

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



# March Product Collection

*Take your shape in a whole new direction™*



Get ready to do a **180**

- Improve your shape
- Retain your muscle
- Get healthier & feel better

FROM AMERICA'S #1 NATURAL NUTRITION COMPANY.  
90 days to lose weight. 90 days to learn how to keep it off.

# A Word About Sharing Shaklee 180

- Shaklee 180 is one of THE MOST EFFECTIVE weight management programs ever created.
- See attached listing a long list of reasons people are reluctant to attempt another weight program ( fear of failing ( again), resistance to changing .. Their food choices, their activity level, etc, low self worth, tired of people telling them to lose weight, unaware of danger to their health... etc)
- Seeing stories of people who have succeeded inspires and motivates...
- People need support .. That's why the Shaklee Tuesday calls.. And the Jacqui McCoy video segments etc...
- Ashley McDonald – forms FB groups .. “ Better Together”
- Shaklee 180 Tasting Parties are fun and easy and help a lot of people .

## Jacqui Video Diary

Defining Hunger This is the first in a series of videos from Jacqui McCoy, Shaklee Independent Distributor, Extreme Weight Loss contestant, and fan of Shaklee 180®.

Available on the Member Center

**Set the Record with Shaklee 180® Support Call** - Join Dr. Jamie McManus, Chair of Medical Affairs, Health Sciences and Education and special guest speakers, including regular appearances by Jacqui McCoy, for this series of calls January through March. Information and support for Distributors helping others to lose pounds and inches, with business success tips for sharing and building with Shaklee 180.

Every Tuesday through 3/24/15. 5:30 pm PT / 8:30 pm ET. Dial [1-512-225-3211](tel:1-512-225-3211) | 951025# to join the live call. jo

## **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).

## Developing Directors with Shaklee 180

4 Shakee 180 Tasting Parties X 6 attending = 24

Half purchase the TurnAround Kit ( 172 PV )

**12 X 172 = 2064 PV ( new Director)**

Half of them refer 2 friends for discount/incentives

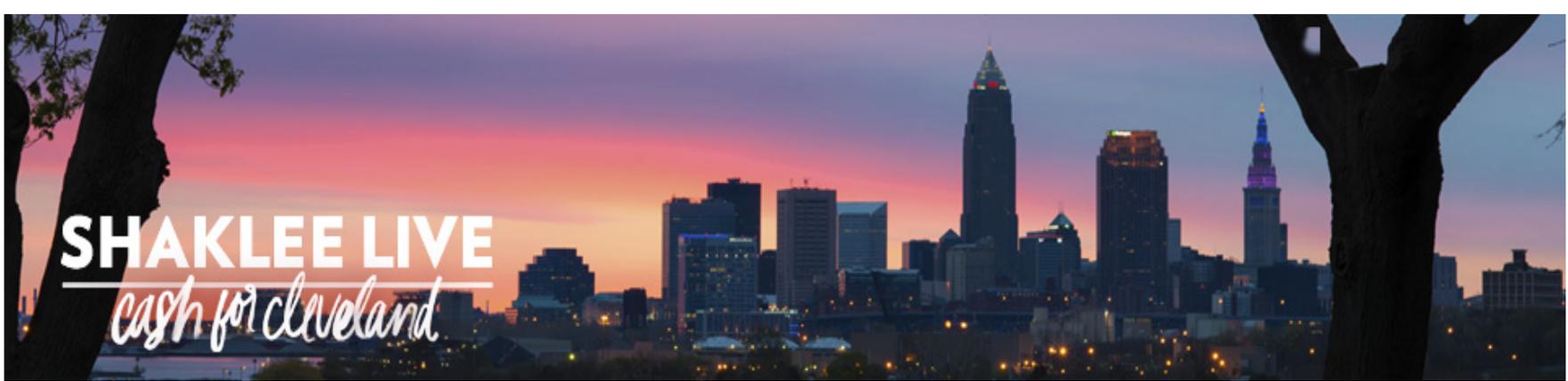
**6 X 2 new members = 12 new members**

**12 X 172 PV = 2064 PV ( another new Director )**

Half of them want discounts/incentives

**6 X 2 new members = 12 new members**

**12 X 172 = 2064PV ( another new Director ) jo**



- 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!
- Cash for Cleveland rewards you for sponsoring new people with cash bonuses you can earn to spend at Shaklee Live 2015 in Cleveland, OH.

2016 DREAM TRIP

Los Cabos

April 10 – 15, 2016



# 2016 TOP ACHIEVERS INTERNATIONAL TRIP

## Tuscany, Italy

June 3 – 8, 2016



# Legacy and Leadership

## Spring 2015

Session #8 Mar 5, 2015

### Face Book Events



Senior Coordinator  
Katie Odom



Senior Director  
Stephanie Bruce



Director  
Michelle Parrott



Senior  
Executive Coordinator  
Lisa Anderson

# Objectives for Session 8– FaceBook Events



- FaceBook and social media have become a wonderfully effective way to connect with people, learn about their needs and concerns and offer information they may find helpful.
- One of the particularly popular reach out activities is the FACEBOOK EVENT or FACEBOOK PARTY ...
- Today we will lay out the mechanics of setting up these events and tips on how to make them most effective.
- We will also discuss how FaceBook can help us qualify for the 2016 Magnificent Dream Trips which have just been announced ..and help you identify potential business partners who just may want to join you. lisa

# So You Wanna Build a Facebook Event?

It's easy!

I'll take you through the mechanics of how to set up your own Facebook Event & Stephanie will walk you through how to make it successful.



# BEFORE Your FB (facebook) Event

- Plan your topic/focus
  - What the heck is Shaklee – overview of Shaklee
  - Backed by Science not by Fads – Shaklee 180
  - Be Your Own Boss – business opportunity
- Gather materials
  - Pictures
  - Testimonies
  - Science
- Create a PowerPoint or Folder w/images
  - Creating a PowerPoint slide and then saving it as image files
  - Have a folder with the images you have grabbed online or through your back office
- Create a Word doc with script
  - Number your posts
  - Create a good flow (introductions, state your why, presentation, questions, end)

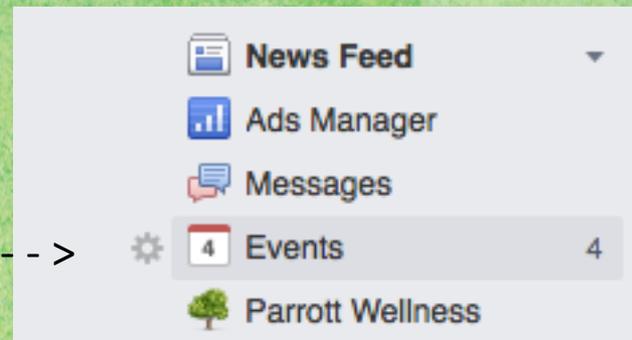
# Making your FB Event

Making your Facebook Event is easy!

Let's get started!

First you'll need to have your Facebook Home Page open (that's the main screen you see when you log-in).

Click HERE - - - >



Click +Create - - >



## Creating your Event:

1. Name: Give your event a catchy name that shows your guests what they will be learning about.
2. Details: Write up a description so they know what will be covered. (the one in the example is quite plain & boring)
3. Where: State where you will host it.
4. When: Choose the date of the event. Be sure to include a start time.
5. END TIME: ADD AN END TIME! Be sure to keep your event open for at least a few days so you can go back through for Follow-Ups
6. PRIVACY: Determine the Privacy of the event. This is best determined by the type of party you are conducting.

**Create New Event**

Name: Shaklee Party

Details: This is a great party to learn more about Shaklee!

Where: iPad computer phone

When: 3/5/2015 10:00 pm EST End time?

Privacy: **Guests and Friends**

Who can see and go to this event?

- Public**  
Anyone on or off Facebook
- Open Invite**  
All friends of all guests and anyone they invite
- Guests and Friends**  
People invited by any host or guest
- Invite Only**  
People invited by a host

Cancel Create

# YOUR EVENT:

1. Choose a cover photo
  1. This cover photo was a screen shot from Shaklee's website.
2. Invite Button
  1. You can share the event with others or choose specific friends to invite.
3. Edit Button
  1. You can edit the event details, date, description
  2. You can also add more hosts in this area as well if you are working with your team.
4. Look at those 3 little dots there on the right →
  1. You can contact the guests coming to your event
  2. Promote the event to your personal FB page, group pages, business pages
  3. Copy the Event for a later date! (this is excellent!)
  4. Export the event (this allows you to get email notifications for the event)

The screenshot shows a Facebook event page for 'Shaklee 180'. The cover photo features various Shaklee 180 product containers and a glass of milkshake, with the text 'Do a 180 and go in a whole new direction!' and 'Backed by Science not by Fads - Shaklee 180'. The event is hosted by Michelle Parrott and is scheduled for March 3-10. The page shows 33 people going, 4 maybe, and 42 invited. A dropdown menu is open over the 'Invite' button, showing options like 'Contact Guests', 'Promote Event', 'Copy Event', and 'Export Event'. The 'POSTS' section includes a 'Write Post' button and a text input field.

Don't do a 360 and wind up back where you started!  
Do a 180 and go in a whole new direction!

Backed by Science not by Fads - Shaklee 180  
FROM AMERICA'S #1 NATURAL NUTRITION COMPANY.

MAR 03

Public · Hosted by Michelle Parrott

Hosting + Invite Edit ...

March 3 - March 10  
Mar 3 at 8:00pm to Mar 10 at 11:00pm

on your ipad, ipod, mobile, laptop or desktop

Come out and learn more about the Shaklee 180 weight loss program clinically proven to be effective for weight loss. Hear about stories of many who have learned how to change their lives and lose the weight they've always wanted to lose. See the clinical research that proves our products give results and have fun with others learning about the #1 Natural Nutrition Company in the US.

POSTS

Write Post Add Photo / Video Ask Question

Write something...

RECENT ACTIVITY

Contact Guests  
Promote Event  
Copy Event  
Export Event

Beth, Angie and 18 other friends are going

33 going 4 maybe 42 invited

INVITE FRIENDS

+ Add friends to this event

Sarah Trank Invite

Choose From Your Friends



## Stephanie Bruce --FaceBook Events

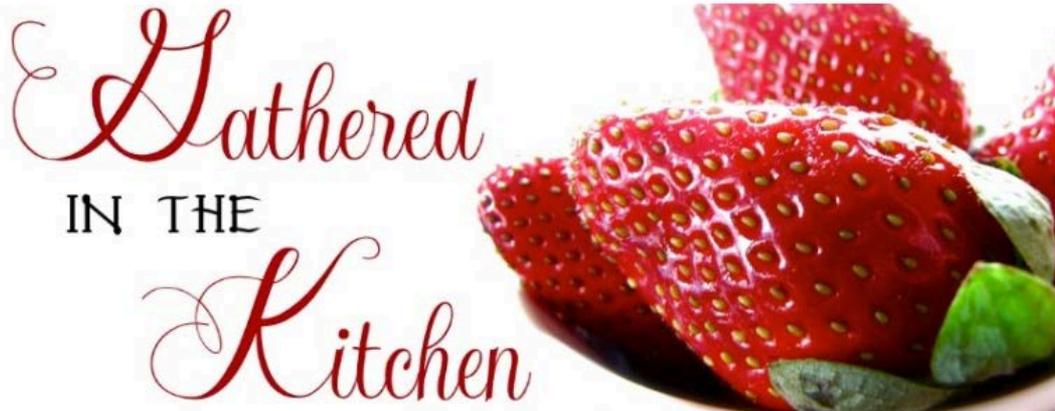
- Created FaceBook event -- on topic of  
Are You Living in a Toxic Home
- 87 attended !!!
- resulting in 3 new members
- 3 Get Clean Kits sold
- Sales that contributed to my highest volume of  
3000 as well as for downline Director group  
resulting in highest OV of 5113
- One new distributor

Highest PV generated from 2 major activities in January ..

1. This FB event
2. And the other ... 5 Day Detox discussed on FB and phone calls.

# Stephanie's Tips For A Successful Facebook Event

- Stephanie Bruce, Senior Director



Blogs @: [www.gatheredinthekitchen.com](http://www.gatheredinthekitchen.com)

Follow along on Facebook @:  
[www.facebook.com/gatheredinthekitchen](http://www.facebook.com/gatheredinthekitchen)

Register @: <http://mad.ly/signups/135368/join>  
for free business building video tutorials!



# Stephanie's Tips For A Successful Facebook Event

1. Plan In Advance
2. Set Your Objectives
3. Engage Your Participants
4. Closing Comments
5. Follow Up Is Key
6. Send Out Prizes

The image shows the Facebook logo, which consists of the word "facebook" in a white, lowercase, sans-serif font, centered on a solid blue rectangular background.

facebook

# Stephanie's Tips For A Successful Facebook Event

## 1. Plan In Advance!!

- a. Gather all of your material to share / make all of your slides beforehand
- b. Create the Event on Facebook 2 weeks in advance
- c. Make Invitations and send them out with personal notes
- d. 1 hour (or so) before the Event starts, send out personal messages with a catchy graphic. People are more prone to looking at colorful graphics than just text



# Stephanie's Tips For A Successful Facebook Event

## 2. Set Your Objectives

- a. Tell your participants what your objectives are in advance and thank them for their time
- b. If you're going to have prizes for the people who participate the most, now is the time to let them know!



**Stephanie Bruce**

January 18 at 9:01pm

WELCOME!! Thank you all for taking time out of your busy night to participate in our "Are You Living In A Toxic Home" cleaners event! Our goal is to INFORM you and help guide you to making safer choices for your family.

Like · Comment



**Stephanie Bruce**

February 12 at 8:08pm

We will have a prize at the end for the person who participates the most! So don't be shy! Be on the look out for the REWARDS picture and make sure you comment!



Like · Comment

# Stephanie's Tips For A Successful Facebook Event

## 3. Engage Your Participants

- a. a. Have a "Reader Question" every couple of slides to keep people engaged. Have a graphic so they know it's time to participate



**Stephanie Bruce**

January 18 at 9:01pm

When you see this green question mark that means there is a Reader Question – we'd like you to answer the question! The more participation the more fun this event will be!



Like · Comment

# Stephanie's Tips For A Successful Facebook Event

## 4. Closing Comments

- a. Thank them again for attending
- b. Introduce the business
- c. Show them WHY you "Do Shaklee"



**Stephanie Bruce**

January 18 at 10:23pm a.

Thank you so much for participating in our Shaklee Cleaners event tonight. We hope you learned a lot and feel confident that you have the information needed to make positive, healthy changes in your own home! All of these products can be ordered here: <http://gatheredinthekitchen.myshaklee.com/.../shop/healthyhome>



Stephanie <sup>b.</sup>





**Stephanie Bruce** with Aly Smith Ebner and 9 others

January 18 at 10:26pm

I encourage you that if you enjoyed tonight and feel the urge to tell people about Shaklee's amazing products you should consider joining our team!! and earn your own products for free just from sharing!



Like · Comment

# Stephanie's Tips For A Successful Facebook Event

*Good \* Intentional \* Thoughtful*

**Follow Up Is Key**

**For Success**

## 5. Follow Up Is Key

a. You can make or break your business with Follow Up...



You worked so hard to gain that customer, don't lose them because of lack of follow up!

# Stephanie's Tips For A Successful Facebook Event

## 6. Send Out Prizes

- a. Tally up the comments of your participants and announce the winner.
- b. You can give them options for their prizes, or you can pick what the prize will be.
- c. Mail it in a timely manner
- d. Include written information about the products you are sending



**Stephanie Bruce**  
October 18, 2014 · Edited

Alright guys we have our winners!! Sorry I didn't get the chance to announce it yesterday!! It was so close I added 1 extra prize!  
Thanks again to everyone who participated!  
The winners are:... [See More](#)



Like · Comment

## Additional Tips from Katie

- Announcing A Face Book event on our personal FaceBook page is a good place to start in inviting.. but for best results ... make calls to let people know what it is and why you are offering it.
- Work from your list in your working folder ... where you have the names of people you have been contacting for the past months or years ... to invite them and not forget about them
- Pay attention to questions asked during the event so you can follow up contacting that guest and offering additional information .. And taking the dialogue off line and on to the telephone.
- A health assessment form and packet of samples is a nice mailing after someone places an initial order.



# Action Steps



- Begin planning Facebook events
- Select your topics ..
- How you will invite .. What you will post, what you will say when you call,
- Choose incentives and raffle prizes for people who place orders, who schedule an event with their friends .. Or invite guests to yours.
- 2016 Trip Qualification Period began March 1 ...time to create your plan ... & review qualifications ..
  - For Los Cabos – become a Coordinator by September 2015
  - For Tuscany – become an Executive Coordinator by September 2015

katie

2016 DREAM TRIP

Los Cabos

April 10 – 15, 2016



# 2016 TOP ACHIEVERS INTERNATIONAL TRIP

## Tuscany, Italy

June 3 – 8, 2016



# FaceBook post of the week

## Stephanie Bruce

6:11am Feb 20

A good friend of mine (not in SHAKLEE) and Sarah Robbins posted these individual pictures on their Facebook wall this morning and I thought it was so fitting for all of us - we all have something holding us back.

We all have things that make us afraid. We all have goals that we're not sure how to reach. We're all afraid of actually stepping out there and doing what it is we love. .... I'm not just talking SHAKLEE here!

I'm talking life in general. My goal for our group is not to be the highest selling team or to have the largest team, rather my ultimate goal for our team is to help each and every single one of us become the best YOU that you can be! I want us to become better friends, wives, moms, listeners, influencers. I want us to achieve goals that we thought weren't possible.

I want us to help our families out in ways that we never would have dreamed. I want our lives fulfilled and to spread that to others. This whole journey is not about SHAKLEE per say, it's about coming together and building a support group of amazing friends. Let us be the group of FRIENDS that "gets it!"

# FaceBook Post of the Week --Harper Guerra

"Keys to Growth:

You can't do it alone.

There is a reason we are TEAM.

It's because we as people are not meant to do anything alone.

We need each other and I am so thankful for each of you.

When you are discouraged, call your upline.

When you need someone to remind you of the truth, call a trusted Shaklee friend. Little things can really get us down, but when we have someone to encourage us and help us refocus, we can move forward.

We are all pressing forward on a goal to help people and help our own families.

We are all here for each other--don't think ANY of us don't need each other. Have a great weekend ladies!"

# Facebook 101

- Make NEW friends
- TALK WITH THEM
- FORM (Family, Occupation, Recreation, Message)
- 80/20 RULE ( post personal 80% , 20 % Shaklee )
- Use your pictures
- Join groups
- Tag people
- Facts Tell/Stories Sell
- Share your story
- Share valuable information
- Comment and "like" often

# FaceBook Inquiries

The goal after receiving an inquiry on FaceBook is..

**TAKE THE CONVERSATION OFF LINE AND TO THE PHONE**

FB friend .. “ Can you send me some information on Basic H ....  
Or Shaklee 180, children’s vitamins...

Respond --“ I Would love to chat with you about this. How would  
Tuesday during naptime work or are evenings better ... ?

Then send something.... Set up a 3-way, watch a webinar .. But  
making telephone contact is by far the best . harper

# Action Steps

- Set up or update the working folder Katie mentioned ... to list the names of people you know .. And people you meet .. People you have contacted in the past and may want to stay in touch with .. And invite to an event or conference call.

This folder is the essence of working your business and should include a calendar, names and contact info for the week .. And a few bullet points of what you want to say when you make your calls.

It allows you to be productive even when you only have 20 to 30 minutes here and there.

- Aim to earn Cash for Cleveland...by accumulating 20 sponsoring points every month ( minimum \$100/mo) Lisa

# Coming Up

March 12 – Tax Advantages of Home Businesses

March 19 – The Planning & Strategy Session

March 26 --Key Elements of Home Meetings

# Monday Night Wellness Webinars

- Monday March 2 –Shaklee National Webinar Announcing  
Exciting Dream Trips for 2016 .. And the Qualifications
- Monday March 9 – Detoxing for Spring – Nedra Sahr, MS  
Nutrition and Dr. Steve Chaney
- Monday March 16 – Optimal Nutrition for Optimal Pregnancy  
Harper Guerra, Katie Odom
- Monday March 23 – Natural Approaches to Allergies
- Monday March 30 --Last Monday of the Month –  
The Power Of Our Profession .... For \_\_\_\_\_ ( stay  
tuned )

"65% of working Americans could not cover normal living expenses for even 1 year if their employment income stopped.

38% could not pay their bills for more than 3 months.

What's your back-up plan?

# CAR INCENTIVES

## Keys to a Mercedes



## Own or Lease a Car of Your Choice

Rank	Car Credit	Car Credit Hybrid
Senior Director	\$225	\$250
Senior Coordinator	\$325	\$375
Senior Exec Coord	\$400	\$450
Senior Key Coord	\$450	\$500
Master Coordinator	\$500	\$600
Presidential Master	Mercedes	Keys to Mercedes

Prius



Le



# Product Collection for April The Getting Started Package Healthy Foundations – Vitalizer and Protein

Why –

- People feel immediate improvement in their energy and health
- Provides free membership



# 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 the most important heart-health biomarkers compared to nonsupplement users.

Here are the proven health benefits of using Shaklee products:

**33%  
LOWER**

**Triglyceride levels†**  
Lower levels of triglycerides have been shown to help improve heart health.

**36  
LOWER**

**Homocysteine level†**  
Lower levels of homocysteine in the blood helps support optimal heart health.

**36%  
Lower**

**11%  
Lower**

**Total cholesterol to HDL cholesterol† ratio**  
A lower total cholesterol to HDL ratio helps improve heart health.

**59  
LOWER**

**C-reactive protein† level**  
Lower levels of C-reactive protein helps improve heart health.

**59% Lower**

You can learn more about the results of this landmark research at: [LandmarkStudy.com](http://LandmarkStudy.com)

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

# For Product Questions You Can't Get Answered from Your Upline or Team Page

Everyone please write this down..

Medical Affairs (Product Support),  
[medicalaffairs@shaklee.com](mailto:medicalaffairs@shaklee.com), or

925-734-3638, M-F 9-5 PST