

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

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

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

HERE'S HOW IT WORKS:

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

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

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

Legacy and Leadership Spring 2015

Session #7 Feb 26, 2015

Face Book Is Your Friend Part 2



Senior Coordinator
Katie Odom



Senior Director
Kristen Jakubowski



Senior
Executive Coordinator
Lisa Anderson

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.

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...



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 .

barb

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

Weight Loss Program Cost Comparison:

Jan. 2013

Jenny Craig: \$109/Week

2 Frozen meals/day & snack.

NutriSystem: \$102/Week

3 meals per day for pantry plus snacks.

Weight Watchers: \$80/Week

\$42.95 monthly meeting pass + \$10/day your own food cost avg. in.

Medifast: \$74/Week

5 meals/shakes/bars per + 1 meal you prep. *GMO soy* in all product.

Subway: \$70/Week

for two \$5 footlong subs per day

Shaklee 180: \$67/Week for Turnaround kit (2 meals/day.)

\$37/Week for Lean & Healthy Kit (1 meal/day). only *non-GMO* ingredients and includes daily online workouts and health tools.

Shaklee 180 includes snack bars, meal bars, energy teas and online fitness programs and support resources. lisa



Shaklee 180 Transformation



barb

Merle Girnun
Lost 85#, 67 inches,
from Size 24 to size 10



barb

Developing Directors with Shaklee 180

4 Shakee 180 Tasting Parties X 6 attending = 24

Half purchase the TurnAround Kit (172 PV)

12 X 172 = 2064 PV (new Director)

Half of them refer 2 friends for discount/incentives

6 X 2 new members = 12 new members

12 X 172 PV = 2064 PV (another new Director)

Half of them want discounts/incentives

6 X 2 new members = 12 new members

12 X 172 = 2064PV (another new Director) barb

Shaklee 180 Income Numbers

Turnaround Kit	PV	172
Lean and Healthy Kit		111
Smoothie Kit		111



10 TurnAr Kits X 172 = 1720 PV X 20% = \$344 plus markup

10 Lean & Hlthy X 111 = 1110 PV X 20% = \$222 plus markup

Or Smoothie Kit

lisa

Smart Heart Regimen for Prevention of Heart Disease

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



Objectives for Session 7 FaceBook Is Your Friend Part 2

Because Facebook has become such an effective tool in sharing the Shaklee message of creating healthier lives and businesses...

we are continuing our series of webinars regarding using FaceBook to develop our customer base and business teams.

This week, we are doing a bit of “show and tell” so we can see what the most effective posts look like ... And how to create them.

lisa

What is the Value of Facebook?



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

- Giving you an expanding circle of influence and amazing vehicle for connecting with others.
- Giving you a platform to become a resource
- Giving you new avenues for marketing and prospecting
- Giving you a place to build community for your team katie

Set Up Profile Picture and Story

- Photo of you, your family .. Looking healthy and appealing
- In the “ About” section ... your story

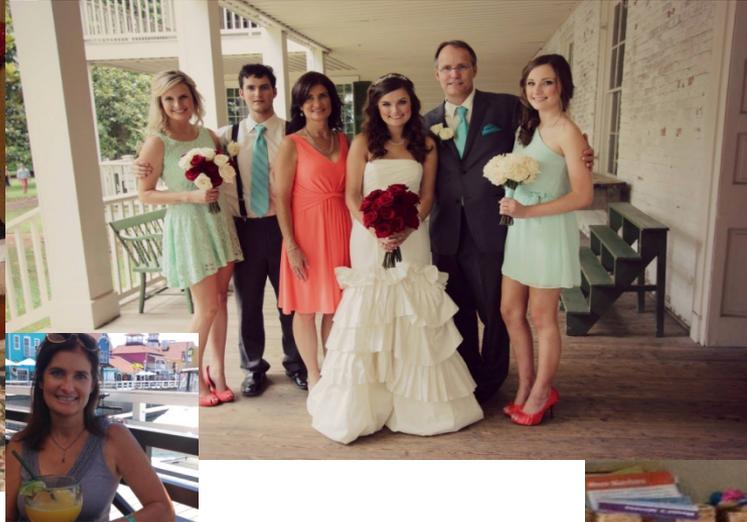
Examples –

Bonnie Donahue – Balancing life with Babies and a Business

Wife to my high school sweetheart and
mommy to the four cutest kids ever!



Profile Pictures

A red t-shirt with hands clasped over the chest.

AMERICAN HEART MONTH
The power to have
a healthy heart is
in your hands

Shaklee
Creating Healthier Lives

FaceBook Basics – What to Post

- Personal pictures of using the product
- Nutrition information .. And it can come from : Nutrition and You booklets, Building a Better You by Dr Brouse, Shaklee website product information power points from BetterHealthin31Days.com (Wellness Webinars)
- Photos of Samples -- “Who is interested in a healthy energy tea in the morning – send me your name and address and I’ll send you a sample “ (see Bonnie Donahue and Ashley McDonald)
- 80/20 – Post 80% non-Shaklee .. Health information, interesting articles, family & lifestyle pictures
- Promotions and Shaklee Specials
- Order at VitaBooks4You.com , The Frontrunners.com

When to Post .. And How Often

- Peak times for FaceBook usage are Monday morning and 9 am and 5 pm
- Post at least once a week --

Make Pictures Appealing & Educational

Make graphic appealing using different apps to print text over a picture (rhonna, word swag, pic monkey)

Used Rhonna to Print Text over Photo



Created on Canva

Can create the image in
your computer and
then copy and paste
into FaceBook

Done

Natural and Safe Energy Drink



Mix Energizing tea packet with Performance
Forget coffee and amped-up sodas. Here's a safe and natural way to head off the slumps when you need a quick pick-me-up. An exclusive blend of antioxidant-rich green, white and red teas, as well as taurine, naturally boosts your energy and enhances alertness. Enjoy morning or afternoon, hot or cold.

Added bonus: Mix with Performance (Hydration Drink)

Shaklee Performance is clinically proven to hydrate better than water. In fact, it has more electrolytes and provides more energy than the leading hydration drink

Odom's Wellness

FEBRUARY 13 AT 1:06 PM



1 Like

Post Examples of
Shaklee's High Standards
and Commitment to
Quality



Posts About Products to stay healthy through the holidays

katieodom09

9w



15 likes

katieodom09 Merry Christmas!! Starting my day healthy and energized! Several friends shared with me how much vitalized immunity either helped them not get sick or recover quickly! Packed with as much vitamin c as 16 oranges!! #vitalizedimmunityyouareamazing #shaklee180 imartin0924 I had my energizing tea this morning.

Example of Post How Alfalfa Increased Breast Milk Supply



Example of Post About Children's Nutrition

katie

Verizon 2:27 PM 9%

< Odom's Wellness

Page Activity **4** Insights

 **Odom's Wellness** added 3 new photos.
February 16 at 3:23 PM · 🌐

Concerned about your child's health? Did you know the first 1000 days of life (conception through two years old) nutrition is the most important factor for a successful future. We will be sharing lots of information on Facebook tomorrow night at 8pm to ensure your child has the best foundation possible for a healthy life. Join the event in the comments...

I'm sure your child probably eats a perfectly balanced diet.
If not, let us help.

Shaklee's Incredivites contain vitamins and minerals found in Nature. Nothing Synthetic. No fillers.

Retail Price - \$34.95
Member Price - \$27.00

For less than a packaged fruit cup from the store!
Only 47 cents a day.



100% Satisfaction or your money back!

9 Likes 1 Comment

News Feed Requests Messenger Notifications More

From Shaklee Corporation FaceBook Page

Losing as little as 5-10 lbs can actually lower your risk of heart disease.

In fact, in one study blood pressure decreased, there was increase in good HDL cholesterol, and a drop in bad triglycerides.

So, can we count you in for 10 lbs off?

Join our 40K Weight Loss

Challenge today!

<http://bit.ly/1LkW>

[Dsr](#) lisa



From Shaklee Corporation FaceBook page

The beauty of a Shaklee business is that it can be designed around your life in a way that works for you. lisa



From FaceBook Shaklee Corporation

Your cells fight damage every day. Help repair & protect them* with the power of Vivix®.

<http://bit.ly/1ysRmaY>

lisa



FaceBook Glossary

Facebook is a social utility that connects people with friends and others who work, study and live around them. People use **Facebook** to keep up with...

News Feed is the constantly updating list of stories in the middle of your home page. **News Feed** includes status updates, photos, videos, links, app...

A **wall** is a section in your profile where others can write messages to you or leave you gifts, which are icon-like small images.

In a **Timeline** the photos, videos, and posts of any given user are categorized according to the period of time in which they were uploaded or created

Liking

Texting and Social Media Abbreviations

Lol

Ty

Btw

B4

Liking a Post Benefits Your Facebook Friend

Liking Things on Facebook

[What does it mean to "Like" something?](#)

Clicking **Like** below a post on Facebook is an easy way to let people know that you enjoy it without leaving a comment. Just like a comment, the fact that you liked the post is visible below it.

For example, if you click **Like** below a friend's video:

People who can see the video will be able to see that you liked it

A story will be posted on your Timeline that you liked your friend's video

The person who posted the video will get a notification that you liked it

Kristen Jakubowski Story

1 year ago -- 2000 PV Director ...barely.
2015 – Senior Director and 3000 PV

What changed –
Began meeting new people
And TALKING to people



Networking on FaceBook – An Effective Reach-out Method for Kristen

The concept of networking .. Small local businesses helping one another with referrals, mutual purchases & camaraderie.

FaceBook Inquiries

The goal after receiving an inquiry on FaceBook is..

TAKE THE CONVERSATION OFF LINE AND TO THE PHONE

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

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

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



Kristen Boys-Jakubowski ▶ **KJak Wellness Group**

Jan 14 at 9:26am

This product has completely changed my 'lady-life'!! You may or may not know that I have endured many years of fertility issues which were both solved and complicated by fertility medications that I truly believe left my body completely toxic and my system confused. I have suffered since my teens with painful, sometimes debilitating side effects of my cycle. It took me til age 40 to find something that alleviated those severe symptoms (there was literally one week of the month I was symptom free). I now take GLA...and I take a healthy amount of it with great results!

Here's the direct link to GLA - http://kristenjacobowski.myshaklee.com/us/en/shop/healthyfoundations/womenshealth/product_p_gla-complex_p

GLA Complex
Twice as Concentrated as Evening Primrose Oil

GLA Complex
60 capsules

GLA Complex is used by many women to maintain a sense of well-being throughout their monthly cycle. Unique to Shaklee, this formula contains GLA

kristen

Here's the direct link to GLA - http://kristenjacobowski.myshaklee.com/us/en/shop/healthyfoundations/womenshealth/product_p_gla-complex_p

GLA Complex
Twice as Concentrated as Evening Primrose Oil

GLA Complex
60 capsules

Supplement Facts		
Serving Size: 1 Capsule		
	Amount Per Serving	% D.V.
Total Fat	0.5 g	<1%**
Trans fat	0g	
Vitamin E	15 IU	50%
<small>(as d-alpha Tocopherol concentrate)</small>		
Gamma-Linolenic Acid	90 mg	↑
Linoleic Acid	216 mg	↑

**Percent Daily Values are based on a 2,000 calorie diet
↑ Daily Value not established
Other Ingredients: ShakleeGuard® (ascorbyl palmitate)

GLA Complex is used by many women to maintain a sense of well-being throughout their monthly cycle. Unique to Shaklee, this formula contains GLA (gamma linolenic acid), which our bodies use to form prostaglandins – potent, hormone-like substances that help the body to regulate many normal bodily processes; as well as vitamin E, which helps protect arterial walls and supports the immune system by helping to maintain cell integrity.

GLA COMPLEX
Dietary Supplement
To Help Maintain Healthy Processes*
60 SOFTGELS

A Boost to Hormone Producing Organs

Benefits

- Reduces symptoms of PMS-breast tenderness, bloating
- Reduces symptoms of rheumatoid arthritis
- Stops and reverses diabetic neuropathy
- Reduces risk of heart disease
- Reduces tremors associated with Parkinson's disease
- Benefits eczema and cradle cap
- Aids hormonal headaches
- Supports immune system
- May help menopausal symptoms
- Lowers blood pressure
- Aids alcohol withdrawal
- reduces depression

👍 Like

💬 Comment

Allison Kainer Cargile and 12 others like this.



Allison Kainer Cargile and 12 others like this.

Seen by 64



Kristen Guest Conrad

Please add this to my order, my migraines are killing me!!

Jan 14 at 9:27 AM · Unlike · 1



Angela Orso Thomas

I love me some GLA. I also had terrible cramps for years before trying this. GLA completely changed my "lady life" too, **Kristen!**

Jan 15 at 7:03 AM · Unlike · 1



Kristen Boys-Jakubowski

I have been able to eliminate ibuprofen almost completely! I used, easily 8-10/ day previously so this is huge!

Jan 15 at 7:11 AM · Like



Angela Orso Thomas

Wow, Kristen! Yes, I have needed it maybe 1 time in the last 2 years?? The only downside is I am terrible at tracking my cycles and cramps were my sign that I was about to start - so now it is always a surprise! lol!

Jan 15 at 7:48 AM · Unlike · 1



Janeen Kusar-Nufer

Changed my whole family great for kids with ADHD!

Jan 15 at 9:03 AM · Unlike · 2



Lisa Chodorowski Kirk

Really for ADHD? Tell me more **Janeen Kusar-Nufer!**

Jan 15 at 9:12 AM · Unlike · 1



Janeen Kusar-Nufer

It's have the perfect ratio of omega's **Barbara King Lagoni** has me and my family on it! Cleans out the gut and the neurotransmitter that are in there that talk to our brains!

Jan 15 at 9:16 AM · Unlike · 1



Lisa Chodorowski Kirk

Good to know! Thank you!

Jan 15 at 9:47 AM · Unlike · 1



Kristen Boys-Jakubowski

Laura Norris Kemnitz

Jan 16 at 7:03 AM · Like · 1



Kristen Boys-Jakubowski

Shena Elisabeth Fowler

Jan 17 at 12:35 PM · Like · 1

kristen

Tagging

When you tag someone, you create a link to their profile. The post you tag the person in may also be added to that person's [Timeline](#). For example, you can tag a photo to show who's in the photo or post a status update and say who you're with. If you tag a friend in your status update, anyone who sees that update can click on your friend's name and go to their profile. Your status update may also show up on that friend's Timeline.

When you tag someone, they'll be notified. Also, if you or a friend tags someone in your post, the post could be visible to the audience you selected plus friends of the tagged person. Learn more about what happens when you [create a tag](#).

Tags in photos and posts from people you aren't friends with may appear in [Timeline review](#) where you can decide if you want to allow them on your Timeline. You can also choose to review tags by anyone, including your friends.

Tagging

- Purpose of tagging is to increase the number of views and increase support for your posts.
- Whenever someone joins your business, have them “tag” their upline and share their excitement ..
- Now uplines circle can congratulate and welcome them.

katie



Example of tagging

Katie tagged Shaklee distributors who were former teachers ...

To publicize the webinar on The Power of Our Profession for Teachers.

katie

Verizon 2:26 PM 10%

< Search Katie Odom

 **Katie Odom** added 6 new photos.
Monday at 9:13 AM · Edited · 

Teachers- near and dear to my heart!! Join a special webinar we have tonight just for you!! Did you know teachers have so many skills that can be used to educate others on prevention? This is one reason why I have LOVED partnering with Shaklee! I will be sharing my story tonight alongside a few friends on how we have used our teaching... [Continue Reading](#)

Are you a Teacher?

If you are a teacher we have a special just for you!! Join us tonight to hear how your teaching skills can be used to partner with the #1 Natural Nutrition Company on a mission to continue to change lives:

- Educate on prevention and wellness and work alongside likeminded friends
- Flexibility (Including using social media)
- Freedom
- Home business benefits (tax write offs, trips, car payments and more)
- Change lives (hear how products have changed the health of countless people- even used by the White House, Oprah, Olympians, and many more)

Now your "corner office" can be anywhere you want.

What is that saying. Better to give than to receive? Pft. why not do both!?

We don't believe in punching a time card. Neither should you.

39 Likes 42 Comments

Like Comment Share

News Feed Requests Messenger Notifications More

Tagging example 2

The purpose of tagging is to support another FaceBook users newsfeed...

Your FaceBook friends then are seeing other people's testimonials

katie



Beth Kaniuk added 2 new photos.
February 12 at 10:01 AM · Edited · 👤

Shaklee has helped me and my family with so many health issues! I can't go a day without my 180 products (the protein, meal bars and tea are a FAV in this house), as well as the impact it is making on my children's health (5 months of being healthy, then a few small bugs that have been knocked out quickly!)! ... Continue Reading

Shaklee 180 products including a container of protein powder, a box of Snack Bars, and a packet of Meal-in-a-Bar.

Shaklee kids INCREDIVITES Multivitamin/Multimineral Dietary Supplement. 120 CHEWABLE TABLETS. *No junk!*

Shaklee ENHANCES IMMUNE FUNCTION CHEWABLE VITA-C 100 mg Dietary Supplement. 300 TABLETS. *Kid tested..*

Shaklee Enhances Immune Function. *Mom Approvd*

News Feed Requests Messenger Notifications More

Action Steps

- Join FaceBook groups
- Create posts at least once a week
- Set goal to generate minimum 20 sponsoring points in one month to earn 1 share of Cash for Cleveland (minimum \$100). 35 points earns you 2 shares !
- Request to join Shaklee Effect FaceBook Group
- And Shaklee Sharing FaceBook Group – use search box

lisa



Coming Up

Mar 5 – FaceBook Events 101

March 12 – Tax Advantages of Home Businesses

March 19 --Key Elements of Home Meetings

Monday Night Wellness Webinars

Monday Feb 23 – Last Monday of the Month –

The Power Of Our Profession For Teachers

Monday March 2 –Shaklee National Webinar Announcing

Exciting Dream Trips for 2016 .. And the Qualifications

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

Nutrition and Dr. Steve Chaney

Monday March 16 – Optimal Nutrition for Optimal Pregnancy

Harper Guerra, Katie Odom

Monday March 23 – Allergy Season Cometh

Monday March 30 –Power of the Profession .. For _____



HALF
HOUR
TO HEALTH

"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

Own or Lease a Car of Your Choice

Keys to a Mercedes



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



Lexus



Dodge Ram

