

# 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

To support the challenge, starting Wednesday, September 24, we're offering through November 30, 2014 a Join Free with a MindWorks™ Pak consisting of two MindWorks bottles for MP \$99.90.

Check out the MindWorks product sharing resources online to help you start the conversation. Runs 9/24/2014 to Nov 30

## Rewards for You Sept 24 to Nov 30

**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

## **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!

# MindWorks Dialogue

I am calling to ask who you may know who may want to hear about ways to help improve brain function ... and memory ... focus, concentration .. An all-around healthier brain.

Shaklee just introduced a very interesting new product called MindWorks .. That improves connections between neurons in the brain...

And that's the key to being smart ...and quick –thinking .. With good cognitive function!

I am assembling information about causes of cognitive decline .. And what we can do for prevention... so I have 3 options for you ..

- Would you like to learn more about MindWorks or would you like to order some now?
- Would you like to attend a Wellness Webinar on this subject ( or an archive)
- Would you like to set up a gathering with your friends .. Or a conference call .. Called “The Mind You Save May Be Your Own” & receive your MindWorks FREE.

## 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

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



Teaming Up Fall 2014 –Lesson 5  
Springing Into Action Part 2  
October 2, 2014

Senior Executive Coordinator  
Lisa Anderson



Senior Coordinator  
Katie Odom



Be part  
of the effect™



## Objectives for Session # 5 – Springing Into Action Part 2 – In-Home Events

- To help all members attending the training to reach rank of Director by end of November ( 90 Day Goal )
- To continue our review of activities and skills that are most effective at helping new distributors build their customer base and business team quickly ... and this week we spotlight in-home events
- To understand how in-home events build a customer base quickly and are an excellent way to identify potential business partners

katie

# Popular Activities To Launch Your Business

- Grand Opening / Business Launch Events – in your home ( outline attached)
- Grand Opening / Business Launch Event .. On Face Book (outline attached )
- Individual appointments
- 3 way calls
- Healthy Home Healthy You and other in-home events
- Play dates, lunches
- Invitation to webinars, conference calls and live area meetings
  - Invitation to Shaklee weekly Monday Business Opportunity Presentations
  - Health Stories Conference Calls
  - Wellness Webinars

katie

# Report From Burke Conference

- One of most financially rewarding aspects of Shaklee business plan is the concept of RESIDUAL INCOME
- Residual income is being paid in the future for work you do today.
- Residual income is generated in 2 ways:

-- leadership bonuses

--personal group bonuses generated from customer base PV

**2000 PV at 20% = \$400/month X 12 months = \$4800/year**

**In 10 years, that effort accumulates to \$48,000!**

**5000 PV at 20% = \$1000// month x 12 months = \$ 12,000/ year**

**Over 10 years = \$120,000**

jo

## Residual Income Thru Personal Group PV

- **2000 PV = \$400 X 12= \$4800 X 10= \$48,000**
- **5000 PV = \$1000 X 12=\$12,000 X10= \$120,000**
- **7000 PV = \$1400 X 12=\$16,800 X10= \$168,000**
- **10,000 PV= \$2000 X12= \$24,000 X 10= \$240,000**

Remember— this is just PV bonus, 1 of the 9 ways to earn  
jo





## Step One – Make a Plan

- **Create a 2000 PV Plan to reach the rank of Director.**
  - When .. 4 weeks? 8 weeks? 12 weeks?
  - Clarify goals and time available.
  - Know your reason.. your purpose ... for developing a Shaklee business. Then.....
- **Set goals for sponsoring & PV each month to reach 2000 PV and Director**
  - i.e. 30 new members...2500 PV  
(average PV 50-100 PV per member)
  - 1<sup>st</sup> month goal 10 members and 750 PV
  - 2<sup>nd</sup> month goal 10 more members and 1500 PV
  - 3<sup>rd</sup> month goal 10 more members and 2500 PV

Lisa



## Building with In-Home Gatherings Jessica Wurtsbaugh

- September --Had a few weeks to really work hard-took vacation (and wow what a surprise that was!)
- Needed to focus hard last few weeks
- Wanted to maximize promotions
- Reached out and asked a member to host-she said yes
- Results of In home meeting-

Then what happened this last week!



2,000 PV increase

13 new members (15 for the whole month)

24 of the 26 sponsoring points she earned for the

PRO camera! Lisa

Jessica




## Small Group / In-Home Meetings

- In-homes build relationships -- meetings often are the beginning of relationships ... That will grow into friendships ... And into lifelong customers ... And even business partners.
- They are a vehicle to help us fulfill our mission and purpose of teaching and educating others about restoring health and respecting the planet.
- Meetings build PV quickly and help people advance to Director .
- They help us identify special people who stand out as potential business partners... helping your new Director now begin to develop the first leg of their team.
- They are a source of referrals . Offer incentives for guests who book gatherings in their home or refer friends. katie

How Many In-Homes Per Month Will Bring in 10 new members?

It depends



Follow Up!

2? 3? Maybe 4? Depending on how you learn the skills of

- Inviting
- Follow up
- Designing engaging and interactive In-home meeting format
- Providing education and good member care to keep them reordering
- And remember...invite new members to come to more meetings and bring friends! Or host one themselves.



Lisa





Help Your New Builders With Their In- Home Meetings ... Locally or via Electronic Media  
( conference calls , webinars, join.me, meet.fm, Face Book etc ) .. Many options

In the first 90 days(or so), their job is to invite and your job is to present.

You teach them how to have successful In-Homes by modeling the process for them ( also true of 3-way calls, conf calls, etc )

It will increase their confidence and they will understand the process of building their business as you work together.

Lisa

# Popular Topics for In-Home Gatherings

- Women's Health – topics to be discussed .... PMS. Energy, Mood Swings, Cravings , kicking the sugar habit, etc
- Children's Health –
- Healthy Home, Healthy You (Get Clean & Nutrition)
- Sports Performance, products to protect joints, hydrate, repair and build muscle, etc
- Staying Healthy Through Cold & Flu Season
- Shaklee 180 Tastings – preparing for holiday season
- Product Showcases---a full exposure of all our products,
- Everything You Wanted To Know About Energy, But Were Too Tired To Ask

Resource -- Wellness Webinar power points at [www.BetterHealthin31Days.com](http://www.BetterHealthin31Days.com)



# Helpful Hints

## BEFORE THE EVENT

- Send pre-event materials
  - Send invitation ( use slide of Always Safe, Always Works, Always Green as E-vite )
  - Shaklee Difference video
- Call to confirm they are coming – Ask “ Is there anything in particular you would like us to discuss?”

## AT THE EVENT

- Greet people at the door and bring them into the kitchen, introduce to others, let them participate in cutting up bars, ask them what in particular they would like to discuss at the event.
- Social time – tasting healthy snacks for kids, (Peanut Butter Oat Bites, Peanut Butter Fudge, Smoothees in dixie cups, etc lisa



## Common questions or comments I use when meeting guests at an in home meeting

- Tell me about yourself
- Tell me about how do you know .....(the Hostess)?
- Tell me about how long have you lived around here
- Tell me about your kids
- Tell me about have you ever heard of Shaklee before

I am looking for a special way to compliment and connect with them.  
I want to make them feel good and valued                      katie



## 4 Parts to A Meeting

1. Social Time ( proof books, interesting articles in binders , tastings, etc )
2. The Beginning -- Your story
3. The Middle -- the Content -- the presenting section
  - content can be you presenting a topic
  - or your upline presenting
  - or you teamed up with another leader or 2
  - or using an archived webinar to present
  - or using a video
  - or Skype or screen share with your upline
  - FaceBook event
4. The End – Close and Next Steps

lisa



# Key Components of Your Meeting

## Start with a Welcome

Thank people for their time...allowing you to share something you are so passionate about.

- **Agenda**-state your goals and plan for the event.

*“Tonight, I’d like to share my Shaklee story with you explaining why I am so sold on this company; go over some key products related to our topic; and then highlight the options for participating with us. How does that sound?”*

*But, before I jump into that...tell me about...what brought you here this evening and what you are hoping to learn. I want this time to be valuable for you.”*

Note: You may know what some people are looking for from your phone call or pre-meeting social time with them. If so, state what you have already heard and see if anyone wants to add something to the list. jo

## Next: Share Your Story



Stories.  
Connect.  
People.

- Begin with thanking your hostess and guests for taking time.
- How you found Shaklee.. your life before Shaklee ... and how it changed
- Choose the part of your story that is most relevant to the audience.
- 2 to 3 minutes .. This will take practice.
- Most important ... Why you are developing a Shaklee business
- How you feel about the importance of what we are learning about health...
- And /or teaching people about how to own their own life ...

*“One of the things we do is teach people how to build their own business and as we are going through the meeting if you or someone you know might be interested in this, let me know...”*

jo

jo

# Content

- Why people need Shaklee....  
the problem  
i.e. Decline in nutrition in our  
food, our need for supplements
- Household chemicals and how they affect us and our world
- Why Shaklee products are different, special and superior to other products,
- Shaklee history, science and research
- Share a collection of products to start with Lisa
- Share stories and testimonies
- Offer clear direction and options of how and where to start with Shaklee



# A Good Presenter Will ...

- \*Share stories and testimonies...**Stories are crucial, make sure you share some testimonies of people in your group, if your hostess has some ask her to share as well
- \*Validates and affirms input & questions**  
Work to involve and engage your guests. Encourage questions. Affirm them. Controlled interaction is key. Value their thoughts, "That is a great question," If you don't know the answer to a question, tell them you would like to do a little research and get back to them
- \*Be prepared through practice, practice, practice.....practice**  
Out loud and timed, you need to hear yourself present, the more you do this, the more fun and relaxed you will be at your meeting  
You are building relationships with your guests, this is just the beginning!  
Lisa



# 3 Ways To Engage

How do you want to get started?

**BUILD**

SOME people make Shaklee their career and build an international business to create generational wealth.

katie

**SHARE**

MANY people become referral partners, share the products with friends & family and get their products for free!

**USE**

MOST people want to use the scientific based products to have a healthier home and family.

At the heart of Shaklee is a dedication to health and wellness for people & the planet

# Shaklee Health and Nutrition In Home Presentation

24 Page, 11x17 flip chart  
with display case

Order from Don & Pat Simecka  
[simeckadp@comcast.net](mailto:simeckadp@comcast.net) lisa



## WE ARE SHAKLEE



# Other Meeting Options

- A Virtual In-home using Join.Me which allows you to share your screen with viewers... then you present the meeting. Use a power point from Wellness Webinars or your own library.
- Monday Night Wellness Webinars –
  - Invite to a live Monday presentation at your house or theirs .. Or select one in archive at [BetterHealthin31Days.com](http://BetterHealthin31Days.com)
- Conference call meeting—keep this to 30 minutes
- A FaceBook event
- Learn how to promote events and webinars.
  - Have a conversation with people you invite and share why you are hosting the meeting.
  - Connect the meeting topic with why it would be important for them
- Follow-up with the guests after each and every event. Do NOT wait for them to call you!

lisa

## For Those Who Cannot Attend An Event...

If people are unable to attend your in-home event or a webinar or whatever you are inviting them to... understand that most of whom you invite WILL probably NOT be attending.

Part of the process of inviting is knowing that you are going to be making multiple contacts and following up. Here are 3 options for follow up:

1. Ask permission to invite them to the next meeting/event.
2. Make an individual appointment to review the topic with them.
3. Call and share a story that relates to a topic important to them (Begin with “tell me about “ so you will know what’s important to them.)
4. View an archived power point with them on a screen share [www.join.me](http://www.join.me) or live in a meeting.

katie

## Action Steps Session 5

- Prepare an outline for an in-home of your choice
- You can use flip charts or power points or archived webinars or walk people through the Product Guide
- Or just share your story and the products that you love the most .  
Just begin meeting with people
- Keep your meetings small at first ... 3 or 4 around a kitchen table ..
- Have your upline present or do it jointly with another leader initially
- Set up your working folder so you are ready to call to remind people to attend .. And then make follow up contacts after your events. lisa



## Forbes Magazine Article

“ I believe the concept of starting a business for retirement income will become one of the most significant trends impacting retirement in the 21<sup>st</sup> Century”

- I believe that the entire industry is poised for explosive growth and can be one of the most significant solutions to America's current retirement savings crisis. Robert Laura, Retirement Advisor , Forbes Aug 2014
- AARP estimates that half of all baby boomers (76 million) are interested in starting a business and the makings of a massive trend are in place.
- With the average 50 year-old estimated to have less than \$50,000 in retirement savings, there is an obvious need to find alternative ways to either save more or generate supplemental income starting now, and continuing throughout retirement

# increasing number of baby boomers are disenchanted with their current careers.

- Another growing reality that could benefit MLM and related businesses is the They're worn-out from years of the corporate grind and don't feel the connection between their job and the people it impacts outside their office walls or company grounds.
- They're shifting their focus from accumulating a giant nest egg to a desire to be part of something bigger and better... to have a positive effect on others... and working in retirement. Facets of life that can be fulfilled with specific types of products and service available through some MLM or Direct selling opportunities.

- MLM and direct selling programs also offer very low barriers into entrepreneurship, often providing training, support, and ample encouragement along the way. As retirees begin to realize they need activities that keep them busy, relevant, in good health, and connected to others, the time, energy and cost to participate in these kinds of companies make them very appealing to large segments of the population caught up in these dynamics.
- “Many people don’t realize that multi-level marketing companies are successful because they help people satisfy a number of important human needs, including feeling significant, having connections, learning something new, and making a difference. I have heard people in network marketing say again and again, ‘I’m doing this because I’m meeting amazing people ... making so many connections ... and I feel so good about myself.’”

## Shaklee Links and Resources To Send To Help People Learn More About Shaklee

So, what exactly is the Shaklee Opportunity? Who is Shaklee? Watch this video:

<http://content.shaklee.com/shaklee/flash/show.php?video=opportunity>

So how does it work?

<http://images.shaklee.com/video/show.php?video=HowShakleeWorks>

**And another great benefit of a business like this is that you get to work with people you like...really like 😊 Katie is one of those people:**

**3-way call with your upline or a Shaklee colleague to hear their story**

Here's another example of the possibilities with fast track:

Fast Track/Oates: barb

[http://images.shaklee.com/video/show.php?video=Lifestyles\\_Oates](http://images.shaklee.com/video/show.php?video=Lifestyles_Oates)

An interview with our CEO:

<http://content.shaklee.com/shaklee/flash/show.php?video=RogerInterview>

Lanee Proctor sold 25 already in Sept





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





Be part  
of the effect<sup>™</sup>