

The best time to plant a tree is  
twenty years ago.

The second best time is now.



barb

# Dan Buettner at Shaklee Live

National Geographic Explorer and New York Times® best-selling author of *The Blue Zones*



- Founded Blue Zones, LLC in 2009, a company that puts the world's best practices of longevity and wellbeing to work in people's lives.
- Buettner's *National Geographic* cover story on longevity, "The Secrets of Living Longer," was one of their top-selling issues in history and resulted in his being a finalist for a National Magazine Award.
- His books *The Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest* (2008) and *Thrive: Finding Happiness the Blue Zones Way* (2010) appeared on many bestseller lists and were both featured on *Oprah*.
- His new book, **THE BLUE ZONES SOLUTION: *Eating and Living Like the World's Healthiest People***, is available in stores now.

# Blue Zone Principles Applied to 20 American Cities, Improving Health of More Than 5 million

- In 2009, Dan Buettner and his partner, AARP, applied principles of *The Blue Zones* to Albert Lea, Minnesota, and successfully raised life expectancy and lowered health care costs by 40%.
- Since then, he has teamed with Healthways to implement the program in more than 20 cities in America and has dramatically improved the health of more than 5 million Americans to date.
- Their strategy focuses on optimizing the health environment instead of individual behavior change. Writing in *Newsweek*, Harvard University's Walter Willet called the results "stunning."
- Dan also holds three world records in distance cycling and has won an Emmy Award for television production. You can learn more at [www.bluezones.com](http://www.bluezones.com).



## New York Times® best-selling author of *The Happiness Advantage*, Shawn Achor at Shaklee Live in Cleveland

- After spending 12 years at Harvard University, **Shawn** has become one of the world's leading experts on the connection between happiness and success.
- His TED talk is one of the most popular of all time with over 8 million views, and his lecture airing on PBS has been seen by millions.

**Shawn** has worked with over a third of the Fortune 100 companies, and lectured in more than 50 countries speaking to CEOs in China, senior leaders at the Pentagon, schoolchildren in South Africa, and farmers in Zimbabwe.

His Happiness Advantage training is the largest and most successful positive psychology corporate training program to date in the world.

Shawn is the author of *New York Times* best-selling books *The Happiness Advantage* (2010) and *Before Happiness* (2013), as well as *Ripple's Effect* and *The Orange Frog*.





# Cleveland, Ohio – August 12-16<sup>th</sup> 2015

Important to Invest in yourself .. And your business ...  
make a plan to be sure you are there



Legacy and Leadership  
Spring 2015  
Session #14 April 23, 2015  
The Road To Executive Coordinator



NEW !! Executive Coordinator  
Katie Odom



Jen Chavez  
NEW !! Executive Coordinator



Senior  
Executive Coordinator  
Lisa Anderson

# Objectives for Session #14

## Road to Executive Coordinator

- As our Spring Semester draws to a close, we want to hear from our newest Executive Coordinators, Katie Odom, who reached the rank of Executive Coordinator in 2 1/2 years, working part-time, with new babies and moving to a new home and other interruptions... just like everyone has .. And Jen Chavez of Colorado.
- Katie and Jen will share what activities they have found to be most effective in developing new business leaders both first generation and building in depth.

lisa



# Executive Coordinator Jen Chavez –

- Started 4 years ago in Shaklee
- Grew up on Shaklee products
- After college got a real job at a call center
- Soon decided that wouldn't work for her
- New Student Success Advisor for online school
- 2 years later quit her job and went full-time in Shaklee
- Qualified as Executive Coordinator January 2015
- Earned incentive trips to Playa del Carmen, Mexico and the Cruise
- Working towards Tuscany



jen



Executive Coordinator --  
3 First Generation Directors  
20,000 OV



**Jen Chavez**

Tasmin  
Bishop

Chris  
Gryniewicz

Ashley  
McDonald

Tina  
Bechtolt

Rachel  
Tabor

Jamie Hays

Upline : Pansy Chinn

Income at \$3000 / month

2011: Director \$600/mo

2012: Sr. Director

2013: Car Qualifier & New Directors' Conference

Shaklee Dream Cruise

Full-time in Shaklee

2014: Qualifed for Mexico

jen

2015 Executive Coordinator

Getting married: May, 2015 !!!!

# Chavez Business Development System

- First week with a new business partner meet for CEO University, we discuss their goals, wants, desires and what time they have for Shaklee. Then we develop their monthly plans based on those two elements.
- Hold weekly team meetings: Maui Mondays and now Mexico Mondays
- Provides 8 Step Training for new distributors .
- Host 2 monthly meetings at my home. Directors participate. Builders and Directors bring people. Example: Ladies Night In
- Invite guests to 2 local area meetings each month .

•

jen

Executive Coordinator --  
3 First Generation Directors  
20,000 OV

**Katie &  
Sam Odom**

Michelle  
& Jesse  
Parrott

Beth &  
Mike  
Kaniuk

Lauren &  
Joe  
Breedon

Bess &  
Mike Paull

## Time Line

Fall 2012 -- New Director \$600/mo

First 6 months --

- 3000 PV ( or OV )
- New Director Conf  
( 18,000 over 6 month period )
- Senior Director \$1200/ mo,
- Car Qualifier,

Spring 2014 -- Coordinator ( trip)

- Senior Coordinator \$2000/mo  
receive infinity bonuses

New Baby ... Sold house , Bought house

Spring 2015 -- Executive Coordinator

From \$2000/mo to \$2700 in one month

2.5 years working part-time to Exec Coordinator



Executive Coordinator --  
3 First Generation Directors  
20,000 OV

**Katie &  
Sam Odom**

Laura and  
Josh Guge

Beth &  
Mike  
Kaniuk

Michelle  
& Jesse  
Parrott

Lauren &  
Joe  
Breedon

Stephanie  
& Clayton  
Bruce

Bess &  
Mike Paull



Upline Executive  
Coordinator Harper Guerra

Income from \$3000 to  
\$4000 in one month

# Where Directors Come From

- Face Book friends
  - school mates
  - college friends
  - friends of friends
  - parents of friends
- People you meet socially
- Relatives
- In-home events
- Face Book events
- Referrals
- Neighbors
- Co-workers



katie

## So .. What Was Katie's Plan

- Identify 3 to 5 business partners
- Start each with a Grand Opening in person / on FaceBook or both
- Develop strong customer base under each ( 3000 PV )
- Identify distributors under each to build to Director so you aren't just appointing 3 Directors ... you are building 3 legs.
- Repeat

## What Can We Learn From This --

1. Better have a plan.
2. Follow the plan . Give your business some time & thought. Periodically step back and ask ... is what I'm doing getting me closer to where I want to go.
3. Make adjustments when necessary. Be flexible. There will be bumps and new circumstances to think through. Learn to look for the solution... but stay focused on the goal and the plan.

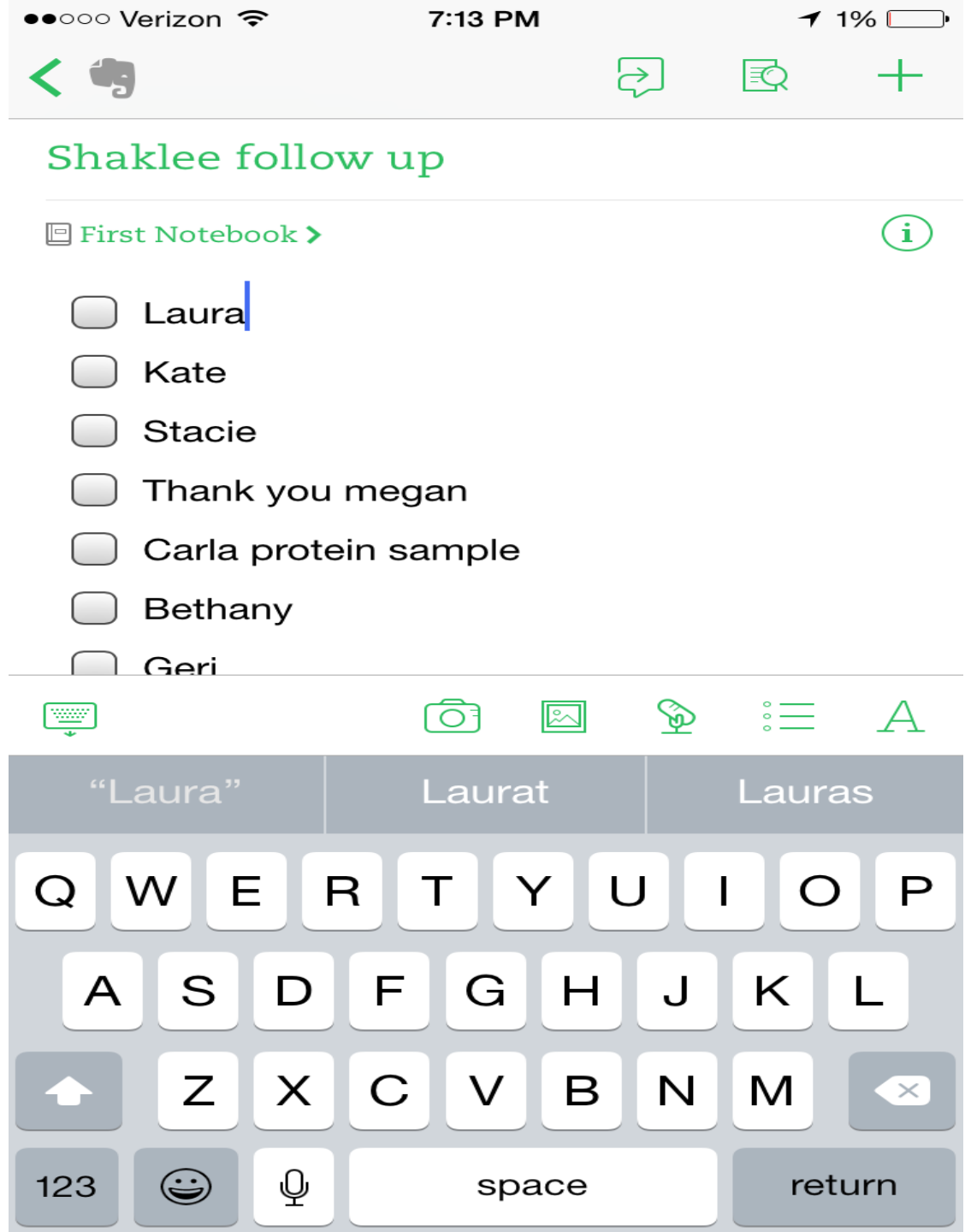




# Committed Time to The Business

- Set up a **working folder** which contained
  - a calendar
  - names and contact information
  - goal for the week/ the month and 90 day goal in front of her every day
  - activities to promote and invite people to ...  
events , 3-way calls, conference calls, etc
- Block the Shaklee time on the calendar –
  - Get help – enroll your spouse, your relatives, to cover children, house work, etc .. Learn to delegate
- Shaklee-ize your home -- non-toxic cleaners, Enfuselle, personal care, the supplements .. To have credibility, you will want to honestly share your experience with the products.

## Working Folder on Your Phone



# Block Shaklee Time

When you believe in a thing, believe in it all the way, implicitly and unquestionably.  
WALT DISNEY

THURSDAY, APRIL 23  
2015

TODAY

7 am \_\_\_\_\_

8 am \_\_\_\_\_

9 am Webinar

10 am ~~My~~ ~~Stacy~~

11 am \_\_\_\_\_

12 pm Jess  
playdate

1 pm \_\_\_\_\_

2 pm \_\_\_\_\_

3 pm \_\_\_\_\_

4 pm \_\_\_\_\_

5 pm \_\_\_\_\_

6 pm \_\_\_\_\_

7 pm \_\_\_\_\_

TO DO

- ☐ Follow up
- ☐ Lann P
- ☐ \*Kate
- ☐ \_\_\_\_\_
- ☐ Prep regionals
- ☐ \_\_\_\_\_
- ☐ Call-bethany
- ☐ Kate
- ☐ beth
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

Notes

Carla-Sample  
mt. imm

Dinner

Chicken

THE SIMPLIFIED PLANNER by EMILY LEY



# Shaklee-ize



# Set Goals – Then Made a Plan

## 1. After you **learn the skills** of :

- approaching and inviting,
- of presenting and having conversations about products and business benefits...
- learning where the resources are to send to people when they are evaluating ...
- how to sponsor and get new customers and new distributors started...

## 2. Then it is time to put it all together into your **Business System**.

- includes how you will meet new people on a regular basis
- to spend time in **Income Producing Activities** ..

**With People**

katie

( phone, FaceBook conversation, FB events, conference calls, webinars etc )



# Katie's Goal Board'





# Train Ourselves to See Leadership and Possibilities in People We Meet

- We have 2 tasks in developing strong, stable businesses
  1. Develop a customer base of happy life-long customers
  2. Assemble our business team of leaders
- Developing leaders begins the process of duplicating ourselves. Invite the strongest leaders you meet to join your team..
- Invest time and effort in your leaders... connect them to great training, recognize and celebrate their accomplishments, provide opportunities for them to lead ....
- Put yourself in their shoes. Help them succeed, build in depth under them to make them more stable, think long-term
- And the result -- Residual Income later. lisa

# Your Business Development Process has 4 Components

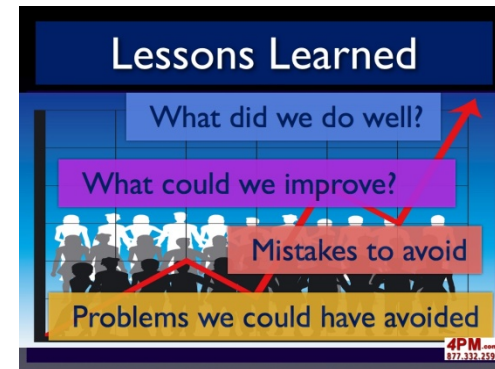
1. A way to meet new people ( in-homes, referrals, Face Book conversations, etc )
2. Establishing a relationship and offering good service  
( newsletters, invitations to webinars and conference calls,)
3. Introducing members to all aspects of Shaklee ( each product line, benefits of home businesses, the fun of working in a happy, supportive team dedicated to greater good & one another's success )
4. Training for business partners.

katie



# What I Know From This Journey

- Don't let your frustrations affect your activity level.  
Keep going...keep working.
- Always have a “driving force” that keeps you working towards a goal...  
(1<sup>st</sup> goal – to leave my job. 2<sup>nd</sup> goal – sole income when fiancé quit his job to start his own business and needing to live off her Shaklee income )
- Keep sharing the business.
- Work with people willing to work; don't pull people along.
- Keep prospecting. Be an example to your team.



jen

- Persistence—quit my job and thought I would be an Executive Coordinator much sooner
- Working with people is an adventure—  
needed to figure out how best to support each person.
- Learned about **their** goals and what **they** wanted. Worked back from that to design **their** concrete plan to get to Director.

I



# Girls Night In --Set Up

- We have two kits on the table, oily to normal and normal to dry. We also have 1-2 of each - acne complex, calming complex, masque, firming serum, eye make-up remover
- We just put the Enfuselle products on the table and people pass them around
- Attendance is usually 10 members/new people. We host one a month

## Outline

7:30 -8:00 - Social, champagne, dancing, snacks, wine etc

8:00-9:00 - Full facials going through each product. We offer the ability to do on their hand if they have sensitive skin, but everyone has always done their face.

9:00-9:30 - Social, people can order or eat more chocolate. We make sample gift bags for people to take home if they place an order that night.

jen

# Enfuselle Nutrition Therapy Skin Care System™



Enfuselle®  
blocks ALL  
skin-damaging  
free radical  
reactions

jen

The difference is immediate. Skin will look dramatically firmer with fewer wrinkles in 28 days—Guaranteed.

# ENFUSELLE Collections



## Enfuselle Essentials

Cleanser  
Toner

Eye Makeup Remover

A.M. Repair

P.M. Repair

Retail: \$167.85

**Member: \$136.30**

PV: 103.16

## Enfuselle Starter System

Cleanser  
Toner

Moisturizer

Retail: \$60.50

**Member: \$51.45**

PV: 39.48

## Enfuselle Nutrition Therapy For The Skin

Cleanser  
Toner

Time Repair A.M.

C&E Repair P.M.

Eye Treatment

Balancing Moisturizer

Refining Polisher

2 Pumps

**FREE Shea Butter Lotion**

Retail: \$220.45

**Member: \$187.45**

PV: 141.29

**FREE MEMBERSHIP**

**FREE SHIPPING** jen



May – a Good Month To Focus on Women's Collections  
Anti-Aging Skin Care..... And Women's Nutrition packages for  
Energy and Stress, or Hormonal Balance

**Enfuselle Nutrition Therapy for the Skin Kit** PV 141.29

Set up 2 Spa Events X 5 attending =

10 kits X 141 PV = **1400 PV**

( Can offer free Eye Make-Up Remover or Free Shipping )

**Enfuselle Mini Kit**

Cleanser

Toner

AM Treatment

PM Treatment

Eye Make Up Remover

PV

13

10

36

36

6

100 PV

**100 PV**

10 mini-kits X 100 PV =

**1000 PV**

# Action Steps for Session #14

## Road to Executive Coordinator

- Prepare for last Monday of the Month Power of Our Profession webinar ... This month topic is ...  
Power of Our profession for .. Life After Kids ...
- Make a list of women you know whose children are now leaving home and invite them to Monday 's webinar
- See word tracks next slides
- Already archived are Power of the Profession for Moms, Teachers, Nurses and now Life After Kids ... lisa
- What if we set a goal between now and June to have business conversation so we can identify people who may want to start the Summer School Training come June 8 Weeks to Director.

Come...be a part of our community of like-minded women.

- Be 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 ..



# Word track



*Call and ask "Tell me about what is going to happen at your house now that that your last child is graduating . Have you given any thought to what you might want to do now? ... or what you might like to do next?"*

*discuss*

*"May I run an idea by you? I work with a group of women in our situation who get to work from home, with all the freedom that comes with that make great money and doing something we' like to think is important work ...*

*And we have decided to expand our numbers and invite other women to join us who might also like the benefits and the work ...*

*And I thought of you ... if there were something here of interest to you, I sure would love to work with you and invite you to be part of our team ... I know my colleagues would love you."*

# Subscriptions Open Now

**For Two Hours Only**

Subscriptions close automatically at 1:30PM Eastern.



- Largest Shaklee Media Library online
- Over 500 Shaklee audio/video recordings and growing weekly
- Automated Learn & Earn Program
- Dedicated Shaklee Business Resource Website
- Four Shaklee Podcasts
- Video archive of Training webinars the day they are recorded
- And much, much more...

The archived video of this presentation goes on the Better Future website and in the Podcast the day it is recorded, it goes on bobsfiles one week later.



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