

# BUILD A NETWORK

**Increase your circle of Influence.** Make a list of everyone you know. One of the tools we have provided for you is called a Memory Jogger. This simple tool will help you identify 100 to 2,000 people beyond your inner circle "warm market."



**Key Point:** As you make your list, write down every single name that comes to mind.

**Here's why:** Everyone you have ever met is either a candidate for our product or the business opportunity, or they know someone who is.

Keep your list close by at all times. Continue to add names to build your list...

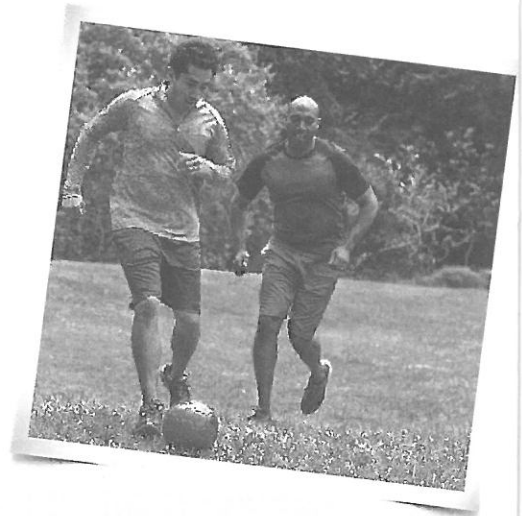
This can be a time-consuming process, but it is one of the most critical steps you can take to get your business off to a fast start. Nothing happens in your Shaklee business until you share the products and opportunity with those you know and will meet.

Challenge yourself and keep building your LIST...

## MEMORY JOGGER

Use this tool to discover how many people you already know.

Work your List, go through it and identify 25 people you would like to have on your team! Also, put a star next to influencers who have access to large groups of people and can help you recruit others.



### Whom Do I Know Who...

- I like being around
- Seems to win at everything they do
- Loves life
- Loves adventure
- Does not like the status quo
- Always gives 100%
- Has a strong belief in themselves
- Is not afraid to try new things
- Loves people
- Is a good communicator
- Has a strong sense of family
- Is smart but coachable
- Is on your Christmas card list
- Is active in the church
- You respect
- Shows concern for other people
- Others always seem to like
- Does personal counseling
- Is a professional
- Is active in clubs
- Is active in civic affairs
- Is in a teaching position
- Deals with the public
- Is in a management, supervisory, consultant, or trainer capacity
- Is looking for more out of life
- Is ambitious, and "on the go"
- Is considered a leader
- Attracts leaders
- Has children just starting junior high, high school, or college
- Is looking for a financial safety net
- Wants more time with family
- Owns their own business
- Holds a very responsible position
- Is under job-related stress

# MEMORY JOGGER

## TO HELP COMPILE YOUR LIST

- Wants to have freedom
- Is considering a new profession
- Is looking for a job
- Is changing jobs
- Is unable to advance in their present job
- Is not fulfilling their talents
- Is not fulfilled
- Is an experienced salesperson
- Is entrepreneurial
- Has failed in business but still has strong desire
- Is going to college, business, or trade school etc., or has just graduated
- Was recently married
- Divorced, "starting over"
- Knows everyone in town
- Exudes credibility
- Works with you now
- You see at the gym
- Is into sports, fitness, and health
- Is highly competitive
- Is an old friend
- Appraised your home
- Takes care of your car
- You take your cleaning to
- Is your accountant
- Does your hair
- Runs the spa
- You see at the coffee shop
- Did your home repairs
- Is health conscious
- Is concerned about their weight
- Has joint problems
- Has high cholesterol
- Needs greater energy
- Participates in competitive sport
- Studies martial arts

### My relatives ...

- Parents
- Grandparents
- Sisters
- Brothers
- Aunts
- Uncles

- Children
- Step-relations
- Cousins

### Is Our ...

- Mail delivery person
- Paper delivery person (adults)
- Dentist
- Minister
- Florist
- Insurance agent
- Accountant
- Physician
- Financial advisor
- Lawyer
- Pharmacist
- Veterinarian
- Optometrist



### Sells ...

- Houses
- Car/tires
- TV/stereos
- Clothes
- Furniture
- Motorcycles
- Boats
- Shoes
- Carpets
- Bicycles
- Campers
- Sports equipment
- Wedding rings
- Vacuum cleaners
- Lawnmowers
- Business cards
- Air conditioners
- Glasses/contacts
- Luggage
- Kitchen appliances
- Computers

### Do I know someone who...

- Is a medical professional
- Is resourceful
- Works in a medical profession

- Lives next door/across the street
- Is your barber/hairdresser
- Teaches your children at school
- Is the finance director at school
- Is president of the PTA
- Was your spouse's college fraternity brother/sister
- Is your spouse's old high school teacher/principal
- Is your child's kindergarten teacher
- Was your best man/maid of honor/bridesmaid/usher
- Was the photographer at your wedding
- Is your babysitter's parents
- Goes hunting/fishing with you
- Was your military buddy
- Is the architect who drew your plans
- Goes golfing with you
- Is a person you met camping
- Is the manager of a store
- Repaired your TV
- Worked in a former job with you
- Is a person in your car pool
- Installed your telephone
- Owns a restaurant
- Built your home
- Teaches ceramics
- Painted your house
- Owns a pet shop
- Owns an apartment building
- Is in Rotary/Lions/Kiwanis/Jaycees
- Plays bridge with you
- Is in your garden club or book club
- Is a member of your church
- Is a deacon in your church
- Decorator
- Manages a tanning salon
- Works in a nail salon
- Prepares your income tax
- Owns a restaurant
- Owns a gym

# MEMORY JOGGER

## TO HELP YOU COMPILE YOUR LIST



### Do I know someone who is a(n) ...

- Nurse
- Golf pro
- Student
- Fashion model
- Fitness guru
- Health coach
- Music teacher
- Art instructor
- Seamstress
- Carpenter
- Pilot
- Flight attendant
- Bank teller
- Editor
- Lab technician
- Restaurant owner
- Graphic artist
- Social worker
- Lifeguard
- Office manager
- Real estate agent
- Journalist
- Columnist
- Airline ticket agent
- Computer expert
- Interior designer
- Swimming teacher
- Store owner
- Insurance adjuster
- Rent-a-car rep
- TV announcer
- TV producer
- Dance instructor
- Engineer
- Lithographer
- Waitress
- Furniture dealer
- Actor/actress
- Horse trader
- Hotel owner
- Hotel manager
- Teacher
- Pro athlete
- Sales trainer
- Consultant
- Corporate trainer
- Athlete

### Target Related Professions

- Fitness/Personal trainer
- Physical Therapist
- Chiropractor
- Wellness Coach
- Dental hygienist
- Nutritionist
- Dietician
- Chiropractor
- Podiatrist

## FIND LEADS:

Third Party Referrals: \_\_\_\_\_

\_\_\_\_\_

Influencers & Related Industry

\_\_\_\_\_

\_\_\_\_\_

Online Marketing:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Lead Exchange:

(Exchange referrals with health clubs, etc.)

\_\_\_\_\_

\_\_\_\_\_

Trade Shows:

\_\_\_\_\_

\_\_\_\_\_

# EACH WEEK ADD NAMES TO YOUR LIST

This way, Your List never ends!



## NETWORKING TIPS:

**Get beyond your warm market:**

Ask for Referrals — .....

Recruit Influencers — .....

**Ways you can connect in your community to create more opportunities:**

Make a Difference — .....

Provide a Volunteer Service — .....

Join Organizations/Clubs of Interest and Hobbies — .....

# INVITE LANGUAGE

Step 1:	Phone Call, Text Message, Facebook Message, Email, and in person conversation
Step 2:	Send info and shareable videos, schedule appointments to review
Step 3:	Follow Up, Follow Up, Follow Up... ask for referrals



## CREATE AWARENESS FOR A NEED

### Example 1

A known need

I was thinking about our conversation last week when you mentioned your bad allergies. As you know, I have a passion for natural wellness and I know of a great product that really helps people feel better. If you're interested I'd like to tell you about it...

### Example 2

Building your team

Hi, Sara! I wanted to give you a call because you just popped into my mind. I recently started working with a great company to offer natural wellness solutions to the people who I care about, and it gives me the opportunity to build some extra income. I am looking for a couple of people to partner with me on this opportunity. I thought of you because you are someone I really admire and would love to partner with. Would you be interested in setting up a time to learn more?

### Example 3

Listening for needs

I can totally relate to what you are saying about trying hundreds of diets and nothing working. I was able to have great results with the Shaklee 180 Program. I would be happy to share with you what made it different and why it works.

### Example 4

Business launch for support

I'm excited to tell you about a new business venture I just started—it allows me flexibility and freedom to live my life my way. I would like to invite you to a call with my mentor—to learn more about it—I appreciate you and know I can count on your support.

# YOUR EVENT

## BEST PRACTICES FOR INVITING

We recommend your GUESTS have exposure to at least 2 tools before your event, to create awareness and interest.

Shaklee Tools:



LIVE WELL WITH SHAKLEE  
BROCHURE



YOUR PERSONAL  
SHAKLEE WEBSITE



PRODUCT GUIDE, SELL SHEETS,  
DREAM PLAN BROCHURE



OPPORTUNITY  
PRESENTATION CALL  
(925.650.281.0004) 932122#



1. THE SHAKLEE OPPORTUNITY
2. THE SHAKLEE DIFFERENCE
3. 3 WAYS TO PARTICIPATE
4. FLEXIBLE & REWARDING
5. BY THE NUMBERS
6. COMMUNITY
7. THE SHAKLEE EFFECT™

7 SHAREABLE VIDEOS  
SHAKLEE.TV

## Inviting Steps for Success:

Every step matters, it creates awareness and helps people relate to their personal WHY, and sets you up for a successful Launch Event.

### INTRODUCE

“Hi (guest’s name) do you have a few minutes to talk? I’m really excited about a new business opportunity I found—it’s different from anything else I’ve seen and I’d like to share it with you.

My goal’s...[Example: “...to help other people experience a healthier lifestyle”]...and I’m committed to it because .....! **I’d like to send you ...(first tool)...**and call you back tomorrow to see what you thought?”

### INVITE

“Hi (guest’s name). I’m calling to **‘follow up on what you liked most’** about the info I sent you the other day.” (guest’s response).

“Great! We’re all getting together at my house to launch my Business with a Launch Event, and I’d like you to join us. It would mean a lot if you could support me with my new business. I would like to send you some additional information. **I’d also like you to look at...(second tool).**”

### CONFIRM

“Hi (guest’s name). I’m really looking forward to seeing you tomorrow! I was hoping you could bring some (...ice for the Energizing Smoothees, a blender, napkins, fruit, etc: this helps to create more commitment).” (guest’s response.)

“That’s great—thank you so much! This is going to be fun! See you tomorrow!”

TIP: “Over-invite” to keep your attendance up. If you want at least 6 people, invite at least 15. For those who need to cancel, offer to bring the party to them! Or start a new list for another party, in the next 2 weeks.



# POST EVENT: FOLLOW UP

It's important to be committed to your customers' satisfaction in using Shaklee products. Because the more satisfied they are, the more loyal and trusted Shaklee consumer they'll be. And the more successful you'll be, too.

## How and when to check in during the first 30-60 days

### THE INITIAL CALL

- DAY 3** "Hi (customer's name). I'm calling to make sure you received your order and I want you to know, I'm always here to answer any questions, you have."

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### CHECK-IN CALLS

- DAY 7**
- Thank you card, email, text
  - Just a friendly check-in to follow up
  - Ask questions:
    - » Did they go through the materials?
    - » What did they like best?
    - » Discover need.
    - » Make recommendation for next step.
  - Would they like to schedule an event or meet one-on-one to review Opportunity?
  - Ask for permission to keep in touch and ask for referrals.

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### PRODUCT SOLUTIONS FOR NEEDS...

- DAY 30**
- Schedule a New Member Orientation.
  - Continue with questions to discover needs.
  - "If there's anything you could do to improve your health, what would it be?"
  - "What's the one area you're most concerned about?"

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### TRANSITIONING TO OTHER SHAKLEE SOLUTIONS

- DAY 60**
- Inquire about their results, how they're feeling using Shaklee products.
  - Check to see if they are ready to reorder and learn about other Shaklee products.
  - Ask permission to stay in contact and ask for referrals. Periodically check to see if they are interested in earning as a Distributor.

## Remember!

If you need any help or advice don't hesitate to call your sponsor (or our Field Support Team at 925.734.3636).  
We're here for you!