

Monday Wellness Webinars

October 12 – David Colby, PhD Medicinal Chemistry, Professor
(BE SURE TO LISTEN IN ARCHIVE)

October 19 -- Shaklee Supplements – Key to Long Term Health Bob
Ferguson, Senior Master Coordinator

October 26 -- The Power of the Profession .. for Speech Pathologists Nov
2 – Presidential Master Gary Burke on Benefits of Home Businesses

Nov 9 – Nutritional Connections to Headaches

Nov 16 – The Epidemic of Irritable Bowel Disorders

Nov 23 – Feeding Our Families for Good Health and Academic Excellence

Dec 7 -- Gary Burke, Presidential Master and master teacher, will review
the key benefits of a Shaklee Home business that has helped him and his
wife, Faye, generate a \$400,000 income .. and the story of what he has
learned along the way

Becky Choate

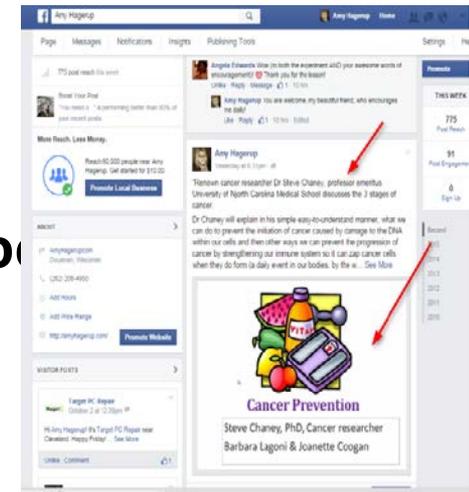


Online Marketing Strategies with Amy Hagerup

How to post videos/webinars right on your facebook page.

1. Pull up the video & take screenshot of it using <http://www.screenpresso.com>.
2. Grab the url from top bar.
3. Post photo on your status of the screenshot, place the url in your status, and precede the url with a comment to create interest:

Ex: “Dr Chaney shares great information on cancer.
Check it out here.”



How to create a video from a power point presentation

1. Create your powerpoint slides for a special topic (hint: keep it short!)
2. Go to <http://screencastomatic.com>.
3. Pull up your powerpoint and then press “ record” on screencastomatic.
4. Bring the box to fit around your powerpoint size.
5. Start to record. You can go up to 15 minutes. Save it at a good point.
6. Then start again until you have recorded the whole power point.
7. In your editing software, bring in all the recordings you made & edit them. (I use Windows Movie maker. On Macs, it is iMovie. There are also ones you can buy .)
8. Add captions (especially your website). Save it. Upload it to youtube or vimeo.
9. Share the url in your emails, newsletters, facebook page, blogposts, etc. You can see some of mine on my youtube page which is <http://www.youtube.com/amyhagerup>.

Creating 2-Minute Video

Create 1 – 2 minute videos of you talking and post directly onto you FB business page.

Facebook LOVES videos that you load directly to facebook – it will show them a lot! Make videos on your iphone and post them. Visit my business page for examples:

<http://www.facebook.com/thevitaminshepherd>

Create images for facebook, postcards, etc. using

<http://www.picmonkey.com> I have another

tutorial on my youtube page on how to make a facebook cover photo using picmonkey. That will teach you the basics of using picmonkey to

design.

amy



Free Membership Options

1. **Life Strip** (114PV)
2. **Vitalizer** (55PV)
3. **Life Plan** (Life Shake & Life Strip) (166PV)
4. **Vitalizing Plan** (Life Shake a & Vitalizer) (111PV)
5. **Rx for a Healthier Life with Life Strip** (Nutriferon, Shake, Strip) (172PV)
6. **Rx for a Healthier Life with Vitalizer** (Nutriferon, Shake, strip) (168PV)
7. **Shaklee Life Shake Family Pack** (2 30- svg bags) (111PV)
8. **Shaklee 180 Turnaround kit** (172PV)
9. **Essentials Plan** (Vita Lea 60, (55PV)
10. **Get Clean Kit** (50PV)
11. **Nutrition Therapy Skincare Kit** (141PV)
12. **Any 100 PV order**
13. **All Gold Business Paks**

6 Free Shipping Deals .. Good until Nov 20

Life Plan (Shaklee Life Strip and 2 canisters Shake) \$244.25 soy
\$266.75 non-soy

Vitalizing Plan (Vitalizer and 2 canisters of Shake) \$ 159.95 soy
\$183.65 non-soy

Essentials Plan (Vita Lea 60 tabs, Omega 90 cap, Life Shake
canister) \$69.45 to \$76.45

becky

Rx for Healthier Life -- all versions (from \$244.05 to \$261.61)

Shaklee Life Shake Family Pack (2 bags of Life Shake) \$159.95
soy or \$204.95 non-soy(save additional \$11 by ordering on autoship)

Shaklee 180 TurnAround Kit \$ 269.95 soy or \$305.50 non-soy

Tip – To save our members even more – add cleaning and
laundry products to the Free shipping order

Free Shipping AND Free Membership Options

Life Plan(166PV) Vitalizing Plan(111PV) Essentials Plan (55PV)



Rx for a Healthier Life (172PV) with Life Strip



Rx for a Healthier LifeStrip Vitalizer (168PV)



Family Shake Pack (111PV)

Turnaround Kit (172 PV)

Any Gold Kit



\$10 Deals—

With the Purchase of these 3 Collections (all can be customized with flavor of shake and Vitalizer options)

Deal # 1

- **Life Plan #89383**

(Life Shake (30 day supply) and Life Strip)

- **Rx for Healthier Life with Life Strip #89401**

(Nutriferon, Life Strip and Life Shake)

- **Rx for Healthier Life with Vitalizer # 89070**

(Nutriferon, Life Shake, Vivix Liquid and Vitalizer)

- **Kosher #89080**

(shake, Vivix, V Lea, Nutriferon, Osteo Matric and B Complex)

You receive a coupon which can be used to purchase any product priced at \$100 or less .. For Just \$10 DOLLARS !!!

Deal #2

- **Shaklee Life Strip 21293 or 21294 (iron)**

- **When you purchase Vivix and Vitalizer use special item code # 89090**

You receive a coupon for any flavor Shaklee Life Shake for only \$10 DOLLARS !!!



Welcome Heather Chastain

President of U.S. and Canada

"The first time I met Heather, I thought that her experience, knowledge and skills were a perfect fit for our Shaklee family... Most importantly, Heather is an executive of the highest caliber who has 20 years of experience in the direct selling industry..."

Heather is a delightful human being that I know you will all enjoy being around. She has a wonderful husband and two terrific young girls, all of whom are excited to move to the San Francisco Bay Area from Southern California...

Her official start date is December 1st, but she is so excited to meet the Shaklee Family that she will be traveling with me to each of our Regional Conferences this month!"

--Roger Barnett

The logo for Shaklee, featuring a green leaf icon to the left of the word "Shaklee" in a green, sans-serif font.

The logo for "Live 2015", with the word "Live" in a large, stylized green font and "2015" in a smaller font below it.

100 DAYS TO AMAZING FALL BUSINESS TRAINING 2015

Session #11

Business Opportunity Presentation

With Katie Odom and Stephanie Bruce

Master Coordinators
Jo Coogan & Barb Lagoni



Senior
Executive
Coordinator
Harper Guerra



Senior Executive
Coordinator
Katie Odom



Coordinator
Stephanie
Bruce



Senior Executive
Coordinator
Lisa Anderson



November Strategies

- Set a goal for how many guests we will bring to the Fall Regionals ...
- Set up meeting for Nov 21 to watch live broadcast of Roger Barnett at Southern California Regional to celebrate completion of our 100 Days to Amazing and to hear announcement of a special new promotion.
- Hint -- Kevin Crandall suggested we should make November a big month to position us well for the special promotion coming
- Select our holiday customer promotions for November and December to achieve our PV goals for each month.
- Begin positioning our businesses for January 2016 and the first month of the new Shaklee Dream Trip Qualification Period ...

lisa

Shaklee November Regional Conferences ... Record Numbers Already Registered



- **Shaklee Chairman & CEO Roger Barnett to Keynote at Regionals**
- **One of the things that makes Shaklee unique is our culture and culture begins with our leadership team. Come to our Fall Regional Conferences where you can meet members of our executive team, including our Chairman and CEO, Roger Barnett, who will share his vision for the future of Shaklee and how you can be a part of it...starting today!**
- **Meet Heather Chastain New President of Shaklee US & Canada!**
- **We will also hear from the ever-popular Dr Bruce Daggy or Dr Jamie McManus from Shaklee Health Sciences Department**

harper

Tarrytown, New York Nov 6 and 7 ... Chicago (O'Hare Hyatt) , IL Nov 13 and 14 Southern California Nov 20 and 21 and the big LIVE BROADCAST ... host meetings to watch together ..

Objectives for Session # 11

Business Opportunity Presentation

- To be prepared for how to respond when someone asks us what we do ..
- To observe and learn how to weave our personal stories into a presentation about the benefits of a home business
- To create a stand-alone presentation by 2 young mothers that we all can use to share with prospective business partners.
- Today's business presentation will be archived at www.BetterFutureStartsToday.com

lisa

What To Say When Someone Asks... What Do You Do?

2 options for responding ...

1. a quick answer in a brief social conversation
2. a little more information about your story in a longer more formal conversation in which we would...

- Start with what our life was like before Shaklee ... either health or financial
- Then what happened when learning about Shaklee
- And then what your life looks like now. harper



I'm a Mom that has partnered with Shaklee to invest in our family's future, and others as well. I do this part time, what do you invest in? May I show you what Shaklee offers....

(I sometimes don't stick in the what do they invest in and I'll say something about providing natural wellness and financial growth to our family)...

I'm a nutrition consultant and business trainer

I help moms build nutrition businesses from home.

Shaklee is a community of health pros and enthusiasts who are educating people on a global scale

Shaklee is a company I partner with to educate communities about adopting healthier, greener habits

I educate businesses and families in holistic health and going green

Shaklee has changed my life - I used to be on antibiotics year round for sinus infections and I have now been sinus infection free for 12 years! (This usually gets a pretty good response)

harper

Some times you briefly share your story After you have been in conversation for a while

A number of years ago when my husband and I were teaching we decided we wanted \$\$ to be the least of our worries.

So we partnered with a company called Shaklee to have a home business and we focused on helping people...

...find natural solutions to their health concerns and/or

...eliminating financial stress and worries.

We've since helped lots of people to do exactly that.

Have you ever done anything different? or

Have you ever heard of Shaklee? or

Do you do anything in addition to....?

jo

“I work from home and I own my own business.”

What is it?

Have you heard of Shaklee?

“I help people put together nutrition & supplement programs and I teach them about household toxins. ...and I help people start their own businesses”

lisa

What do you do?

- Keep it simple
- Give them room to ask more questions
- “I run my own business from home helping people find natural solutions to their health and help other people start businesses doing the same thing.”
- When they ask a question tell your Shaklee story:
- What was your life before Shaklee. And then what your life looks like now. your life was like before Shaklee ... either health or financial

harper

What is Shaklee?

Keep it simple

Give them room to ask more questions

“It’s the company I have partnered with where I get to see lives changed through health and make a full- time income working part- time from home”

“It’s the reason I don’t have allergies anymore and why I get to stay at home with my kids!” harper

How do I share the business if I just started?

- Share other people's stories
- Let them know you want to build something together
- THREE WAY CALL/Meeting

“I am so excited about this opportunity I have just found for my family and I would love for you to join me and we can build something together”

Mary, “I want us to go on these trips together and have reasons to spend more time together”

harper

Why isn't Shaklee sold in stores? Or other push-back from bad experiences with other MLMs

“Dr. Shaklee created an amazing product and before MLMs was “a thing” he wanted people who cared about people and who loved the products to be an advocate and a resource for others

And by doing that, they could build a legacy for their family. People can walk into the drug store and not know what to get or how it will help, but we have the opportunity to be that resource and advocate.”

harper

When we've spoken to them about the business and they have not pulled the trigger?

- Offer an incentive to gauge if they are really interested and help them make the decision (Gold bonus back in product for example)
- Set up a three-way call with an upline to answer additional questions
- Share why NOW is so beneficial
- Know when to move on to the next person and how to follow up later with specials and new promotions.

harper

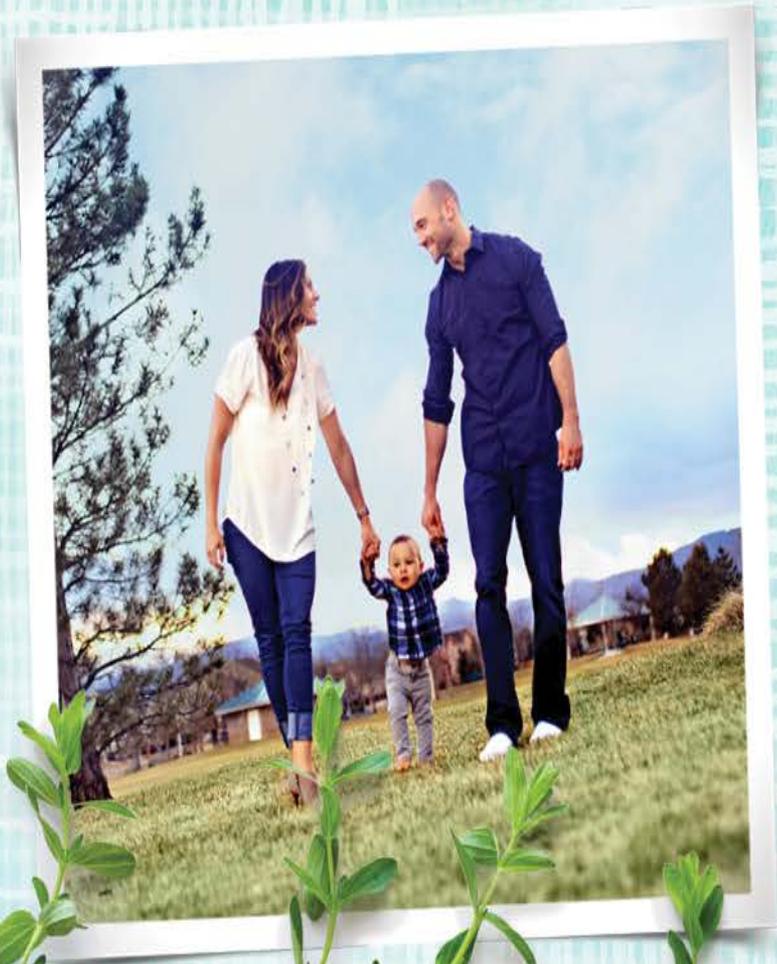
An advocate and a resource—this is what we are and we are giving people the opportunity to do that too and build a legacy for their families to reach their dreams.

Five FIVE-WORDS

LIFE

— **IS FULL OF** —

Possibilities



Be part
of the effect™

Katie Odom, Senior Executive Coordinator



- . Former Science Teacher
- . Personal dream to always be a stay at home mom
- . I was looking for some natural solutions to some health concerns
- . I wanted to create as safe an environment for my family as possible
- . Shaklee has given our family better health, free car payments, 3 trips around the country (and will be going to Cabo next year), and a great additional income while helping other people get healthier
- . The best part is I have the flexibility and freedom to work my business as I continue to stay home with my children and work alongside some of my best friends!

Stephanie Bruce, Coordinator



- A mommy looking for natural solutions to her son's dry skin conditions
- Had immediate results with Shaklee and fell in love with the products and the business opportunity
- By sharing what worked for her son she built a business and team and earned the New Directors Conference in June 2015
- Working towards helping others achieve their personal goals and becoming a community of people who strive to make a difference in the world

Are you where you want to be in your life?

Are work and family in balance?



How do you feel about your health or fitness level?

Do you have the lifestyle you've always wanted?



What if?

extra money



Rewarding lifestyle

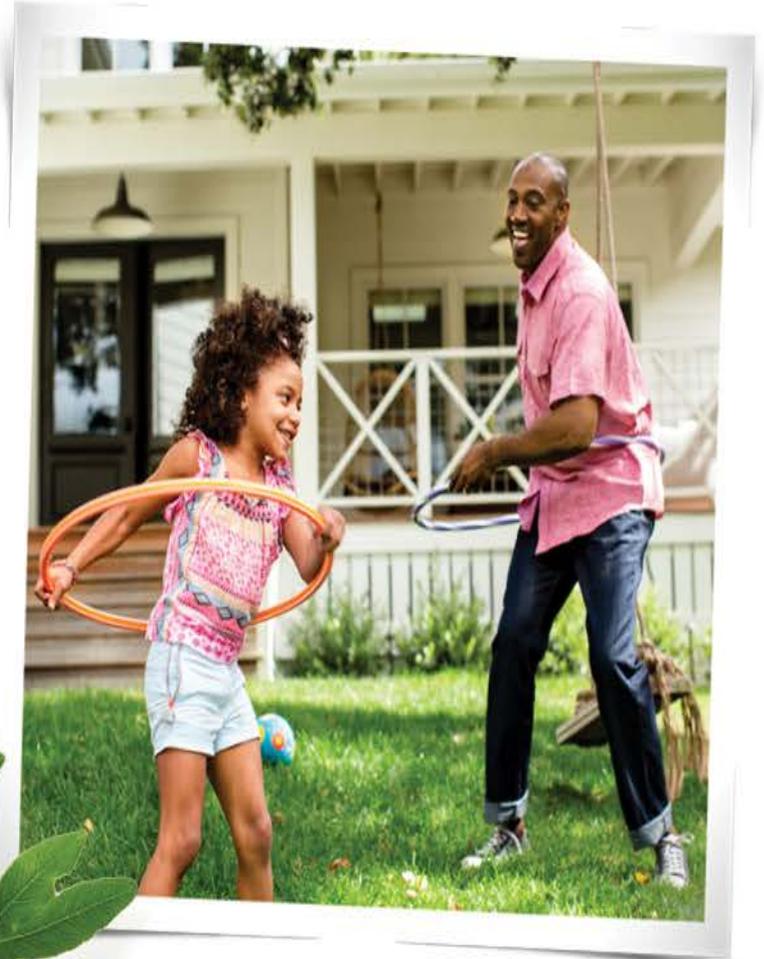


trips

Shaklee
Creating Healthier Lives®

the Shaklee Effect™

Shaklee helps people transform their lives by taking small, simple steps that lead to big results. By making the best natural health products that are worth sharing, we create a healthier planet and a 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%



HEALTHY HOME

\$92
BILLION

+7%

\$360 BILLION

HEALTHY
SOLUTIONS

\$105
BILLION

+5%

HEALTHY
WEIGHT

\$14
BILLION

+8%

HEALTHY BEAUTY

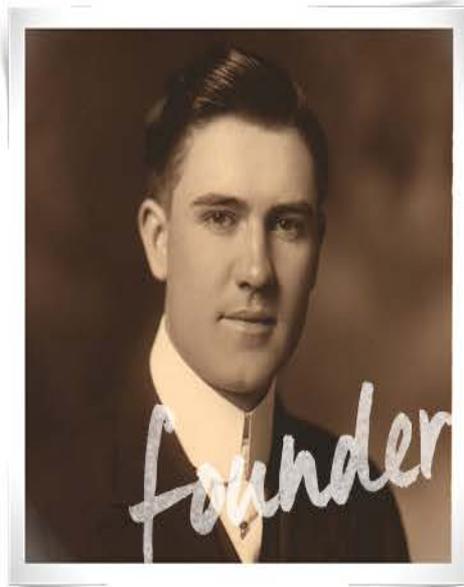
\$107
BILLION

+5%

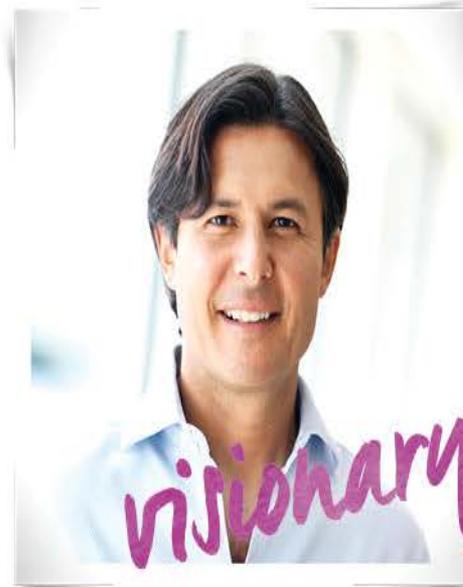
Source: 2013 *Euromonitor*

Built on trust

- Dr. Shaklee – 100 years of innovation
- Leading Global Natural Nutrition Company
- 64 patents/patents pending worldwide



Dr. Forrest C. Shaklee created the first multivitamin in the US in 1915



Roger Barnett leading the next 100 years of Shaklee innovation

Better health for everyone and a better life for anyone.

Stability

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

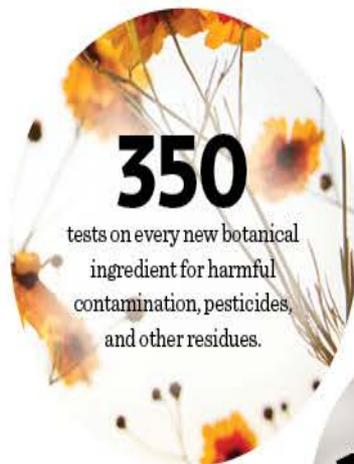


the Shaklee difference

At Shaklee, we believe that nature holds the answers to a healthy and productive life. By using pure and potent ingredients and the foremost scientific research, we formulate nutrition products that are truly life enhancing.

PURITY

Quality ingredients,
safe products



POTENCY

Extensive studies,
effective nutrients



PERFORMANCE

Better absorption,
better results



HEALTHY SOLUTIONS

Natural solutions for the most important areas of health



SHAKLEE LIFE PLAN

The best, most comprehensive nutritional system in the world

- Feel amazing in 30 days
- Feel younger, longer for the rest of your life
- 35 patents/pending



HEALTHY HOME

Because home should be the safest place on earth



HEALTHY WEIGHT

Quite possibly the last weight-loss program you'll ever need



HEALTHY BEAUTY

Exclusive, triple-patented, with the nutrients skin craves



Shaklee® Life

- The best, most comprehensive nutritional system in the world
- Feel amazing in 30 days
- Feel younger, longer for the rest of your life
- 35 patents/pending



Proven by Science

- The Landmark Study is one of the largest long-term supplement usage studies ever done.
- Double digit better biomarkers in heart, brain and cognitive health and biological stress.
- Shaklee had twice as many users who rated their health as very good to excellent.

11%
LOWER

cholesterol ratios,
a key marker for
cardiovascular
health

33%
LOWER

levels of
triglycerides, a
critical biomarker
for **heart health**

36%
LOWER

levels of
homocysteine, an
indicator of **brain**
and cognitive
health

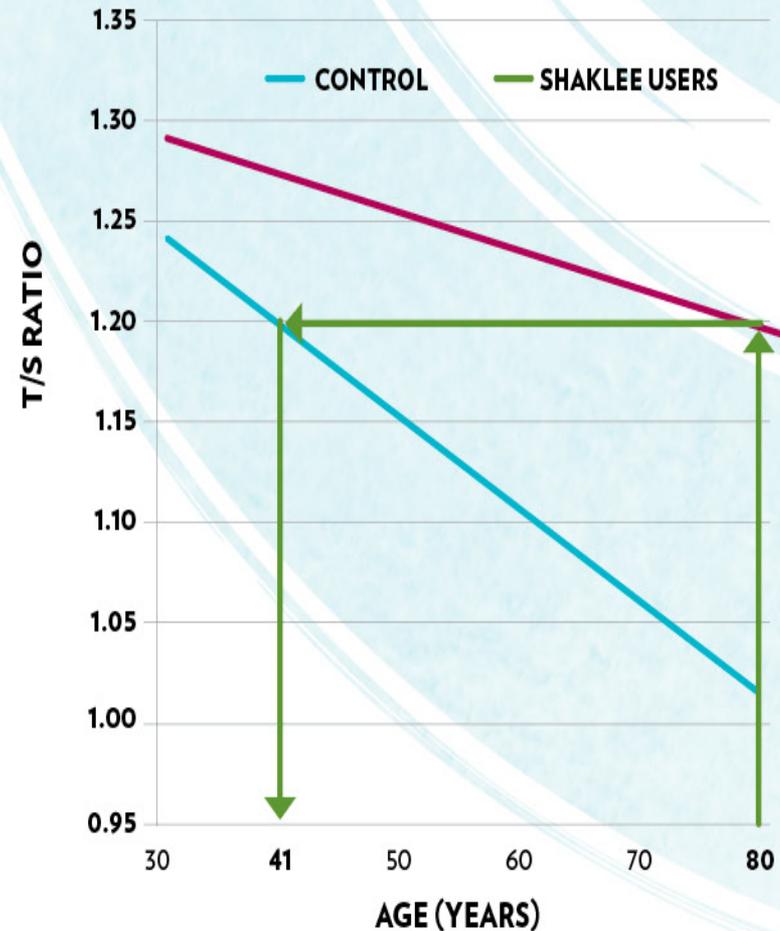
59%
LOWER

levels of **c-reactive**
protein, a key
biomarker for long-
term **biological**
stress

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

Proven by Science

- The Telomere Study compared the telomeres of Shaklee users with a healthy control population, and the study showed that Shaklee users had significantly longer telomeres
- 40% lower rate of telomere shortening among Shaklee users
- Statistical analysis* projects that an 80-year-old Shaklee user would have the same telomere length as a 41-year-old



Shaklee® Life

Proven by People

- Hundreds of thousands of people in the U.S. use Shaklee to improve their health. Many Shaklee users have been customers for decades and tell inspiring stories of their life transformations
- Our Shaklee athletes, who have already won a combined total of 120 gold, silver, and bronze medals, use Shaklee to get the performance and efficacy they need to compete



Shaklee Life



Vita-Vitalizer's key ingredients are shown to blunt the biological stress response following consumption of a high-fat fast food meal.



The Landmark Study showed that long-term Shaklee supplement users have markedly better health than single-multivitamin and non-supplement users.



Vita-Lax® Gold improved bone density in healthy postmenopausal women. (Adequate calcium and vitamin D throughout life, as part of a well-balanced diet, may reduce the risk of osteoporosis. *)



100% GUARANTEED

Mind Works® Immediate improvement in memory, focus, and reaction time 3X better than the control group.**

Shaklee NutriFerm® enhanced immune response.*



Shaklee Life Energizing Shake Mix helped regulate exercise gain about 15% more muscle and lose 50% more body fat than nonusers.



Vita-Lax® increased blood-nutrient levels in healthy college-age women eating dietitian-designed diets.*

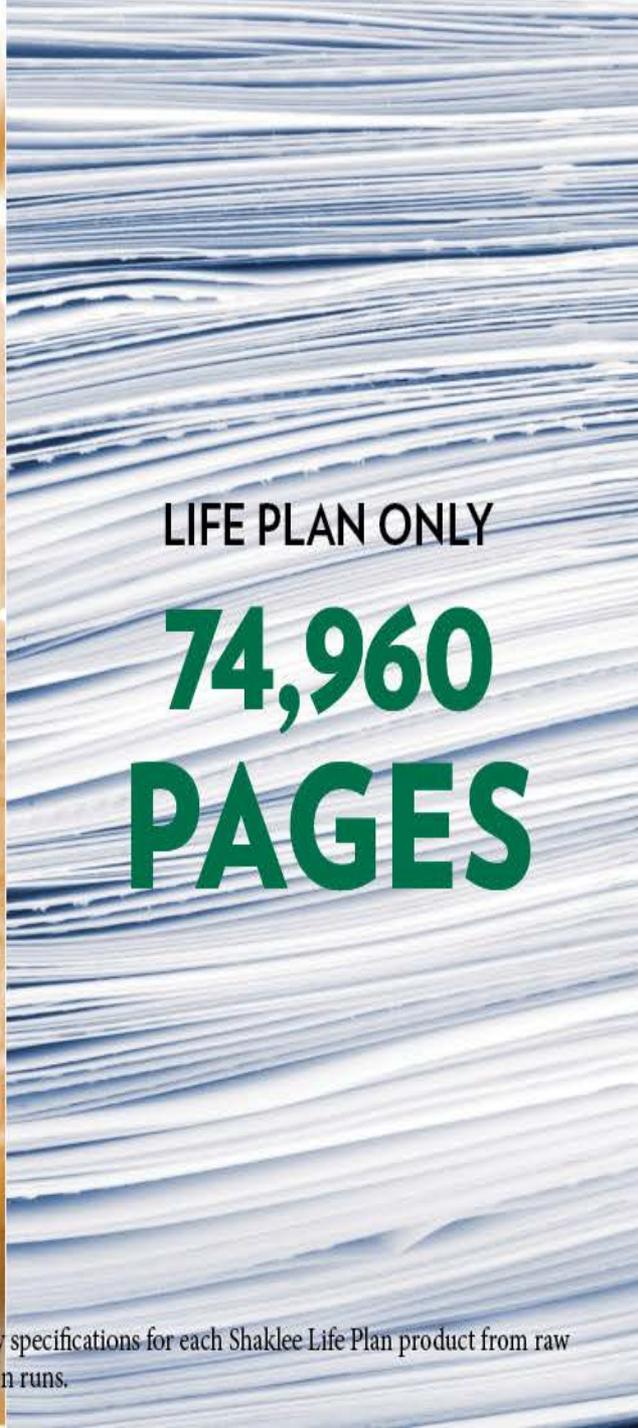


Shaklee Performance® extended the endurance of cyclists.



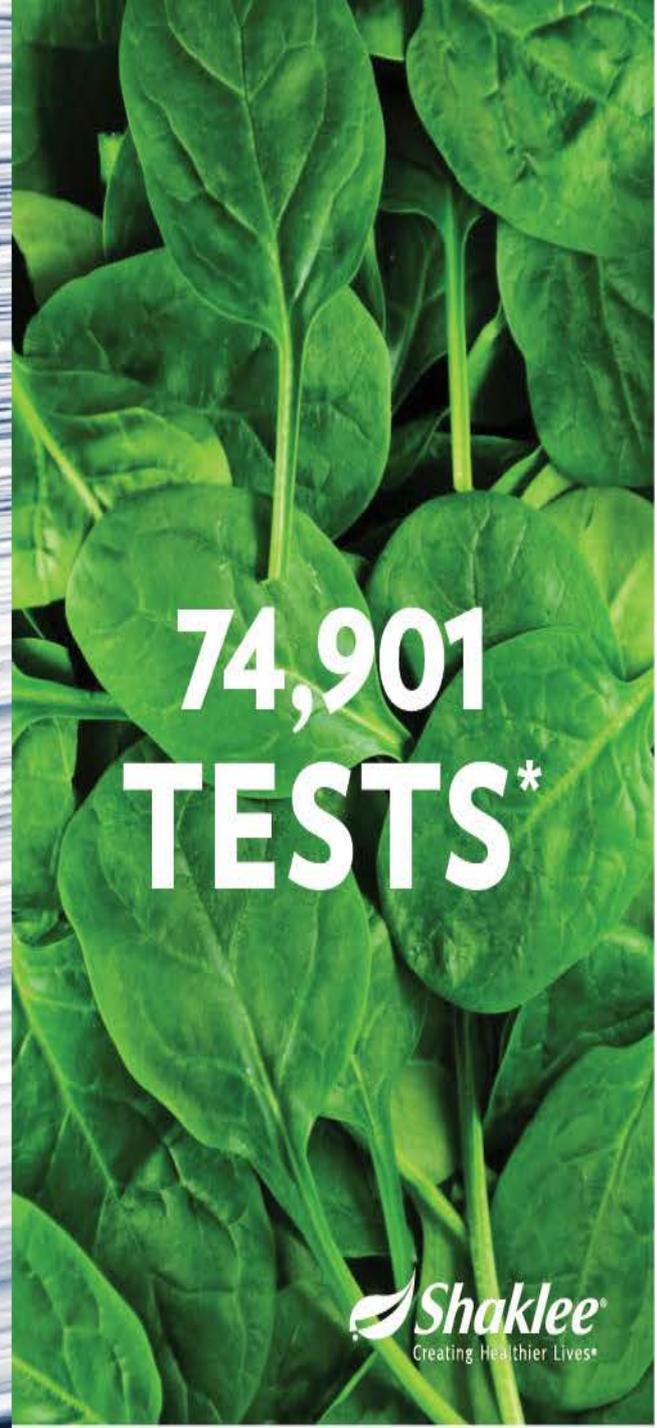


**14,992
SPECS**



LIFE PLAN ONLY

**74,960
PAGES**



**74,901
TESTS***

*Based on an estimate of the number of tests required by specifications for each Shaklee Life Plan product from raw materials through piloting and the first three production runs.

A better life

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

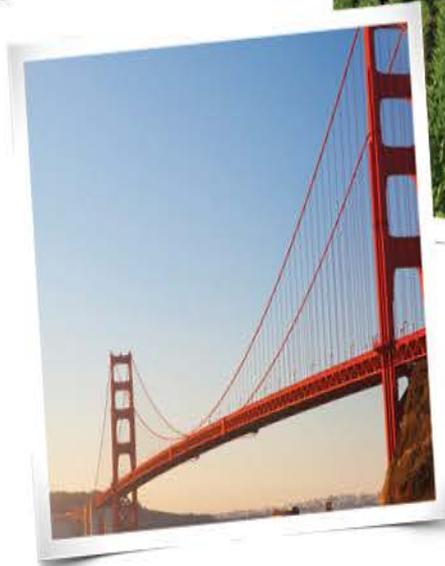
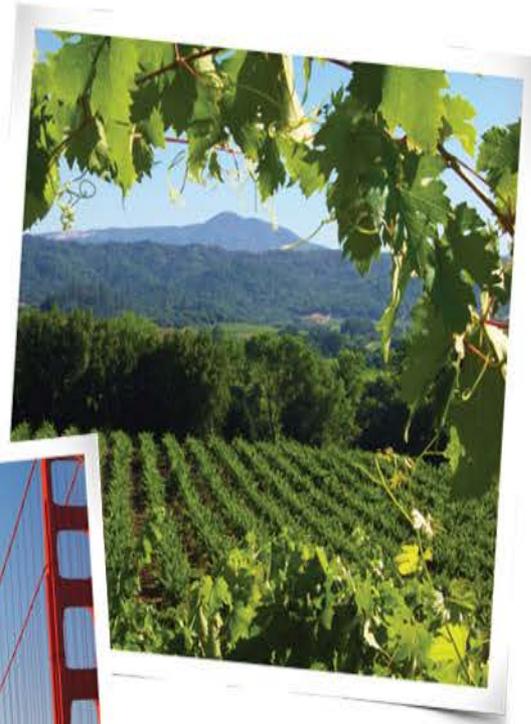
Executive
Coordinator

Master
Coordinator

 **Shaklee**
Creating Healthier Lives®

Rewards – Director

- **Average annual income \$10,357***
- Earn Leadership trip to California
- Greater discounts and bonus potential
- Recognition and privileges



*2014 average annual income.
See the 2015-16 incentives
booklet for full details.



Distributor

Director

Coordinator

Executive
Coordinator

Master
Coordinator

**Shaklee**
Creating Healthier Lives®

Rewards – Coordinator

- Help at least two people to Director
- **Average annual income \$20,859***
- Earn a monthly Car Bonus
- Earn an exotic trip
- Earn extra cash bonuses on the *FastTRACK* program



*2014 average annual income.
See the 2015-16 incentives
booklet for full details.

Distributor

Director

Coordinator

Executive
Coordinator

Master
Coordinator

 **Shaklee**
Creating Healthier Lives®

Rewards – Executive Coordinator

- Help at least three people to Director
- **Average annual income \$48,419***
- Earn a monthly Car Bonus
- Earn a VIP trip
- Earn extra cash bonuses on the *FastTRACK* program



*2014 average annual income.
See the 2015-16 incentives
booklet for full details.



Distributor

Director

Coordinator

**Executive
Coordinator**

Master
Coordinator

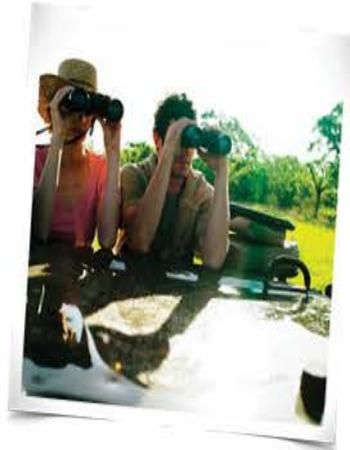
 **Shaklee®**
Creating Healthier Lives®

Rewards – Master Coordinator

- Help at least six people to Director
- **Average annual income \$204,168***
- 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



Barbara & Hans Lagoni



*2014 average annual income.
See the 2015-16 incentives
booklet for full details.

Distributor

Director

Coordinator

Executive
Coordinator

Master
Coordinator

 **Shaklee**
Creating Healthier Lives®

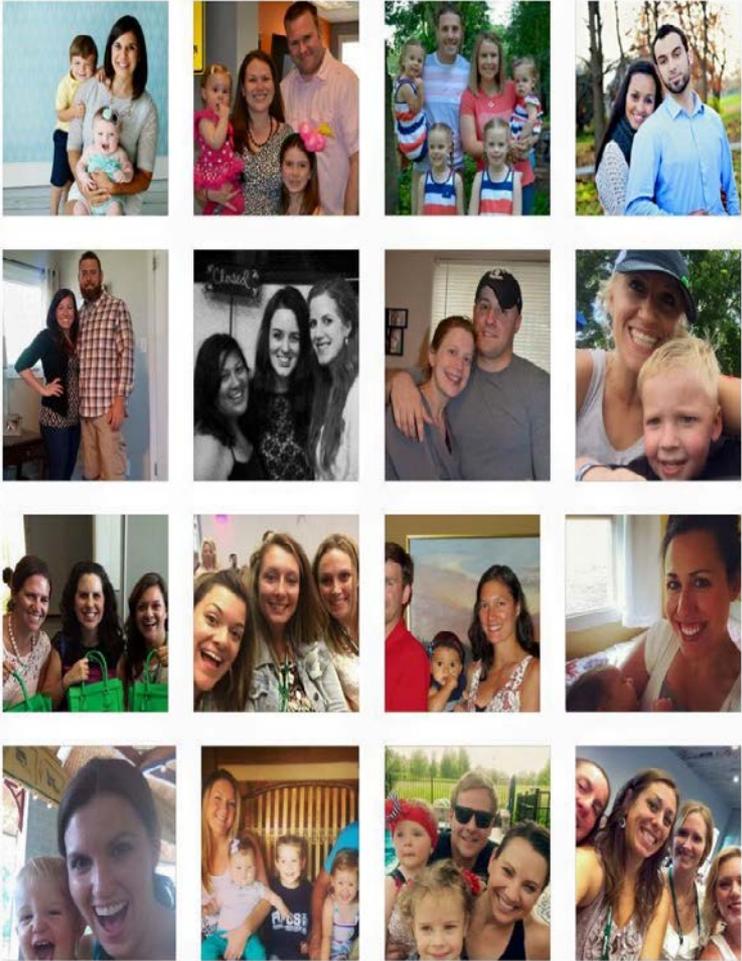
Rewards – All levels

Rank	Average of lowest 1/3*	AVERAGE*	Average of highest 1/3*	Monthly car bonus†	2015-2016 Incentive trips†	FastTRACK† awards	FastTRACK 50% match
DIRECTOR	\$4,674	\$10,357	\$18,859		New Directors Conference Bay Area		
SENIOR DIRECTOR	\$6,236	\$13,317	\$23,576	\$225 TO \$250		UP TO \$1,000	\$500
COORDINATOR	\$9,668	\$20,859	\$35,479		Los Cabos, Mexico	UP TO \$3,000	\$1,500
SENIOR COORDINATOR	\$17,535	\$32,879	\$51,867	\$325 TO \$375		UP TO \$5,000	\$2,500
EXECUTIVE COORDINATOR	\$28,634	\$48,419	\$72,093		Tuscany, Italy	UP TO \$10,000	\$5,000
SENIOR EXECUTIVE COORDINATOR	\$37,964	\$65,603	\$100,760	\$400 TO \$450		UP TO \$15,000	\$7,500
KEY COORDINATOR	\$56,679	\$89,422	\$131,627		Hometown Celebration	UP TO \$15,000	
SENIOR KEY COORDINATOR	\$78,145	\$115,881	\$171,840	\$450 TO \$500		UP TO \$15,000	
MASTER COORDINATOR	\$109,525	\$204,168	\$338,807	\$500 TO \$600	San Francisco	UP TO \$25,000	
SENIOR MASTER COORDINATOR	\$191,983	\$262,388	\$374,799				
PRESIDENTIAL MASTER COORDINATOR**	\$343,965	\$626,265	\$1,009,304	Keys			

*Average annual income includes all Dream Plan Rewards and is based on the monthly amounts reported on Form 1099-MISC for all Business Leaders at that rank. The sum of these monthly averages is the figure reported in the income disclosure statement. For the Low and High averages, the lowest 1/3 and the highest 1/3 of the amounts reported on Form 1099-MISC for all Business Leaders at that rank is averaged and the sum of these monthly averages is the figure reported, or, where sample size is small for a given rank, the Low and High figures are the sum of the absolute low and absolute high amounts reported for each month. **Two Paid As Master Coordinator Legs are required. Additional requirements apply for FastTRACK awards. 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 ranks and incentives. For full requirements, see the Statement of Privileges and Responsibilities of Shaklee Family Members and the 2015-2016 Incentive Booklet at Shaklee.com/dreamplan_details

Community

- A diverse community of people helping people



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

Free Membership
\$79.25 - \$269.95

Place the Life Plan on AutoShip and receive a coupon for a Shaklee product for only \$10.**



or Join for \$19.95

SHARE & EARN

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



\$349 Gold PAK
Over \$700* total value



BUILD A BUSINESS

\$649 Gold Plus PAK
Over \$1,350* total value



\$1,049 Super Gold PAK
Over \$2,200* total value



*Based on Suggested Retail Price. **As a Shaklee Member save 15-25% on future purchases. If placed on AutoShip, this offer also includes an online coupon for a Shaklee product (up to \$100 SRP value) for only \$10. Product selection subject to availability. Product may be substituted with product of similar value at any time.



What will
your Shaklee
Effect be?



Action Steps for Session #11

Business Opportunity

- Make a list of people to invite to listen to today's Business Opportunity presentation (Will be archived at BetterFutureStartsToday.com and BobsFiles.net)

If I were to send you a link to hear the story of 2 of my colleagues and their experience starting a home business...

Would you be able to listen to it and give me feedback?

It is about 30 minutes and I'd very much appreciate your sharing with me who comes to mind whom you think would want to know about a home business ... including yourself...

- Select a word track of how you would like to represent what you do.
- Invite lots of people to Fall Regional Conferences

Coming Up

November/ December 2015 Training Topics

- Session 12 – The Art of Closing and Next Steps 11-12
- Session 13 – There's Plenty of Time... Really! 11-19
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