a MindWorks Challenge T-shirt.

Top 5 Sellers of MindWorks based on Personal Group Volume from launch through June 30, 2015 will have the honor of being recognized at next year's Shaklee Live Conference in Cleveland.

Mind Works Challenge

**BIG NEWS – Free Shipping Extended Through End of October
When Sponsoring With One of Product Regimens**

Generate 25 sponsoring points in one month in October, November and/or December and receive a \$250 gift card from Tiffany's or a choice of selected beautiful Tiffany jewelry

Make your commitment public –

Create a MindWorks Challenge video and spread the word through social media. Let's see how many videos we can generate throughout Facebook, Twitter, Instagram – wherever you and your friends hang out in social!

New Members must join online with at least one of the twelve qualifying product regimens or kits to receive the Free Shipping Offer:

- Foundations Regimen
- SmartHeart Blood Pressure Regimen
- SmartHeart Cholesterol Regimen
- Healthy Solutions Regimen
- Healthy Solutions Plus Regimen
- Enfuselle® Nutrition Therapy System – Normal to Oily
- Enfuselle Nutrition Therapy System – Normal to Dry
- Get Clean® Starter Kit – Regular Scent
- Get Clean Starter Kit – Fragrance Free
- Turnaround® Kit
- Lean & Healthy Kit
- Smoothee Kit
- MIndWorks Kit

New Members joining during the promotion period will receive up to \$20 of free shipping. Offer applies to standard shipping costs.

To receive free sample kit.. Must sponsor them yourself at the MyShaklee.com site

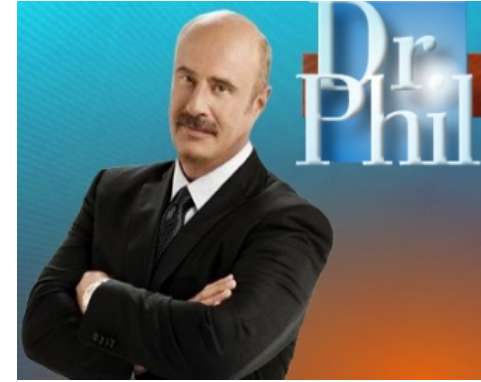
Notify New Members About AutoShip

- BE SURE to notify new members if you put their first order on autoship ... that they will not receive notification from the company ..
- You will want to mark on your calendar to call your customers after they receive their order to answer any questions and remind them what each product does, etc.
- Let them know you will check in before their next order is due to ship... Instruct them how to manage their autoships and activate their MyShaklee.com website.
- THEN CALL THEM AT LEAST ! WEEK before the autoship is scheduled to ship to suggest 1 or 2 additional products they may want to try.

Shaklee MindWorks on Dr Phil Week of Nov 17 !!

From The SHAKLEE EFFECT Facebook group page:

- Exciting opportunity for you and your team to introduce Shaklee and MindWorks💎 to a wider audience
- And support our efforts to fund much-needed brain health research.
- Viewers will be offered a “Show Special” of \$99.90 for 2 MindWorks, free membership and free shipping ...
- Those who purchase will then be assigned to a **Shaklee Director who has sponsored 2 new members within last 3 months.... AND is registered for the Cleveland Global Conference. 2015.**





How To Qualify To Receive Shaklee Leads

Dr. Phil is seen by 4.1 million homes in North America.

To get leads from this huge exposure, 5 things are necessary.

1. Be a Director by Oct. 31.
2. Have a Personal Website (PWS).
3. Sponsor at least two people personally in any of these 3 months--Aug, Sept, Oct (so you have 10 days to do that if you haven't already).
4. Have your unique email on file with SHAKLEE.
5. Be registered for Cleveland by Oct. 31.

Preparing for Dr Phil Exposure NOW

Tools and training are being developed so we can take full advantage of this!

- It's time to get our Shaklee logo shirts ordered (Shaklee Spirit Store at MyShaklee.com)
 - Our Personal Websites (PWS) shaped up
 - Our teams in place
 - Our emails ready
 - our handouts printed (coming soon)
-
- As [Clinton B. McKinlay](#) said on FB THE SHAKLEE EFFECT, whether or not you get leads...we will get to share the video of the show and help a lot of people! **"However, remember that of all the people who came in due to Oprah, those that came in through organic reach outs as opposed to cold leads from the show had a 10X higher retention rate! Reaching out with video assets and pure enthusiasm is a sure fire way to leverage this, with or without leads."**



Mind Works Conversation

You may have been seeing information regarding the new product Mind Works that Shaklee introduced a few months ago ..

Well that product has been so effective, the reports have been so inspiring about improved memory, cognitive ability, quickness of mind, focus.. even moods .. That it is going to be featured on Dr Phil in November !

There is a special promotion now to help introduce people to Mind Works ... would you like to hear about it?

For people who are not yet Shaklee members, they can receive a free membership .. With the 15% discount ...AND FREE SHIPPING too ...all for the purchase of just 2 bottles of Mind Works ... So wanted to ask .. Who comes to mind who you think will want to know about this product...

For existing members, for every bottle of Mind Works sold, Shaklee is making a contribution to the much-needed research on brain health and Alzheimers prevention. ... would you like to try it ?

Mind Works Conversation #2

- “I have some exciting news to share.. At Shaklee there is a new revolutionary product called Mind Works .. That improves cognitive function & memory .. People are getting wonderful results with it ... and there is great science behind it ...
- We are thrilled that this product is going to be featured on the Dr Phil program in November week of 17 .. So I want to contact my friends and family to tell them about a special promotion that is running to introduce people to this product ... May I tell you about it?
- Here's the deal ..
- When someone purchases 2 bottles of Mind Works... they receive free membership (which gives them an immediate 15 % discount.. Not only on Mind Works .. But there are a gazillion other wonderful amazing Shaklee products I suspect they will also want to know about . AND free shipping .. Saving another \$9 or so ... I will be VERY interested in the feedback on this product Because people report better memory and focus and moods, and concentration ,. And improves better blood flow to the brain which reduces risk of Alzheimers .. All the news is good on this one...,
- So wanted to ask who may come to mind for you that you think will want to know about this promotion ...

Teaming Up Fall 2014 –Lesson 8
Know The Numbers –Comp Plan Strategies
October 23, 2014

Senior Executive Coordinator
Lisa Anderson



Senior Coordinator
Katie Odom



Be part
of the effect™

Objectives for Session # 8 – Know the Numbers– Comp Plan Strategies

- To help all members attending the training to reach rank of Director by end of November (90 Day Goal .. Email us to report new Directors)
- To understand the specific income generated from developing a Shaklee customer base. .. And the residual income over time.
- To understand the specific income generated from developing a Director..the residual income over time...
- To learn how to coach new distributors to maximize their income from the Dream Plan including qualifying for Power Bonuses
- To understand the business concept of leverage... and other business principles. lisa

Principle of Residual Income

- One of most financially rewarding aspects of the Shaklee business plan is the concept of RESIDUAL INCOME
- Residual income is being paid in the future for work you do today.
- In Shaklee ...Residual income is generated in 2 ways:
 - Leadership bonuses
 - Personal group bonuses generated from customer base PV

katie

Let's Look at Residual Income Effect from Developing a Customer Base

Income as a 2000 PV Director with a 2000 PV Customer Base

2000 PV X 20% = \$400

Plus Member Price differential 15% -- \$300

\$700 gross bonus

In One Year -- \$700 X 12 months = \$8400/year

Over 10 years = \$ 84,000 !!!

So in 10 years, what could you use \$84,000 for? .. Or more if you invest it over 10 years.

AND you receive significant tax breaks

Another Way of Explaining Residual Income is ...

Work, Work , Work Get a Check
Work , Work ... Get a Check
Work... Get a Check... Get a Check ..
Get a Check



Whatever your goal is for what you want to earn, ...
whether it takes you a few months or a few years,
You will only have to do the work once and you will be paid every month
thereafter for many years

- As long as you stay in contact and give good customer care
- Maintain your monthly volume.

lisa

So...After You Develop a 2000 PV Director Business...

katie

Next Goal Is Increasing Volume to 3000 PV
You Can Build 3000 PV with More Customers...
or
Developing an Associate and Duplicating Yourself



Develop a 1000 PV Associate

Your 2000 PV Customer Base X 20% PLUS Differential 15% = \$700

PLUS your Associate's 1000 PV = (total 3000 PV) X 20% = \$200

LESS Your Associate at 1000 PV X 12% = **-\$120**

Net bonus \$ 780

What Happens To Your Monthly Income as You Identify Business Partners & Develop New Distributors?

lisa

THERE IS NO
ELEVATOR
TO SUCCESS.
YOU HAVE TO
TAKE THE
STAIRS

We want to develop a Long Term Big Picture View of an Entrepreneur ..
not a paycheck mentality

2000 PV X 20% = \$400 if all PV comes from customers

But if you have distributors who sponsor their friends/ new members...

They get paid the % of PV they contribute to your total volume...

Your Director PV at 20% ... Pay out 14% for your 1500 PV Associate (you net 6%)

Your Director PV at 20% ... Pay out 12% for 1000 PV Associate (you net 8%)

Your Director PV at 20% .. Pay out 8% for 500 PV distributor (you net 12%)

Your Director PV at 20% ... Pay out 4 % for 250 PV distributor (you net 16%)

Understanding Leverage and Power of Duplication

katie

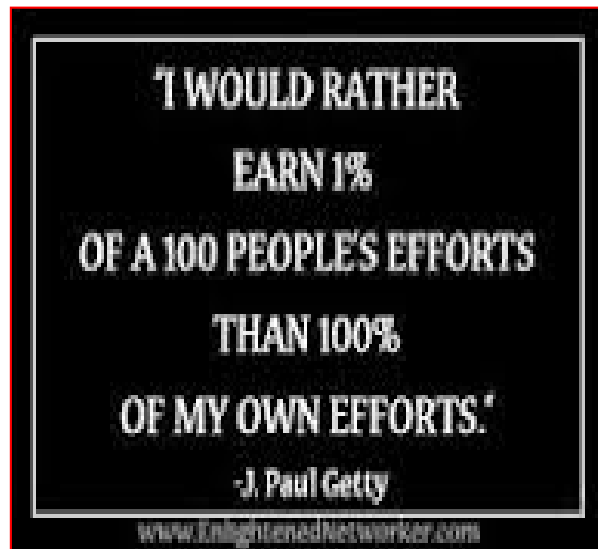
Ex-- Associate develops 500 PV from customers...their income is .. $500\text{PV} \times 8\% = \40
Then they help a distributor develop 500 PV (add to their 500 PV) =
 $1000\text{PV} \times 12\% = \120


Subtract the bonus for the distributor ...

$$500\text{PV} \times 8\% = - \underline{\$40}$$

That leaves the associate with \$80
and they doubled their pay check ...

$$\$120 \text{ ...less } \$40 \text{ pd to distributor} = \$80$$



A man in a dark suit, white shirt, and patterned tie, standing against a dark background.

ENTREPRENEURSHIP
IS LIVING A FEW YEARS OF YOUR
LIFE LIKE MOST PEOPLE WON'T,
SO THAT YOU CAN SPEND THE
REST OF YOUR LIFE LIKE
MOST PEOPLE CAN'T.

-UNKNOWN

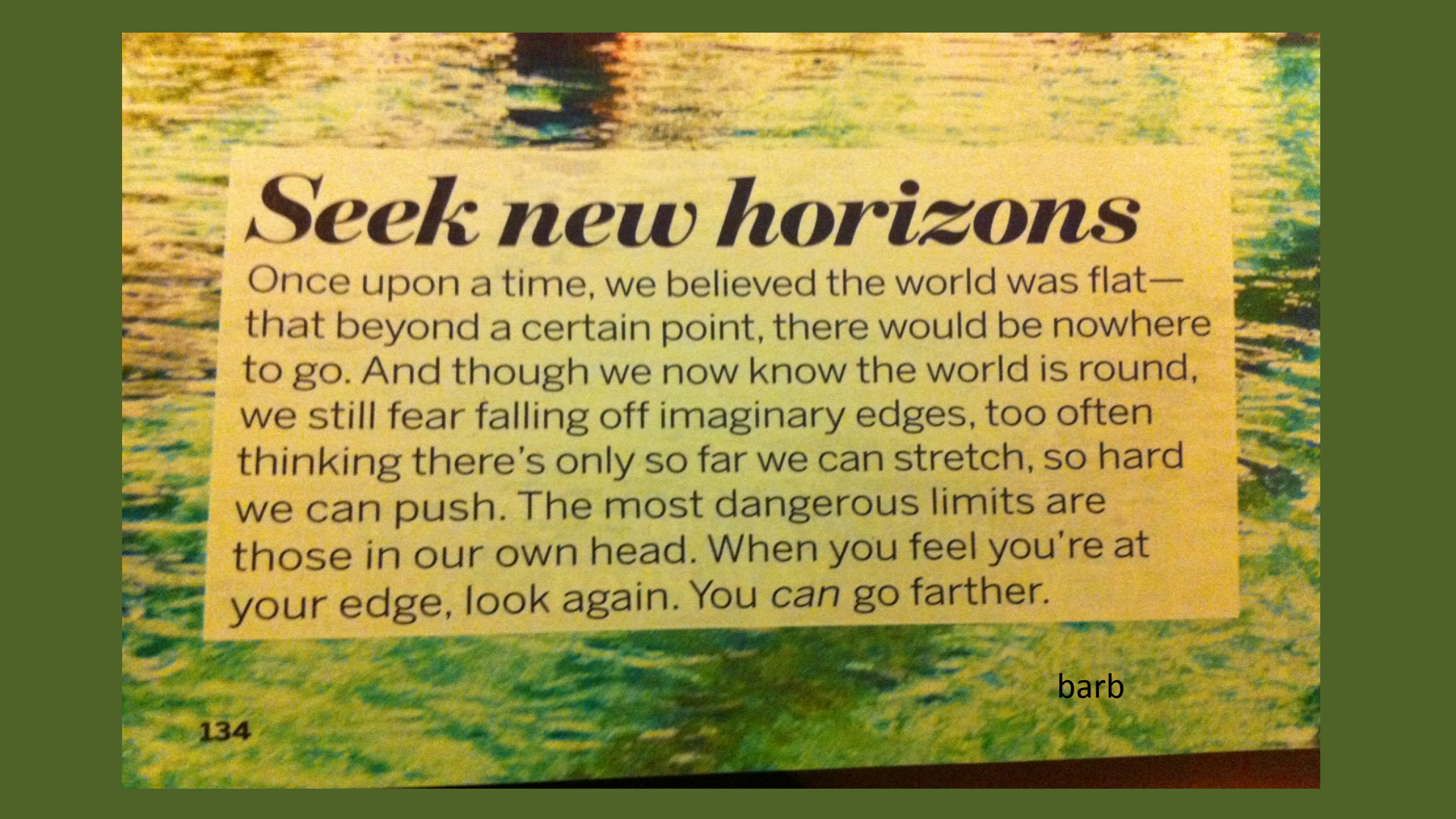
SECRET
ENTOURAGE

A close-up of a lion's face, looking directly at the camera with a serious expression.

Entrepreneurship

IF WE WAIT
UNTIL WE'RE
READY, WE'LL
BE WAITING
FOR THE REST
OF OUR LIVES.

“When you stand
and share your story
in an empowering way,
your story will heal you
and your story
will heal somebody else.”



Seek new horizons

Once upon a time, we believed the world was flat—that beyond a certain point, there would be nowhere to go. And though we now know the world is round, we still fear falling off imaginary edges, too often thinking there's only so far we can stretch, so hard we can push. The most dangerous limits are those in our own head. When you feel you're at your edge, look again. You *can* go farther.

barb

The Principle of Duplication Begins ... When We Develop Our First Associate

- So now we have discussed the principle of duplication
- Starting with developing an Associate
- And now let's discuss how to move that Associate to Director .. And advance your rank to Senior Director ... lisa



Income of Senior Director

Step One – develop a 1000 PV Associate

Your 2000 PV Customer Base X 20% PLUS Differential 15%	=	\$700	lisa
PLUS your associates 1000 PV = (total 3000 PV) X 20%	=	\$200	
LESS Your Associate at 1000 PV X 12%	=	<u>-\$120</u>	
		Net bonus \$ 780	

Step Two – Develop First Generation Director

2000 PV X 20% = \$400 plus 15% MP differential	=	\$700
Leadership Bonus on new director 6% of 2000 PV	=	<u>\$120</u>
		\$820

Step Three – Qualify for Car Payment

3000 PV X 20% + 15% Differential	=	\$1050.00
PLUS 6% Leadership Bonus on Director at 2000 PV	=	\$ 120.00
PLUS MONTHLY CAR PAYMENT	=	<u>\$ 225.00</u>
	TOTAL	\$1395.00

Value of Appointing A Director

katie

Entry Level Director at 2000 PV X leadership bonus of 6% = \$120/month x 12 months =
\$1440/ year

Over 10 years = \$14,400

Director at 3000 PV X 6% = \$180/ month X 12 months = \$2160/ year

Over 10 years = \$21,600

How many Directors would you like to develop?

3 Directors at 3000 PV = \$21,600 x 3 = \$ 64,800 over 10 years !!

Add your customer base income at 3000 PV to these leadership
bonuses = **monthly income is \$1050 + \$180 = \$1330/ month**
Add the car payment ... \$225/mo = \$1555/month

ANNUAL AVERAGE INCOME BY RANK

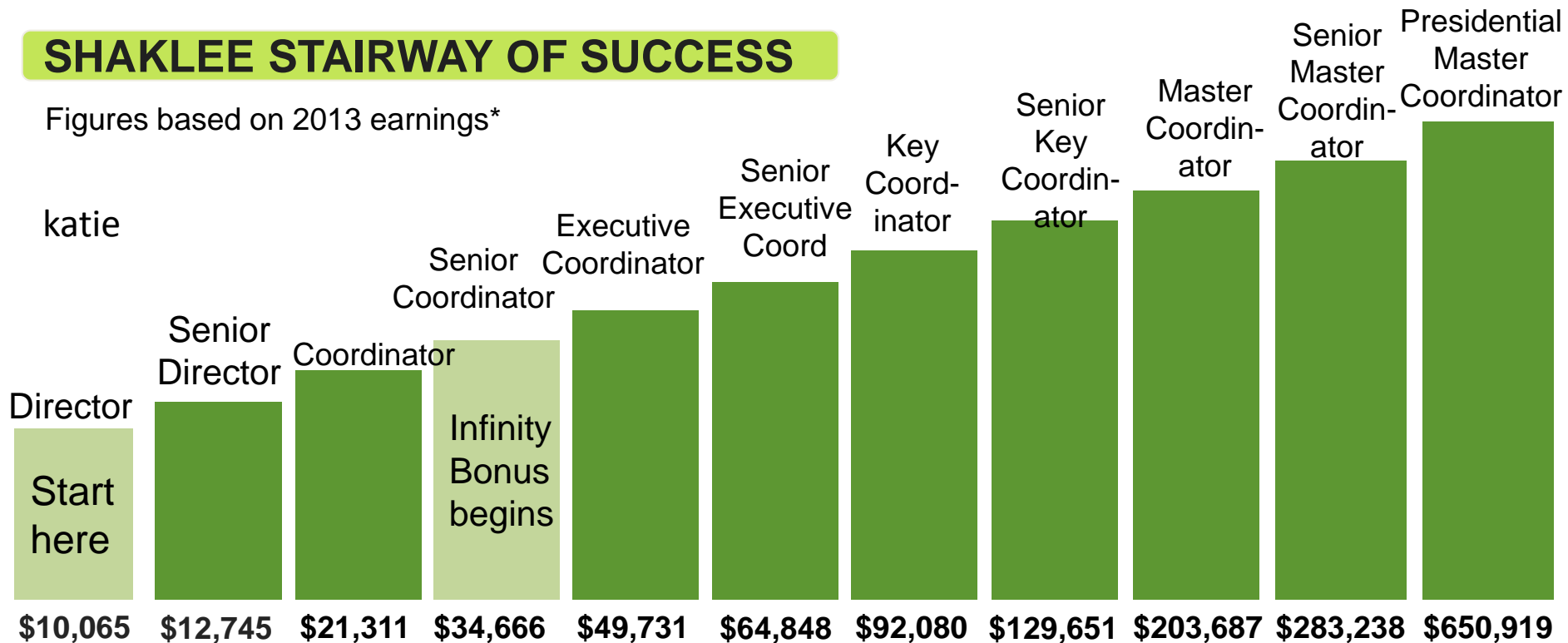


U.S.A | Real People Making Real Money



SHAKLEE STAIRWAY OF SUCCESS

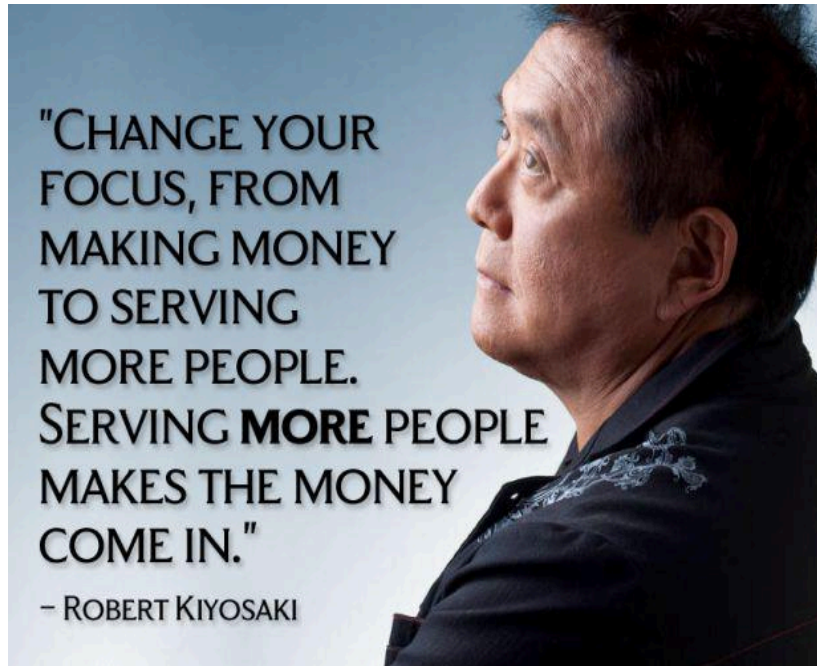
Figures based on 2013 earnings*



*Average annual income for each rank is calculated monthly based on information reported on Form 1099-MISC for all U.S. Business Leaders who achieved the rank that month. The sum of these monthly averages is the figure reported above. Results will vary with effort. Shaklee Corporation does not guarantee that any particular income level will be achieved.

As your downline leaders mature ...

Your work load lessens ... and the income increases



lisa

Executive Coordinator Sandy Dietrich – Example of Residual Income

Dietrich's accumulated earnings since Year 2000 = \$473,000

That is 14 yrs x 52 wk/yr = 728 weeks

\$473,000 divided by 728 = **\$650.00/wk for 14 years!!**

- 5 hrs/wk = \$130/hr
- 10 hrs/wk = \$65/hr
- 20 hrs/wk = 32.50/hr
- 1 hrs/wk = \$650/hrs



*Director in our first year...1995

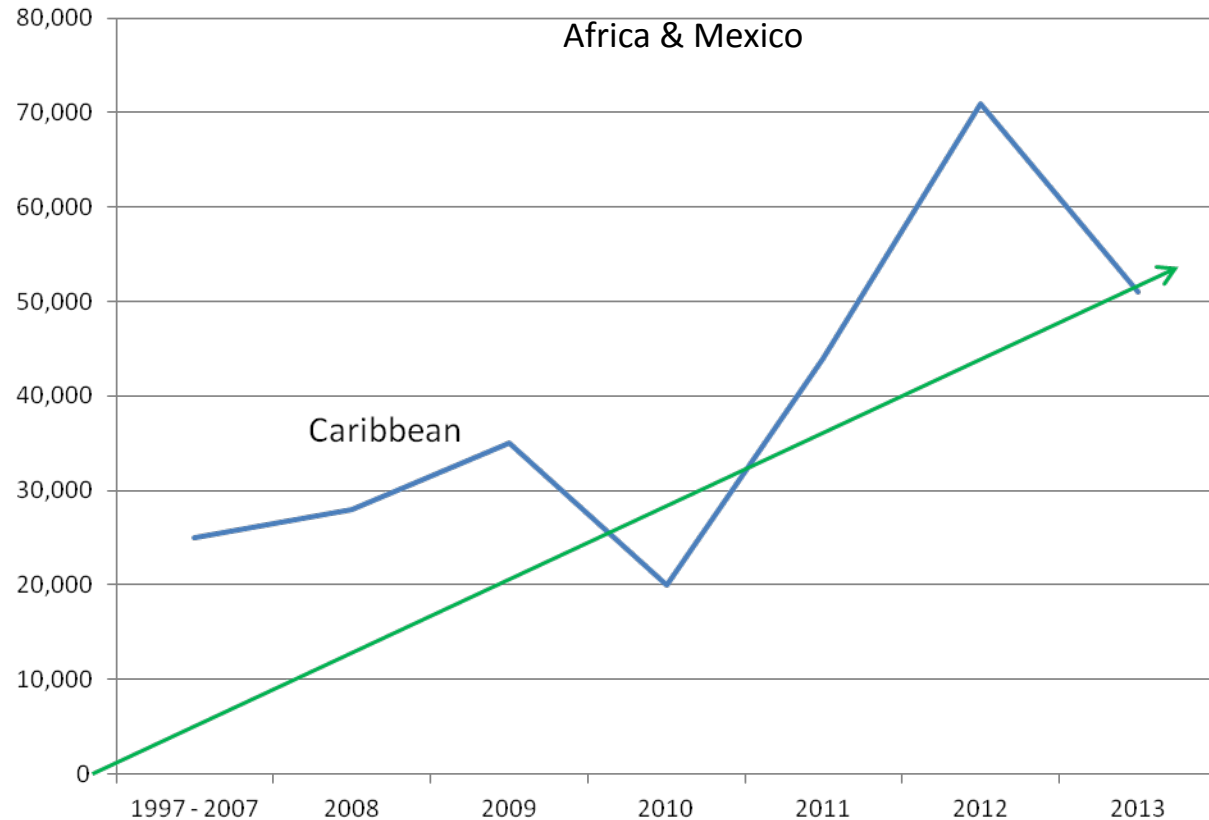
*Developed our customer base and promoted a couple of Directors to where we were earning \$25,000.

*Worked business off and on with young children at home; involved with church and community.



*Developed Directors over the years who have provided really good residual income while maintaining our customer base.

Dietrich Income Chart from 1997 to 2014





BE54091

October 15, 2014

Payable to the Order of: LAURA & DAVE TOSO

\$2,269.03

TWO THOUSAND TWO HUNDRED SIXTY NINE AND 03/100 DOLLARS

A handwritten signature in black ink, appearing to read "Tracy R. ...".

PV Month: September 2014

Accumulated Earnings since January 2000 = \$574,837.61



YA44719

October 15, 2014

Payable to the Order of: **PAMELA J & RICHARD C CARY**


\$3,354.12

THREE THOUSAND THREE HUNDRED FIFTY FOUR AND 12/100 DOLLARS

A handwritten signature in black ink, appearing to read "Pamela J. Cary".

PV Month: September 2014


Accumulated earnings since January 2000 --- \$344,649.56

 BJ00892

October 15, 2014

Payable to the Order of: MOYRA J & TOM E GORSKI

FIVE THOUSAND THREE HUNDRED EIGHTY NINE AND 31/100 DOLLARS



PV Month: September 2014

\$5389.31

Accumulated earnings since 2000 = \$265, 750.12

NOTE: Check amount is the total amount of income earned for the month. It does not include miscellaneous adjustments (which can be both credits and debits). Accumulated Earnings since February 2000 are based on earnings reported on Form 1099-MISC.

Income of Senior Director

lisa

Step One – develop a 1000 PV Associate

Your 2000 PV Customer Base X 20% PLUS Differential 15%	=	\$700
PLUS your associates 1000 PV = (total 3000 PV) X 20%	=	\$200
LESS Your Associate at 1000 PV X 12%	=	-\$120

Step Two – D

2000 PV X 20%

Leadership Bon

Step Three –

3000 PV X

PLUS 6% Leadership Bonus on Director at 2000 PV = \$ 120.00

PLUS MONTHLY CAR PAYMENT = \$ 225.00

TOTAL \$1395.00

When you view this example,

2 questions come to mind ...

How do I generate that 1000 PV under
that Associate ..

And where do I find that Associate?

How To Create 1000 PV

Set a standard – new business partners .. Once they have completed their evaluation (see materials www.BetterFutureStartsToday.com and decide Shaklee is a good fit for them Lay out a plan to generate **1000 PV in their first or second month** at most

4 events X 5 new customers/event = 20 new customers X 50 PV = 1000 PV

Events

- FaceBook Events (Grand Openings and Business Launch Parties, or on specific health topic .. Children's Health, Women's Health, Healthy Home Healthy You etc)
- Conference Calls on health topics
- Inviting to Wellness Webinars
- Passing CD's
- 3-way calls
- In-homes

katie

Steps To Identifying and Attracting Business Partners

So far this Fall Semester 2014 we are learning ...

- One of the most important skills to develop for success in attracting business partners are **people skills along with communication skills** ... learning how to have conversations that CONNECT us to others (see Session # 6 Fall 2014)
- We learned what **resources to send** to someone evaluating the business (archived list at new business resources website www.BetterFutureStartsToday.com)
- We learned to set up a **3-way call** with upline or other business leader.
- We learned to coach them to make **a list of people** they know ... and whom they may want to introduce to the products .. Or/ and the business
- Schedule a **2000 PV planning session** .. Review each name and activities that will generate 2000 PV
- Plug them in to **training archives or live sessions**

katie

How 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
- lisa



**Help Your
New Business
Partners Earn
Power Bonuses**

Your first 3 months after sponsoring
as a Distributor or Gold Member
Every 15 Points = \$150

Every
time you
advance a
rank,
you have
another 3
months
to earn
Power
Bonuses.

1 point	New member with 50 PV order within their first 60 days
2 points	New member with 100 PV order within their first 60 days
5 points	New Gold Distributor (\$349 Gold Kit), 250 PV
10 points	New Gold Distributor (\$699 Gold Kit), 500 PV

Points double if member gets on 100 PV auto ship for 3 months during their 1st 12 months.
To receive payment weekly, you need to be on direct deposit.

lisa

Roger Barnett – Understand the Power of a Network



“Fall in love with Shaklee and talk to people every day.
It is the QUANTITY of contact that creates growth.
Every day add to your network.
Have a vision of how 1 person then talks to another & your
network grows like Face Book does
(from 2 million to 750 million within 2 years)

Nurture your business every day & you will produce
compound growth & a multi-generational business that will
provide for you and your descendants for decades to come. “

So... to summarize ... Residual income is income that continues to be generated after the initial effort has been expended... like royalties from writing a song or a book.



- Residual income is generated from creating a customer base
- And Residual income is created by developing Directors
- Therefore, it makes most sense to learn the skills needed to develop both aspects of a Shaklee business

lisa

Action Steps Session 8

- Create a Shaklee Effect binder ... with stories and photos of real Shaklee leaders ... their backgrounds and their incomes.
- Using the Shaklee Dream Plan brochure (item code #76184) ,set an income goal .. And then play with the numbers to determine how best to reach it ..
- Then create a plan of action to share the concept of residual income that a Shaklee business offers to 3 to 5 people this week.
- “ May I ask you something ...Do you know much about the concept of residual income? I just learned about that this week .. And that is a pretty fascinating idea... Would you like to hear about it?” lisa

Action Steps Session 8

- Prepare for the Dr Phil leads :
 - Become a Director by end of October
 - Register for Cleveland Global Conference (10,000 expected.. . You will want to be a part of this historic celebration)
 - Check to see if our personal websites need attention
 - Sponsor at least 2 people from August to October
 - Decide how many people you would like to speak to about Mind Works this week .. See word tracks lisa

Monday Night Wellness Webinars

October 13 – Flu Prevention

October 20 – Auto-Immune Explosion

October 27 – Inside the World of Shaklee

November 3 – Gary Burke – on home business benefits

November 10 – Headaches, Migraines and

November 17 – Stress, Depression and Other Pressures on College Students

November 24 – Inside the World of Shaklee

December 1 – Gary Burke – benefits of home businesses

December 8 – NO WEBINAR-- Playa del Carmen Shaklee Dream Trip

December 15 – Sorting Through the Myths of the Ingredient Critics



Cleveland, Ohio – August 12-16th 2015

**NEVER BLAME
ANY DAY IN YOUR LIFE.
GOOD DAYS
GIVE YOU HAPPINESS.
BAD DAYS
GIVE YOU EXPERIENCE.
AND THE WORST DAYS
GIVE YOU A LESSON.**

MEDIAWEBAPPS.COM

“What lies behind us ...
and what lies before us...
are tiny matters when compared
to...
what lies within us.”

Ralph Waldo Emerson

New Fall 2014 Directors

- Lauren Breeden (Odom)
- Marissa O'Neal
- Jennifer Lee
- Stephanie Bruce
- Sarah Goodman (Anderson)