

# 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 and Earn Rewards

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.

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

**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

## **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!

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](https://www.MyShaklee.com) site

Join Free with Vitalizer® is not included in this offer. Online memberships only.



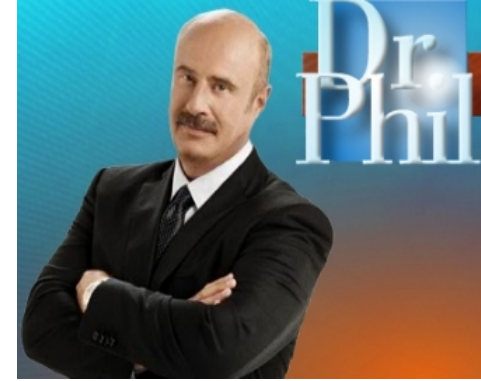
“What lies behind us ...  
and what lies before us...  
are tiny matters when compared to...  
what lies within us.”

Ralph Waldo Emerson

# Shaklee MindWorks on Dr Phil Week of Nov 17 !!

From The SHAKLEE EFFECT Facebook group page:

- Exciting opportunity for you and your team to introduce Shaklee and MindWorks to a wider audience
- And support our efforts to fund much-needed brain health research.
- Viewers will be offered a “Show Special” of \$99.90 for 2 MindWorks, free membership and free shipping ...
- Those who purchase will then be assigned to a **Shaklee Director who has sponsored 2 new members within last 3 months.... AND is registered for the Cleveland Global Conference. 2015.**





# How To Qualify To Receive Shaklee Leads

**Dr. Phil is seen by 4.1 million homes in North America.**

**To get leads from this huge exposure, 5 things are necessary.**

1. Be a Director by Oct. 31.
2. Have a Personal Website (PWS).
3. Sponsor at least two people personally in any of these 3 months--Aug, Sept, Oct (so you have 10 days to do that if you haven't already).
4. Have your unique email on file with SHAKLEE.
5. Be registered for Cleveland by Oct. 31.

# Preparing for Dr Phil Exposure NOW

**Tools and training are being developed so we can take full advantage of this!**

- It's time to get our Shaklee logo shirts ordered ( Shaklee Spirit Store at MyShaklee.com)
- Our Personal Websites ( PWS) shaped up
- Our teams in place,
- Our emails ready
- our handouts printed ( coming soon)



As [Clinton B. McKinlay](#) said on FB THE SHAKLEE EFFECT, whether or not you get leads...we will get to share the video of the show and help a lot of people! **"However, remember that of all the people who came in due to Oprah, those that came in through organic reach outs as opposed to cold leads from the show had a 10X higher retention rate! Reaching out with video assets and pure enthusiasm is a sure fire way to leverage this, with or without leads."**





## FREE Vitalizing Protein for First 500 People Attending Regional Conferences in Chicago, NY, and Long Beach

- Register now – \$39 per person in
- advance, \$49 at the door. First 500 to
- register at each location will receive
- a FREE canister of Shaklee Vitalizing
- Protein™ (chocolate flavor) –
- available
- onsite only. For more information and
- to register, visit [events.shaklee.com](https://events.shaklee.com).



Teaming Up Fall 2014 –Lesson 9  
Strategies to Generate 1000 PV  
October 30, 2014

Senior Executive Coordinator  
Lisa Anderson



Senior Coordinator  
Katie Odom



Be part  
of the effect™

## Objectives for Session # 9 – Strategies for Generating 1000 PV Quickly .. And Any Time We Want or Need It.

- To create strategies that will generate 1000 PV for ourselves or our business partners.
- To review a variety of product collections that address health topics of interest to a large number of consumers.
- To discuss dialogues, invitations and closings .. Both live on telephones , in person .. Or on FaceBook ..

lisa

# Why Increase from 2000 PV to 3000 PV ?

After achieving the rank of Director at 2000 PV, there are 5 big reasons to set our next goal for 3000 PV...

1. To qualify for the New Directors Conference ... accumulate 18,000 BGV within any 6 -month period the first year after achieving the rank of Director.
2. To increase income ... by about \$350 ...  
    \$200 in bonus ( 20% of 1000 PV )  
    PLUS price differential of about 15% ... 15% of 1000 PV = \$150
3. To provide a PV cushion to easily maintain Director rank ( 2000 PV )
4. To create a pool of new people to meet ... some of whom may become distributors and join your business team .
- 5 Repeat orders from your efforts in creating 1000 new PV will continue to generate income for months and years to come. katie



## As We Fulfill our Mission of Creating Healthier Lives .. By Teaching Others about Health and Shaklee Products ... We Automatically Increase Our PV and Our Income

So today we have created collections of Shaklee products , along with word tracks to help us easily continue to introduce products to our new and existing customers .

We will analyze the PV and income derived from sharing a few product collections and how we can readily generate 1000 PV whenever we want or need it. lisa

Universal Law of Nature – When you create greater good... it will return to you 10 fold. Cast your bread upon the waters and it will return to you 10 fold.



# Product Collection #1 –Nutrients to Strengthen Immune System katie

## For Adults who can swallow pills

Vita C	16.65	PV
Nutriferon	30.00	
Optiflora Capsules	<u>14.65</u>	
\$80 MP	<b>61.30</b>	<b>PV</b>

## For Children who can't swallow pills

Optiflora Caps	14.65	PV
Chewable C	17.95	
Incredivites	<u>20.00</u>	
\$72 MP	<b>52.50</b>	

Vita C	16.65	PV
Nutriferon	30.00	
Optiflora caps	14.65	
Vitalized Protein	28.22	
Vita D-3	<u>5.00</u>	
MP \$129	<b>94.52</b>	

Optiflora Caps	14.65	
Chewable C	17.95	
Incredivites	20.00	
Vitalized Protein	28.22	
Alfalfa Complex 330	<u>12.65</u>	
MP \$ 130	<b>93.37</b>	<b>PV</b>

## 1000 PV Comes From

50 PV Immune collections shared with:

5 people a week X 4 weeks = 1000 PV

Or

10 people X 100 PV = 1000 PV

## How To Open Conversations Regarding Immune Collections

*With the weather now turning cold, I wanted to contact my customers to be sure they know about a few products that can help both with preventing colds and flu .. But also to have ready in case someone in your house comes down with something...may I tell you about them?*

sure

*Tell me about the cold and flu season for you and your family ... how does it affect everyone? Anyone with Fall allergies?*

*Shaklee has 2 collections for the immune system ... one for adults and anyone who can swallow tablets and one for children .*                      katie

# Closing – Immune Discussion

*If you have family members who don't eat 6 vegetables a day... you might want to get a multi to be sure to cover all the nutritional bases..*

*But then Shaklee has a little package for strengthening the immune system .. And a bigger one .. Here's the first package ..*

***Optiflora probiotic*** – *because 70 to 80% of the immune system is actually in the gut .. Who knew!*

***Then Vita C*** – *and this is a really good one .. Sustained release .. Slowly releasing the whole Vitamin C Complex over 5 hours . Very good protection*

*And then the really important one – **Called Nutriferon** – this is a special formula of 4 herbal extracts that stimulate the body's own natural production of interferon .. Have you heard of that .. It is a key component of the immune system ..*

*( see attached Top 10 Reasons to Support Your Immune System)*

***That's a good starting place .. How does that sound?***

katie

## Shaklee 180 Turn Around Kit

lisa

173 PV on autoship

6 customers X 173 PV = 1040 PV

MP \$269.95



Shaklee 180 Lean and Healthy Kit

100 PV on autoship

10 customers X 100 PV = 1000 PV

MP \$ 159.95





## Create 50 PV Mini-Collections With Shaklee 180 lisa

### Muscle Retaining Collection

2 cans Shaklee 180 Smoothees

$28.22 + 28.22 = 54.22$  PV

MP \$ 82

### Fat-Burning Collection

Metabolic Boost 39.15 PV

Energy Tea 14.68

MP \$76 54.83

### Healthy Snacks Around the House

Shaklee 180 Snack Bars 9.39 PV

Snack Bars 9.39

Shaklee 180 Meal Bars 12.21

Meal Bars 12.21

1 box Snack Crisps 9.00

MP \$115 **52.19**

# Opening a Conversation Regarding Shaklee 180

*I am calling to ask whom you may know who may be interested in dropping 1 or 2 inches off their waist before the holidays..*

*I'm asking because of the Shaklee 180 program ... have you ever seen any of the before and after photos we send out periodically ? ..*

*Or have you read any of the testimonials?*

*What we hear repeatedly is that people lose inches and go down dress sizes .. Because of the leucine in the products that helps build and retain muscle and burns fat .. And that is very appealing!*

*And we are offering a special promotion this month ... with some nice discounts on the products..  
( make something up )*

*If you were me .. Who would you contact about this ...*

*Is anyone coming to mind who may want to know about this?*

lisa

# Shaklee 180 Mini Collection Dialogue

*Shaklee 180 has several little mini-collections that can be helpful to maintain our weight before the holidays ... because I find when the weather turns cold, I tend to be hungrier and I tend to eat more comfort food . Which is always more carby . ..*

*Would you like to hear about them...*

*The first one I call the Muscle Retention Package ... and it has 2 cans of that yummy Shaklee 180 Smoothie .. Just taking that for breakfast helps stabilize blood sugar and keep me out of the cookie jar.*

*The next one I call .. The Fat Burning Collection ... and that one has the Shaklee 180 Metabolic Boost that increases our metabolism and our ability to burn fat by 30% . .. And it has the Shaklee 180 Energy Tea – and that is a green tea that comes in 2 flavors .. Plain and Pomegranate .. For either a kick start to the morning . Or a mid-afternoon pick-me-up.*

*And then the third package is Healthy Snacks to Have Around the House .. And these keep me away from the carby comfort potato, bread, noodles, cookie, baked goods stuff.. lisa*

# Closing Shaklee 180 Discussion

If they say they are interested in knowing more ... you say

*Tell me about that ...*

- *If you are looking to lose more than 20 pounds, then you may want to follow the TurnAround Kit .. The full program for 4 weeks .. That would likely be enough to lose some inches and will help your holiday clothes fit great...*
  - *If you only have a few pounds to lose . The Lean and Healthy Kit may be all you need ... or*
  - *You may want one of the mini kits*
- lisa

This is a good time of year to set up Shaklee 180 Tasting Parties

## Product Collection #3 – Brain Health

katie

### For Adults Who Can Swallow Pills

2 Mind Works	76.74 PV
1 Vita Lea 120	<u>17.70</u>
MP \$120	94.44 PV

**10 customers X 95 PV = 950 PV**

B Complex 120	16.65
Omega Guard 60	13.00
Vita D-3	5.00
Vita Lea 120	<u>17.70</u>
MP \$66	<b>52.35 PV</b>

**5 customers / wk X 4 wks = 20 x 52 PV = 1000 PV**

### For Children Who Can't Swallow Pills

Mighty Smarts	15.93
Incredivites	20.00
Vitalizing Protein	28.22
Optiflora Capsules	<u>14.65</u>
MP \$117	78.80 PV

**12 Kids X 80 PV = 1000 PV**

**7 Million Kids With  
ADD/ADHD**



# Opening a Conversation Around Brain Health

- You can invite people to a half hour conference call on Natural Approaches to ADD/ ADHD ( see attached )
- Invite guests to an event on Face Book or at your home called “ The Mind You Save May Be Your Own .. And discuss brain health ( see archived power point at Better Healthin31 Days.com )
- See dialogue next slide

lisa

## Mind Works Conversation

*You may have been seeing information regarding the new product Mind Works that Shaklee introduced a few months ago ..*

*Well that product has been so effective, the reports have been so inspiring about improved memory, cognitive ability, quickness of mind, focus.. even moods .. That it is going to be featured on Dr Phil in November !*

*There is a special promotion now to help introduce people to Mind Works ... would you like to hear about it?*

*For people who are not yet Shaklee members, they can receive a free membership .. With the 15% discount ...AND FREE SHIPPING too ...all for the purchase of just 2 bottles of Mind Works ... So wanted to ask .. Who comes to mind who you think will want to know about this product...*

*For existing members, for every bottle of Mind Works sold, Shaklee is making a contribution to the much-needed research on brain health and Alzheimers prevention. ... would you like to try it ?*

barb

# Our Job is To Continually Teach Our Customers About Additional Shaklee Products From Which They Can Benefit.

## Be Ready Every Month to Suggest a Few Products Appropriate for That Time of Year

- Immunity Fizz – Vitalized Immunity – Do you ever stock up on products this time of year .. to have ready in case someone comes down with a cold or virus?
- Shaklee 180 Energy Tea -  
Do you ever look for a pick-me-up mid afternoon .. Or to start the day?
- Energy Chews and Sleepy Driving -- - Did you happen to see the article about drowsy drivers causing 100,000 accidents a year .. And over 6000 fatalities?
- Enfuselle Hand and Body Lotion -- Do you ever have dry skin in the winter?
- Get Clean – Are you aware of the concerns being raised about the toxicity of household cleaners? Do you ever use “green” cleaners ( Get Clean is VERY economical and WORKS )

lisa

## Energy Chews and Drowsy Driving

I just heard a report from the National Transportation and Safety Board ( NTSB ) that drowsy driving causes an estimated 100,000 accidents a year .. resulting in 6000 fatalities ... That is why Hans and I keep the **Shaklee Green Tea Energy Chews** in the car at all times ... but especially as we entering the darker days of the year that challenge staying alert and focused all the more ..

I wanted to be sure you all know about the Energy Chews. They are delicious little bites ( that resemble taste of Star Burst candies). They contain a wide range of **B vitamins for energy and L Theanine, an amino acid for alertness .. plus Vitamins C and D** **Green Tea provides just enough caffeine** to keep you awake ..( equivalent to half cup of decaffeinated coffee ) but never dangerous levels as seen in the mega-caffeine drinks on the market ... item code is 20158

Member Discount \$17.95 for a package of 20 chews ....

Very popular with athletes as well... To learn more .. call Barb at 708-848-9393 katie

Have a healthy wide awake day !!!



# Best Deal Ever – Free Shipping and Free Membership thru 10/31

## For windows

- 1 Fill our spray bottle with 16 oz. of water
- 2 Add 2 drops of Basic H<sup>2</sup>® (seriously, that's all)
- 3 Spray away!

Costs  
less than  
**1¢\***



Makes over  
5,800 bottles of  
window cleaner

## For all-purpose cleaning

- 1 Fill our spray bottle with 16 oz. of water
- 2 Add ¼ tsp. of Basic H<sup>2</sup>® (that's all you need)
- 3 Get cleaning!

Costs  
only  
**3¢\***



Makes over  
380 bottles of all-  
purpose cleaner

\*At Member Price.

*You won't regret  
a toxin free home!*

katie

**BEST DEAL EVER!!!**

Free Shipping and Free Membership until  
October 31st



**\*PLUS a \$10.00 Starbucks  
Giftcard as a gift for you**





## Incentives and Rewards for Customers

- Free Scour Off with the purchase of a Get Clean kit
- Shipping rebate up to \$10 or \$12 for a 100 pv ordered
- Drawing entry for every 50 pv ordered- gifts included free product or product choice
- I typically give a \$10 product credit per guest for hostesses, or if someone gives me a referral
- I'll give them a free product through the gifting program in the back office

lisa

# New Ideas For Shaklee 180 Events –Open Book Quiz

- Report from Stephanie Bruce and Jennifer Lee -- 10 new distributors within 1 month! Between them ...
- Stephanie --Leading with the business .. Conversations
- Jennifer -- new distributor from waitress sneezing                      katie

## Ask MindWorks Customers To Report Their Results After 2 Months on Attached Evaluation Form

*I have been giving a lot of attention and awareness to MindWorks since we have had it available for two months.*

*Because of what I have experienced and seen through others, I would like to suggest that we encourage our clients to give it a minimum 2 month trial as it takes a while to become aware of the changes – some being quite subtle at first.*

jo

Immediately after order is placed send each the MindWorks Evaluation form along with some hard copy MindWorks literature and a short personal note, followed by a phone call when the product is due to arrive.



## Action Steps Session 9

- Choose a product collection to promote this month.
- Then make a list of people to call .
- Prepare the points you want to cover .. And any promotions you are offering
- Remember contacting just 5 people a week times 4 weeks can introduce 20 people to additional Shaklee products .. And generate 1000 PV in the process if they only purchased 50 PV collections
- Consider practicing your conversation with your accountability partners and share ideas.
- Set a goal for November to generate 25 sponsoring points to qualify for the beautiful Tiffany gift certificate of \$250 ... and increase your PV by 1000      lisa

- <http://www.betterfuturestartstoday.com/demo/BePartOfTheEffect/SteveToovell>  
<http://www.betterfuturestartstoday.com/demo/BePartOfTheEffect/JenMorris>  
<http://www.betterfuturestartstoday.com/demo/BePartOfTheEffect/RickSeymour>

<http://www.betterfuturestartstoday.com/demo/Training/TeamingUpFall2014-Session06-10092014>

# Monday Night Wellness Webinars

October 13 – Flu Prevention

October 20 – Auto-Immune Explosion

October 27 – Inside the World of Shaklee

November 3 – Gary Burke – on home business benefits

November 10 – Headaches, Migraines and

November 17 – Stress, Depression and Other Pressures on College Students

November 24 – Inside the World of Shaklee

December 1 – Gary Burke – benefits of home businesses

December 8 – NO WEBINAR-- Playa del Carmen Shaklee Dream Trip

December 15 – Sorting Through the Myths of the Ingredient Critics





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





Be part  
of the effect<sup>™</sup>

# New Fall 2014 Directors

- Lauren Breeden ( Odom )
- Marissa O'Neal
- Jennifer Lee
- Stephanie Bruce
- Sarah Goodman ( Anderson )

**NEVER BLAME  
ANY DAY IN YOUR LIFE.  
GOOD DAYS  
GIVE YOU HAPPINESS.  
BAD DAYS  
GIVE YOU EXPERIENCE.  
AND THE WORST DAYS  
GIVE YOU A LESSON.**

**MEDIAWEBAPPS.COM**