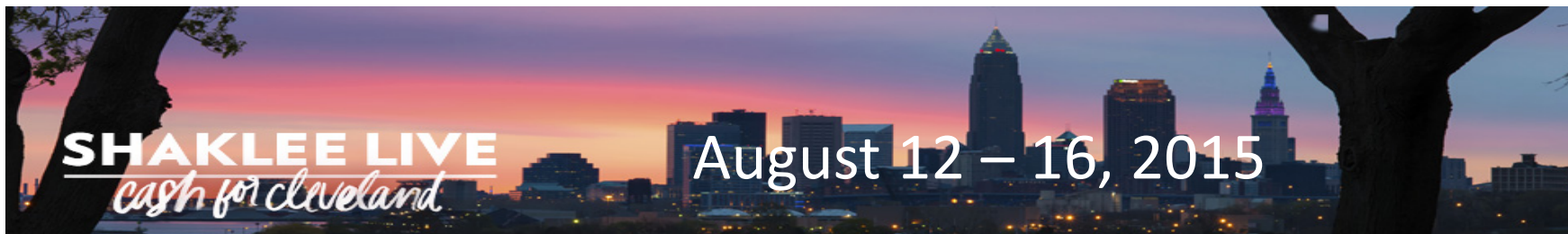


## January- March 2015 Campaign

- **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!!**
- This means:
  - 4,000 new wardrobes
  - 4,000 new dress sizes
  - 4,000 brighter smiles... jo





- Earn \$100, \$200, even \$1200 or more! For hotel, food and fun at Shaklee Live 2015 January 1, 2015 – June 30, 2015  
THIS ONE IS SPECIAL – Celebrating 100 years of Science,  
100 years of Stories  
100 Years of Innovation

And best of all ..

Celebrating Roger Barnett's Inspiring Vision for the Next 100 Years

And wait til you hear .. The special keynote speaker,.. The special MC who will have us rolling in the aisles ... the inspiring stories , the information-packed workshops... the special surprises ... It will be the Shaklee Event we talk about for YEARS ...

Cleveland is the Rock and Roll Capital of the world !!! And we plan to ROCK !!

- AND EARN YOUR TRIP FREE ---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. jo

# HERE'S HOW IT WORKS:

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

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  - 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. jo

## From the Masters Meeting



Meeting began with setting forth the first goal ...

Introducing 1 million people to Shaklee barb

250 join us Thursday mornings ...

each setting goal to develop 100 new members this year

$250 \times 100 = 25,000$  new Shaklee members this year ...

That's about 10 new members a month

100 IS THE THEME FOR THE YEAR

100 Years of Innovation

100 Years of Stories

100 Years Ahead of Us

So let's set some goals around that ...

Like 100 new members  $\times$  100 PV =

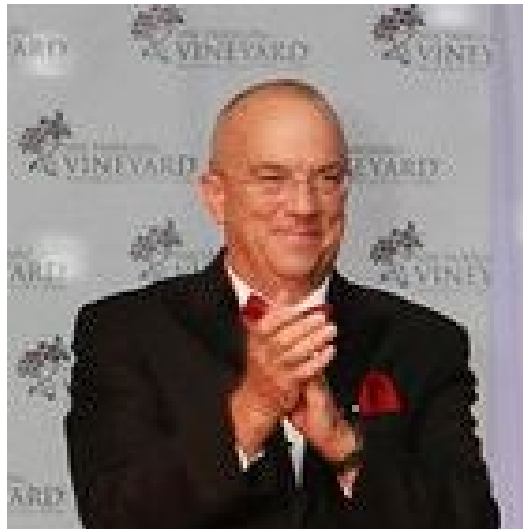
10,000 monthly PV  $\times$  20% = additional \$2000/month

barb

100 Directors in your business team !

## More from Master Meeting

Big News ... Rich Libby new CIO – has major plans for revising the Shaklee website ... he comes from the GAP where he supervised 2000 staff .. And he is VERY SHARP and IMPRESSIVE and has some great ideas .. Stay tuned..



jo



Is Master Coordinator On  
Your Goal Board?

barb



# Legacy and Leadership

## Spring 2015

Session #5 Feb 12, 2015

### Identifying Business Partners



Senior Coordinator  
Katie Odom



Senior Executive Coordinator  
Lisa Anderson

Product Collection of the Month  
February is Heart Month





# 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



# Shaklee Blood Pressure



Addresses the key mechanisms that are known to impact already healthy blood pressure

- Promotes blood circulation
- Promotes healthy blood vessels

Keeping arteries healthy and free-flowing is a significant step in prevention of heart disease



If you are currently taking a blood pressure medication, check with your doctor before taking Shaklee Blood Pressure

**Benefit – When you increase blood flow, you increase overall health of the body from delivering nutrients and oxygen to the cells and helping to carry away toxins and cellular waste**

## Shaklee Blood Pressure Product

- **Brain** -- can improve brain function and reduces cognitive decline
- **Muscles** – improves performance
  - Ingredients that produce nitric oxide in the body ( ex . arginine and citrulline ) have been used by athletes for years to improve athletic performance by improving blood flow to the muscles. jo

Feel the Effect



# Nitrates from Beet and Spinach Powder –

are naturally converted to a special molecule called nitric oxide  
Nitric oxide activates protective responses in our blood vessels that:

- Help reduce inflammation in the lining of the blood vessels,
- Help relax smooth muscle cells and helps prevent them from proliferating and invading and constricting the arteries
- Help prevent platelet aggregation ( stickiness)

Should be called Shaklee Arterial Health

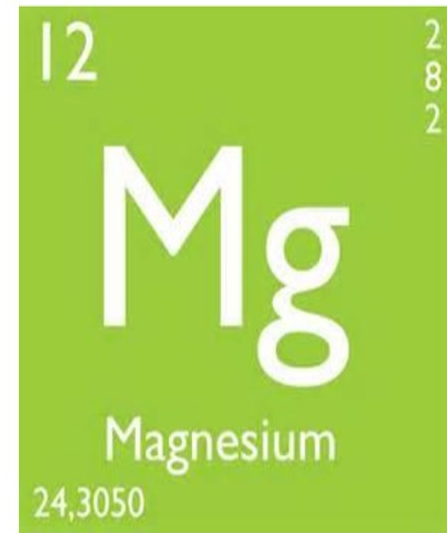
Steve Chaney, PhD biochemistry

barb



## Magnesium promotes blood circulation

- Laboratory studies have suggested that magnesium supplementation helps to relax and support healthy blood vessels which is important in retaining healthy blood pressure levels.



Relaxing the smooth muscles along the walls of the arteries helps to reduce pressure and helps open the blood vessel



## Quercetin & Grape Seed Extract promotes healthy blood vessels

- Laboratory studies have suggested that key polyphenols found in red wine, grapes, and quercetin, help to support vascular structural health and function



**Anti-oxidants help reduce inflammation,  
the first step in causes of arterial damage**

barb



## Co Q Heart – Provides an inexhaustible source of anti-oxidants

- Free radicals damage cells, arterial walls ( by removing electrons from membranes & DNA)
- Co-enzyme Q-10 is essential for efficient energy utilization inside our cells. organs with the highest energy requirements—such as the heart, liver and kidney—have the highest CoQ<sub>10</sub> concentrations and need.
- It transfers electrons from food we eat to oxygen and to **free radicals.. Inactivating them.**
- Uses its electrons to reactivate other antioxidants
- Is particularly abundant in the heart muscle
- Clinical studies show Co Q 10 reduces symptoms of Congestive Heart Failure
- **Helps prevent LDL cholesterol oxidation into plaque**

barb

# When CoQ10 Becomes Depleted

- Energy generated by the cells is less efficient
- More free radicals are generated .. That can do more damage to our cells.
- Thus, adequate levels of CoQ10 are thought to help prevent diseases associated with free radical production:

Parkinsons Disease

Neurodegenerative

Cancer

Auto-Immune Conditions

Arthritis

jo



# Who Will Benefit from Supplementing with Co Q Heart ?

- People over 50 .. Especially post-menopausal women -- our ability to make CoQ10 declines with age .. Peaking at age 20.
- CoQ10 levels may be low in people with cancer, certain genetic disorders, diabetes, heart conditions, HIV/AIDS, muscular dystrophies, and Parkinson's disease.
- People on statin drugs and other medications that interrupt the pathway in the liver that produces Co Q 10
- There is some evidence to support the use of CoQ10 for high blood pressure and heart failure.
- Promising uses of CoQ10 include eye disease, chest pain caused by exercise, asthma, chronic fatigue, and high cholesterol, as well as the treatment of chemotherapy side effects in children.

MayoClinic.org

jo



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if cholesterol is above 180 to 200
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## Heart Smart Collection PV

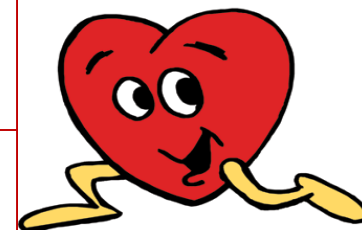
Cholesterol Reduction Complex	30 PV
Co Q Heart	24
Omega Guard large	<u>34</u>
	88 PV

**10 customers** X 88 PV = 880 PV X 20% bonus X 15% markup =  
**\$308**

Shaklee Blood Pressure	33 PV
Co Q Heart	24
Omega Guard large	<u>34</u>
	91 PV

**10 customers** X 91 PV = 910 PV X 20% bonus X 15% mark up =  
**\$318**

**Healthy Heart**



**Healthy You**

katie

# For More Resources on Healthy Heart ...

For a full power point presentation on Healthy Heart Information, go to >>>

[www.BetterHealthin31Days.com/](http://www.BetterHealthin31Days.com/) your name

A paid subscription site .. You can subscribe to individually or divide the cost with a group of other leaders .

Webmasters Michelle and Chris Spell only can set up new subscriptions twice a month, so get details from

[www.bobsfiles.net](http://www.bobsfiles.net)

lisa



## Objectives for Session #5 – Identifying Business Partners

- Assembling our business team begins with identifying people with an interest in developing a home business.
- We will review a variety of ways to meet potential business partners suggested by Sarah Robbins in her book *Rock Your Network Marketing Business*. lisa



# Rock Your Network Marketing Business – Chapter 5 --Power Prospecting

Think of sharing and inviting as sifting and sorting ... with no emotional attachment to the results.

We are a waiter pouring coffee. If someone doesn't care for any coffee, we are not offended, we just continue to offer coffee to the next person.

“No” – means “not now”. Maintain the friendship, invite them to become your customer and revisit the subject later.

Talking to people is what we do for a living.

The more we speak to .. The faster we grow. katie

Who are you inviting?

# 3 Ways Someone Can Plug Into Our Business

## Sarah Robbins

- Consultant – ( distributor) and develop a business
- Customer – and enjoy the products
- Connector – who learn what we do and connect us to people who may have an interest...but they can only make those connections if they know what we do ..

Good Goal – 5 new contacts ( reach outs ) a day

Think of deck of cards --- with 4 Aces katie

but also some picture cards with value ...  
and even a few jokers





# Where To Find People to Speak to About Benefits of Home Businesses

**We ♥ Our Customers**

## 1. Revisit our customers –

*“How are you loving your products? I’m not sure I ever shared, but as a distributor, I receive a great discount. I’d love to get you on a program where you can get my wholesale pricing, too. .. And possibly get all your products free . Or make money sharing them with others. Do you have a few minutes for me to share more?”*

*katie & Bess story*

## 2. Revisit Past Prospects or Former Business Builders When Something is New.

*“I know the timing wasn’t right before, but if ever there’s a time to take another peek at the company, the time is now. Going into Fall and kids are going back to school, business is booming big time, which will be followed by the boom of the holiday season. Plus new products and promotions recently launched. I would hate for you to miss out”*

### 3. Go Through Your Phone and FaceBook Contacts

*“I wanted to share some exciting news with you. I started a new business ( tell them about your product and your business story , how you found it and why you are excited about it.) .. My business is building in your area and I wanted to share it with you to see if I could pick your brain for ideas on how to build there and who you know who might be interested. Could I treat you to coffee ( or virtual coffee with a gift card ) and tell you more? “*

Third party validation and social proof is powerful

Relate your leader's story and set up a 3-way call or invite to a meeting.

*I'm new and still learning. I'd love for you to hear from my business partner. She'll be able to share more and answer your questions*

[illegible]

## 4. Lifestyle Networking Bump-into's

- Learn to engage people in conversation...  
a sincere compliment,  
questions ( Great service. Do you love  
your job?  
Cute kids. Where do they go to school?)
- Leave them with a sample



*I've loved chatting with you today. I would love to leave you with this gift ( tell them more about the sample ). I promise , you will love it.. If you promise you will try it... and I promise to follow up."*

GET THEIR NAME AND NUMBER and tell them when you will call and write it on the card you leave with them. When you see them ... ask *"How'd you love the product? Before I tell you more about it, I would love to tell you why I'm excited about my business."*

lisa

## 5. Parties/Virtual Parties ( Face Book Events)

- In-homes, Healthy Home, Healthy You, .. Love Yourself Party
- Business Launch and Grand Openings
- Moms on a Mission... Business Women's Tea

lisa

Elements –

Your story

The health crisis .. Life Span vs Health Span

Overview of products and Shaklee Difference

Business benefits expressed through your  
business story

Use, Share, Build Close

And invitation to join your team.





## 7 . Networking Groups or Chamber Events

- Create Strategic business relationships that allow you to meet others so you can help each other grow your businesses.
- Always be respectful , build relationships first .. And then you can ask “ who do you know who may be looking to work from their home .. Earn additional income...”and why you love your business...
- Crystal Johnson said being part of Chamber of Commerce and other groups is how she built the majority of her customer base.
- Betsy Liermann – 2 chiropractors from BNI lisa/betsy



## 8. Events -- Project Groundswell

Lisa

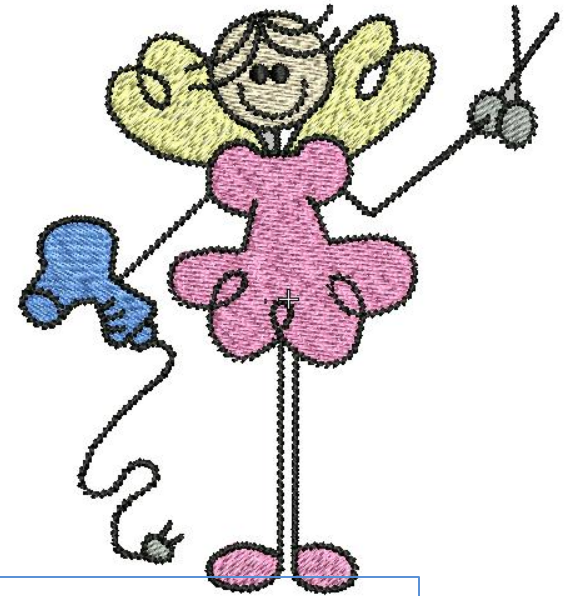
Groundswell and area events- Powerful event to invite people to look at the business and participate in something special and exciting going on in their area. 90 day Focus

Verbiage we used to invite:

"Hi \_\_\_\_\_,  
I'm calling today because I wanted to let you know about something that is happening with our company right now. Shaklee has picked Denver to be one of only two cities to place an extra special focus on! It is called Project Groundswell and this is truly a special and very unique opportunity for us because they recognize not only the huge growth potential we have here in Denver, but also that it is the perfect demographic for active and health minded people.

We are very excited for the amazing things that are on the way. Anyways, I just wanted to reach out to some of our best members to let them know in case you would like to come on Friday night and see what is happening. It is a free meeting and just a great place to get a look a deeper look at Shaklee. Let me know if you can come ok. I would love to see you there!"

## 9. People Who Provide You Services

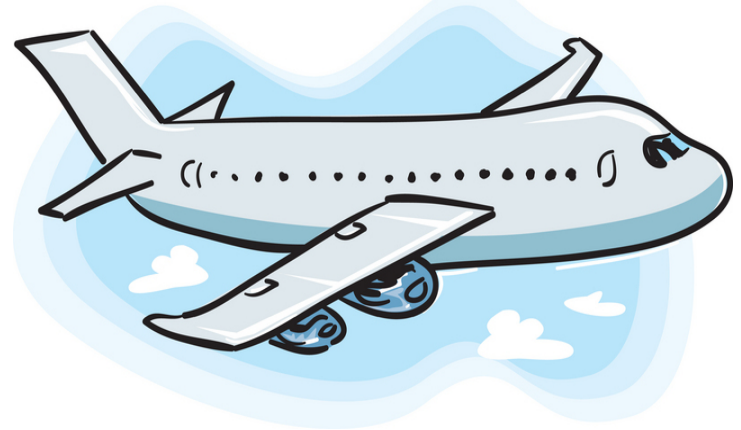


Think about who you've been supporting for years  
( hairdresser, nail tech, realtor, accountant,  
attorney, etc )

Approach them and say..

*" I've loved supporting your business for years and  
now I'm hoping I can share my new business with  
you, I'd love for you to refer me on!"      katie*

## 10. Traveling



I ask people where they are going and why they are traveling. When people ask where I'm going, I tell them where and say...

"I'm expanding my business there.

They typically ask me what I do ... be ready with what you want to say .. Or ask.. Exchange information and follow up."

Shawn Gray and Aunt Nancy Story

"Do you know anyone in Taiwan "

jo

# 11. Creating Your List

- Begin with people you know .... With qualities you would want in a business partner ...  
ambitious, successful, interested in financial freedom, likes people, fun to be around, easy to talk to,
- This is a brain-storming exercise... to unlock names that may be in your memory somewhere .. Some you may never contact. Some you may contact as a possible “connector” or referral partner.                      katie



## 6. Social Media -- Stephanie Bruce



Identified 5 distributors at 500 PV within her first 4 months

- some responded to seeing her posts on Face Book about Braden's eczema story and why she ha decided to share Shaklee with others and start a business
- Every customer she says ... “ and you can always decide to be a distributor and earn some extra money .”

# Letters

Hey Colleen!

I've been thinking of you a lot lately because of the conversation we had a few years ago about being able to stay home full-time.

Since you attended the Facebook event I did about toxic cleaners, I'm sure you know that I have a Shaklee business. I began in the spring and am on a team with Katie Odom (Sperando was her maiden name, she graduated with us).

Since September I started building my own team, many of whom are teachers working towards being able to replace their teaching salary like Katie did. I really think you would be the perfect addition to our team! Being a teacher, you are a natural driven educator.

You enjoy sharing and teaching and you have great people skills! Which is really the only requirement to being successful! It has nothing to do with being able to sell anything.

You already understand the importance of health and are conscientious about your kid's health as well.

I would LOVE the opportunity to tell you more about the Shaklee difference and how it's impacted our lives so far – and why I'm so excited about this opportunity!

Would you have some time to chat this weekend or upcoming week?      steph



## Letter #2

Hey Lindsey!

How are you? I'm sure you've noticed (on Facebook) that Steph Miller began her own Shaklee business this summer and has been taking over Attica! I am being totally honest that I have been blown away at how many people in Attica are signing up as members and starting their journey to better health.

I've been thinking of you a lot lately because Steph and I are working on building a team of Distributors in the Attica/Toledo area – particularly of teachers! I really think you would be the perfect addition! Being a teacher, you are a natural driven educator. You enjoy sharing and teaching and you have great people skills! Which is really the only requirement to being successful! It has nothing to do with being able to sell anything.

You already understand the importance of health, being a runner, and are conscientious about your kid's health as well.

We would LOVE the opportunity to tell you more about the Shaklee difference and how it's impacted both of our lives so far – and why we're so excited about this opportunity! Would you have some time to chat this weekend or upcoming week?

# Action Steps

- Review the list of reach out methods described by Sarah Robbins and choose 1 or 2 or begin with your own list of names.
- Set up your working folder to include your list, their contact info, your calendar of events or webinars to invite them to and bullet points outlining what you want to say.
- Purchase your registration for Cleveland and set goal of how many you will be bringing with you.
- Aim to earn Cash for Cleveland...by accumulating 20 sponsoring points every month for 1 share and 35 points for 2 shares ( minimum \$100 each share)      lisa



# Coming Up

Feb 19 – FaceBook is Your Friend .. Harper  
Guerra & Bonnie Donahue

Feb 26 – Key Elements of Successful  
Meetings and In-home Events

lisa



- 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!
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**New Distributor Getting Started Webinar** - Join Field Training Specialist Leigh Bordelon for a general overview of the Member/Distributor views of MyShaklee.com. An introduction to all of the tools and resources that support a new Distributor. All are welcome, but content of this live webinar is targeted to new Distributors. Mondays at 4 pm PT / 7 pm ET. Dial 1-866-321-0138 | 913183# and login to [www.anywhereconference.com](http://www.anywhereconference.com) | web login 106225850 | pin code 913183.



**1/19 - Set the Record with Shaklee 180® Update** - Don't forget to send us your group's weight loss information so that we can stay on top of our progress in the 40,000 pound weight loss goal. Email your [Shaklee 180 Record Form](#) to [Shaklee180Record@shaklee.com](mailto:Shaklee180Record@shaklee.com).