

Teaming Up Fall 2014 –Lesson1

Benefits of a Home Business

September 4, 2014

Senior Executive Coordinator

Lisa Anderson



Senior Coordinator

Katie Odom



Be part
of the effect™

Objectives for Session # 1 – Benefits of a Shaklee Home Business

- To present an overview of the benefits of a Shaklee business as seen through the experience of 2 leaders .. One involved for 2 years ... the other for 14 years.
- To familiarize ourselves with the newest resource from Shaklee – the Business Opportunity Presentation 2014
- To provide a tool for you to use as you develop not only your customer base, but begin identifying your 3 key business partners .
barb

Dan Henderson Dialogue --Here's what we do: Show people our opportunity and our product lines.

Some people we show it to may not be ready to participate yet . That's okay.

Of those remaining, people will make one of 3 decisions:

1. Use product, but not ready to take on a business.
2. Use product, do business in a small way for a mortgage payment, college fund, retirement fund, etc.
3. Use product and do the business in a big way. jo



Be part
of the effect[™]

My Shaklee Effect story

Senior Executive Coordinator Lisa Anderson



- Looking for science based supplements to help family stay healthy
- Had strong connection to Shaklee philosophy of natural health and prevention
- Started business to stay home with kids
- Business sustained us during economy crash and job loss
- Now it is our main source of income, and plan for college & retirement funds

My Shaklee Effect story


Senior Coordinator Katie Odom




- Science Teacher introduced to Shaklee 2 years ago
- Shaklee 180 helped her drop baby weight that wasn't budging
- Allergies improved
- Wanted to be home with her children so started Shaklee business
- Developed large customer base of young families
- Began offering home business information to other moms wanting to be home with their children but still contributing to the family income.
- Qualified for Mexican Riviera trip
- Earned Shaklee Bonus Car Payments
- Qualified for New Directors Conference in California
- Earns about \$2000/ mo
- Next goal – Executive Coordinator and \$40,000/ year

*Are you where
you want to be
in your life?*



A man in a blue jacket and grey shorts is running on a grassy hill. In the background, there are large green trees, a body of water, and a long pier extending into the water. The sky is overcast.

How do you feel
about your health
or fitness level?

A woman with blonde hair, wearing a grey and white striped shirt, is sitting on the grass. A young girl with blonde hair, wearing a blue shirt and a pink tutu, is sitting on her back. A toddler with blonde hair, wearing an orange and white striped shirt, is sitting in front of her. They are all smiling and looking towards the camera. The background is a lush green field with trees in the distance.

Are work and
family in balance?

Do you have the lifestyle
you've always wanted?

What if?

extra
money



Rewarding
lifestyle



trips

the Shaklee Effect™

Shaklee helps people transform their lives by taking small, simple steps that lead to big results. By making better products that are worth sharing, we create a healthier planet and brighter future for all. Little by little, one by one, we change the world.



USE



Experience the way Shaklee products can help transform your health.

SHARE



Share Shaklee products with friends and family and earn extra cash + rewards.

BUILD



Build a team in a way that works for you and fits your life, with the potential for significant financial rewards.

HEALTHY FOUNDATIONS

\$41
BILLION

+7%



\$360 BILLION

HEALTHY HOME

\$92
BILLION

+7%

HEALTHY
SOLUTIONS

\$105
BILLION

+5%

HEALTHY
WEIGHT

\$14
BILLION

+8%

HEALTHY BEAUTY

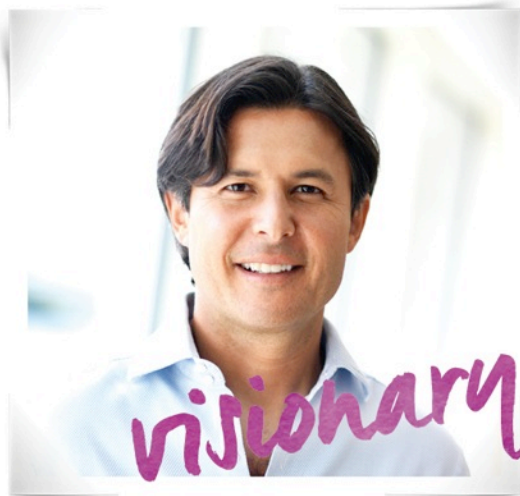
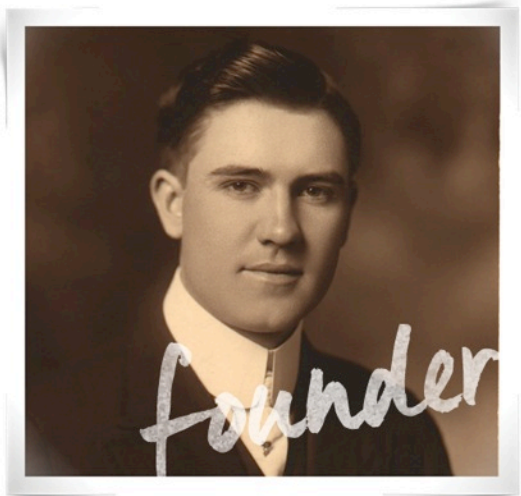
\$107
BILLION

+5%

Source: 2013 Euromonitor

Built on trust

- 100 years of innovation
- #1 Natural Nutrition Company in the U.S.



Better health for everyone and a better life for anyone.

The Shaklee Difference

At Shaklee, we believe nature holds the answers to a long and healthy life. That's why we take extraordinary measures to bring you truly life-enhancing products, and to guarantee the quality, safety, and performance of every one of them.

- 100,000 quality tests per year
- Over \$250 million in R&D
- Over 100 scientific publications, 90 in peer-reviewed journals



ALWAYS SAFE
ALWAYS GREEN
ALWAYS WORKS



LANDMARK STUDY

Changing Brands Can Change Your Life™

In a groundbreaking study conducted in collaboration with researchers from the University of California Berkeley School of Public Health and published in *Nutrition Journal*, long-term Shaklee users clearly demonstrated lower levels of some of the most important heart-health biomarkers compared to nonsupplement users.

33%
LOWER

Triglyceride levels†

Lower levels of triglycerides have been shown to help support heart health.

36%
LOWER

Homocysteine levels†

Lower levels of homocysteine in the blood helps support optimal heart health.

11%
LOWER

Total cholesterol to HDL cholesterol† ratio

A lower total cholesterol to HDL ratio helps support heart health.

59%
LOWER

C-reactive protein† level

Lower levels of C-reactive protein help improve heart health.

†Percentages reflect Shaklee supplement users compared with nonsupplement users. Data for nonusers was obtained from NHANES 2001-2002 and NHANES III 1988-1994.

 **Shaklee®**
Creating Healthier Lives®



Shaklee®
Creating Healthier Lives®



What is most important to you? Join Free Regimens

1. Do you want to ensure you are getting the right nutrition every day?
2. What are you most concerned about as you age?
3. What is your most important health concern?
4. Do you want to improve the health and appearance of your skin?
5. Do you want to use safe, nontoxic, chemical-free products in your home?

HEALTHY FOUNDATIONS



HEALTHY SOLUTIONS PLUS SMARTHEART™



HEALTHY WEIGHT



HEALTHY BEAUTY



HEALTHY HOME



Healthy Foundations

Build a lifetime of better health. Let the finest ingredients from nature put you on a path to well-being.

Nutrition for life



Healthy Solutions

Solutions that help you with the most important health concerns
to help you take control of your health.

Feel the difference



Healthy Weight

Shaklee 180® is clinically tested products* and a program that helps you lose the right kind of weight—fat, not muscle.



* The weight-loss portion of the Shaklee 180 Program was tested in a preliminary 12-week clinical study. The Lean & Healthy portion of the Shaklee 180 Program was tested in a 9-month study along with exercise.

Healthy Beauty

One simple regimen with all the essential antioxidants and nutrients your skin craves.

Radiant



Healthy Home

Home should be the safest place on earth. Clean it up with products that are safe, powerful, and green.

clean & green



A better life

- A flexible, rewarding way to earn an income on your terms



Flexibility

- How, when, and where is up to you



Rewards – Distributor

- First step
- Earn product discounts and monthly bonuses
- Extra spending money
- Cover the cost of your products



Distributor

Director

Coordinator

Executive
Coordinator

Master
Coordinator

 **Shaklee**
Creating Healthier Lives®

Rewards – Director

- **Average annual income \$10,065**
- Earn Leadership trip to California
- Greater discounts and bonus potential
- Recognition and privileges



MEG
COLUMBIA, SC



Distributor

Director

Coordinator

Executive
Coordinator

Master
Coordinator

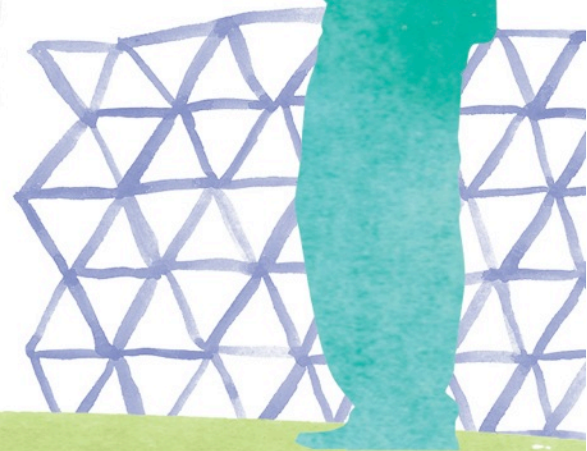
 **Shaklee**
Creating Healthier Lives®

Rewards – Coordinator

- Help at least two people to Director
- **Average annual income \$21,311**
- Earn a monthly Car Bonus
- Earn an exotic trip
- Earn extra cash bonuses on the *FastTRACK* program



SEAN
ORLANDO, FL



Distributor

Director

Coordinator

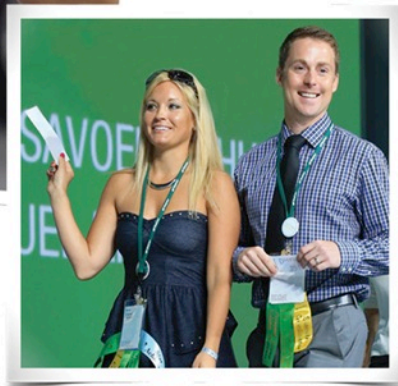
Executive
Coordinator

Master
Coordinator

 **Shaklee**
Creating Healthier Lives®

Rewards – Executive Coordinator

- Help at least three people to Director
- **Average annual income \$49,731**
- Earn a monthly Car Bonus
- Earn a VIP trip
- Earn extra cash bonuses on the *FastTRACK* program



**REBECCA
& JED**
PELHAM, NY



Distributor

Director

Coordinator

**Executive
Coordinator**

Master
Coordinator

Shaklee®
Creating Healthier Lives®

Rewards – Master Coordinator

- Help at least six people to Director
- **Average annual income \$203,687**
- Earn up to \$600 monthly Car Bonus
- Earn an additional luxury trip to San Francisco
- Earn extra cash bonuses of up to \$89,000 in the *FastTRACK* program



NARY
LONG BEACH, CA



Distributor

Director

Coordinator

Executive
Coordinator

Master
Coordinator

 **Shaklee**
Creating Healthier Lives®

Rewards – All levels

| Rank | Average annual income* | Monthly car payment† | Incentive trips‡ | FastTRACK [†] awards |
|--|------------------------|----------------------|---|-------------------------------|
| DIRECTOR | \$10,065 | | New Directors Conference San Francisco | |
| SENIOR DIRECTOR | \$12,745 | \$225 - \$250 | | UP TO \$1,000 |
| COORDINATOR | \$21,311 | | Maui | UP TO \$3,000 |
| SENIOR COORDINATOR | \$34,666 | \$325 - \$375 | | UP TO \$5,000 |
| EXECUTIVE COORDINATOR | \$49,731 | | | UP TO \$10,000 |
| SENIOR EXECUTIVE COORDINATOR | \$64,848 | \$400 - \$450 | | UP TO \$15,000 |
| KEY COORDINATOR | \$92,080 | \$400 - \$450 | Hometown Celebration | UP TO \$15,000 |
| SENIOR KEY COORDINATOR | \$129,651 | \$450 - \$500 | | UP TO \$15,000 |
| MASTER COORDINATOR | \$203,687 | \$500 - \$600 | San Francisco | UP TO \$25,000 |
| SENIOR MASTER COORDINATOR | \$283,238 | | | |
| PRESIDENTIAL MASTER COORDINATOR** | \$650,919 | Keys | | |

*The average annual income in 2013 for Business Leader ranks range from \$10,065 for Director to \$650,919 for Presidential Master Coordinator. Average annual income for each rank is calculated monthly based on information reported on the Form 1099-MISC for all US Business Leaders who achieved the rank that month. The sum of these monthly averages is the figure reported. Results will vary with effort. Shaklee Corporation does not guarantee any particular income level. **Two Paid As Master Coordinator Legs are required. Additional requirements apply for FastTRACK awards. These are requirements for FastTRACK only. For FastTRACK at Coordinator, an OV of 5000 must be achieved. For FastTRACK Sr. Coordinator, Exec. Coordinator, and Sr. Exec. Coordinator, OV Outside the Largest Leg of 5000, 10,000, and 15,000, respectively, must be achieved. †There are additional requirements for each of these incentives. See the 2014 Incentives Booklet for full details at MyShaklee.com.

Community

- A diverse community of people helping people



Stability

- Nearly 60 years of paying Distributors over \$7 billion in commissions
- Dedicated to your long-term success



Designed by you

- A simple system for success,
driven by your personal style



How do you
see yourself
fitting in?



3 ways to join Shaklee

USE



Experience the way Shaklee products can help transform your health.

SHARE



Share Shaklee products with friends and family and earn extra cash + rewards.

BUILD



Build a team in a way that works for you and fits your life, with the potential for significant financial rewards.

3 ways to join

USE PRODUCTS

Product Regimens
Free Membership
\$99.95 - \$269.95



or Join for \$19.95

SHARE & EARN

Upgrade from Member to
Distributor \$29.95 or join \$49.95



\$349 Gold PAK
Over \$900* total value



BUILD A BUSINESS

\$699 Gold Plus PAK
Over \$2,100* total value



*Based on Suggested Retail Price.

What will
your Shaklee
Effect be?



End of Business Presentation

Let's discuss a marketing strategy for September

Healthy Blood Pressure Healthy Heart Dialogue

“ I am calling to ask you who you may know who may be concerned about their blood pressure or cholesterol? Or may have a history of heart disease?

The reason I ask ... Shaklee just introduced an important new product ... and I have made a commitment to share the information I am learning about preventing heart disease with 20 people this month... people who may be looking for natural ways to help lower their blood pressure or reduce their cholesterol.

If on a medication .. Might ask how long they plan to stay on the medication..

And if they have read the side effects of the drug...

Or ask has anyone ever discussed with them natural ways to lower their blood pressure?

barb

Shaklee Video Links for Smart Heart Collection and Shaklee Blood Pressure

<http://vimeo.com/103294725>

Link to video on "Science
Behind Smart Heart"

<http://vimeo.com/103294613>

Link to "Introducing
Shaklee Blood Pressure" jo

Action Steps – Session 1

- If you are a Shaklee Member, you can upgrade to Distributor (\$49.95 for a new person, but upgrading is only \$29.95, or to a Gold Member (\$349 kit or \$699 kit with more products and perks .. All tax deductible as a business kit)
- Download Distributor Start Up Checklist from MyShaklee.com
- Make a list of people with whom you would like to share today's presentation.
- Invite new distributors to next week's training session .. Getting Started 101.
- Consider setting a goal to contact 20 people regarding the new Blood Pressure productContact jo

3 ways to join

USE PRODUCTS

SAVE:

15% discount on products as a Member

PLUS an additional 10% on AutoShip*

FREE MEMBERSHIP:

With one of the product kits

[Join for \\$19.95 as a Member](#)

RECOMMENDED:

Product Regimens

\$99.95 - \$269.95

See the 2014 Incentives Booklet and the current P&R posted on MyShaklee.com for full details.

*15% discount and 10% AutoShip discount on many of our most popular products

†Price differential between Director price and Member price

**You must be a Gold or pay the Gold fee to receive Gold bonuses.

*** Build is based on becoming a Director at 2000 PGV.

‡Based on Suggested Retail Price.

SHARE & EARN

SAVE:

15% discount on products as a Member

PLUS an additional 10% on AutoShip*

EARN UP TO:

16% profit (price differential†)

14% bonus on personal group volume

ELIGIBLE FOR:

Gold** and Power Bonuses

[Upgrade from Member \\$29.95/Join \\$49.95](#)

RECOMMENDED:

\$349 Gold PAK

Over \$900‡ value and *FastTRACK* eligible

BUILD A BUSINESS

SAVE:

15% discount on products as a Member
PLUS an additional 10% on AutoShip*

EARN UP TO:

16% profit (price differential†)

20% bonus on personal group volume

ELIGIBLE FOR:

Gold** and Power Bonuses

PLUS ELIGIBLE FOR WHEN YOU INCREASE IN RANK:

Up to 14% in Leadership and Infinity Bonuses
Car Bonus

FastTRACK Bonuses up to \$89,000 plus potential for unlimited matching Bonuses

[Upgrade from Member \\$29.95/Join \\$49.95](#)

RECOMMENDED:

\$699 Gold Plus PAK—Over \$2,100‡ Value

\$349 Gold PAK Over \$900* value (250 PV)



PRODUCTS

- MindWorks™
- Vitalizing Protein™
- Vitalized Immunity™

Healthy Foundations

- Vitalizer™

Healthy Solutions

- Vivix®

Healthy Home

- Basic H²®
- Spray Bottles (2-Pack)

BUSINESS TOOLS

- 1 Free Conference Registration
- 1 Free Regional Meeting Registration
- 3 Months PWS
- 1 Month Hearsay Social®
- 1 Month Meet.fm meetings
- Gold Ambassador fee



Includes
New Distributor Kit

\$699 Gold Pak Over \$2,100* Value (500 PV)

PRODUCTS

- MindWorks™
- Vitalizing Protein™
- Vitalized Immunity™

Healthy Foundations

- Vitalizer™

Healthy Solutions

- NutriFeron®
- Vivix®
- Omega Guard® 60s

Healthy Weight

- Shaklee 180® Energizing Tea, Pomegranate
- Shaklee 180 Energizing Smoothee Packets (6 Packets)
- Shaklee 180 Snack Bar Assortment

Healthy Beauty

- Hydrating Cleansing Lotion
- Enfuselle® Dispensing Pump
- C&E Repair P.M.®

Healthy Home

- Basic H²®
- Dish Wash Liquid Concentrate 16 oz
- Spray Bottles (2-Pack)



BUSINESS TOOLS

- 4 free Conference registrations
- 2 free Regional Meeting registrations
- 12 months PWS
- 3 months Hearsay Social®
- 3 months Meet.fm meetings
- Gold Ambassador fee



Includes
New Distributor Kit

90 Day Power Bonus Begins When You Become a Distributor

- Upgrade to Distributor - \$29.95
- Join as a Distributor - \$49.95
- Join as a Gold - \$349 or \$599 (to be Fast Track eligible)

You have 3 full months after your Distributor Date to earn Power Bonuses.

Example: Upgrade on 9/10, earn Power Bonuses for the rest of September, and all of October, November and December.

Example: Join as a Distributor on 10/1, earn Power Bonuses for the rest of October, and all of November, December and January.

Earn Power Bonus of \$150 with every 15 Sponsoring Points

You earn Power Bonuses of \$150 each time you accumulate 15 points by personally sponsoring new people with a purchase of:

50 PV = 1 point 100 PV = 2 points \$349 Gold PAK = 5 points \$599 Gold PAK = 10 point

Each time you reach a new Business Leader rank, Power Bonus eligibility begins again in the month you reached that rank.

One more incentive – personally sponsor a new Distributor with a Gold PAK and earn:-

\$50 for \$349 Gold PAK

\$100 for \$599 Gold PAK