

*This is the start  
of something...*  
*Beautiful*



BARB





And suddenly you just know...  
It's time to start something new  
and trust the magic of beginnings.

-Meister Eckhart



Off to a Strong Start  
Week 1      Sept 11, 2018

8 Weeks To Director  
Shaklee Business Training 2018





# Today's Training Team



Master  
Coordinator  
Barb Lagoni



Senior  
Coordinator  
Karen Beckley



Executive  
Coordinator  
Becky Choate



# Objectives for Week 1 --Getting Started

- To help everyone attending achieve rank of Director over the next 8 weeks and launch their business with a strong start.
- To review the benefits of a home business.
- To create a clear picture of what we want our Shaklee business to provide for us .. And for others.
- To set up the mechanics of our business and know where to find the excellent resources that will support our business growth.
- Then to get into action ...  
and begin building our Shaklee business.

Barb





## Home Business Benefits

### Tangible Benefits

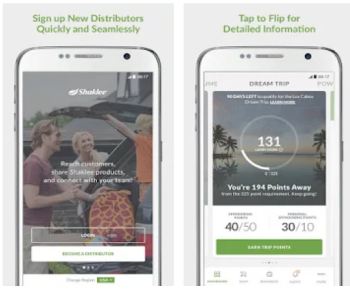
- ✔ Travel to international destinations ( Kenyan safari, Bali, Paris, Mayan Riviera, Caribbean Cruises , Great Wall of China, etc )
- ✔ Monthly car payments
- ✔ Income ranging from \$10,000 to \$400,000/yr
- ✔ Flexible time
- ✔ Financial security
- ✔ Tax advantages
- ✔ Health
- ✔ Provide a source for extra income to eliminate debt and begin saving for college, retirement etc

## Intangible Benefits

- Being your own boss
- Working from home allowing parents to be with children
- Personal development
- Satisfaction of knowing you contribute so positively to lives of others
- Being part of the Shaklee family and Shaklee culture of helping one another
- Friendships
- Recognition
- Fun & supportive community

karen





# Setting Up Your Business

Visit [www.MyShaklee.com](http://www.MyShaklee.com) to activate your personal website.

- Set up Direct Deposit ( download Electronic Funds Direct Deposit form ).. .  
Open your Shaklee Checking account ( to receive all the money you will be making .. smile )
- Download Shaklee Connect App
- Create a business working system ... a planner, notebook, filing system ( 3-ring binder, paper or electronic filing system, etc ) ( see Skilling Up Session # 16 BetterFutureStartsToday.com/\_\_\_ name or the new MyShaklee.com back office )
- Track business expenses ( ie. mileage, supplies, download TAXBOT app,...google “ In-home business tax deductions”, see Session 9 Legacy & Leadership ( BetterFutureStartsToday.com/ \_\_\_ )Tax Strategies/ Benefits of a Home-based Business
- Maintain Simple Records ( money in .. money out )

becky

# Resources

## **To send information to customers and potential business partners ...**

- Shaklee.TV ( Shaklee Difference, Roger Barnett messages, personal stories, etc)
- BetterHealthin31Days.com/\_\_\_\_\_ your name or upline's
- HealthResource.Shaklee.com
- BetterFutureStartsToday.NET/\_\_\_\_\_name ... business resource material

## **FaceBook**

- Team page ( Lagoni Shaklee Team, or your upline's )
- The Shaklee Effect ( Shaklee Corp )
- A Day in the Life of a Shaklee Mom
- Sharing Shaklee

## **Business Training**

- Archived and podcasts at [www.BetterFutureStartsToday.com/](http://www.BetterFutureStartsToday.com/) your name or upline's  
( paid subscription with webmaster to personalize your site)
- Podcasts – Brian Buffini, Thoughtmanship with Laura Evans, Michael Hyatt, Rachel Hollis, Brendan Burchard, Entre Leadership, Business Boutique, Sarah Robbins, becky



## Next It's Time for the Fundamentals That Will Actually Grow Our Business

After we complete setting up the mechanics of our business... it is time for the essentials of our work .... Beginning with identifying why we want a Shaklee business.

Here's why ...

Developing a home business takes time, attention and some skills to learn ( people skills, leadership skills.. skills, by the way, that will serve us well in all aspects of our life ) ... and that is why we begin by getting in touch with why we want to create a business .. What we want it to produce for ourselves and our family ... and then what it could mean for others. karen



People don't buy what you sell ...  
They buy WHY you sell it...  
They don't buy what you do...  
They buy WHY you do it ..

Simon Sinek

karen





Behind every one of the big checks...  
of the leaders achieving new ranks...  
of the leaders earning the new cars ...

FIRST ...

There was a powerful reason  
...and a powerful dream.

**There is a  
powerful driving  
force inside  
every human  
being that once  
unleashed can  
make any vision,  
dream or desire  
a reality."**

**Anthony Robbins**

karen

happytoinspire

# What do you want ...

For your Shaklee business?

For your family?

For your life?

- Live debt free
- Financial freedom
- Self employed
- New home/dream home
- Lake home/ second home
- Education
- Dream Vacation

Let's give ourselves some time to think about ...

If we could wave a magic wand .. And create our life however we would want it to look .. What would it look like?

becky



## Now Those Reasons Become Specific Goals for Our Business...

Goals create a track to run on ...

Write down ...

- What rank and by when ( goals must be specific )
- What income
- What trips and special incentives

Set up a planning session to create your plan to reach the goals

- How many phone calls / day, or a week?
- How many appointments, conference calls, events virtual or in-person, 3 way calls, Health Chats/week?
- How many new members /week/ month?
- PV goal per week/ per month?

becky

Now we are ready to get into action ...

To develop customers and business partners

1000 PV is a good target to aim for our first month.

We've set up your office, activated our website, reviewed video links and other materials we can share with prospective customers and distributors.

And we've given some thought to why we want to develop a Shaklee business ..and what we want .. Not only for ourselves and our family .. But also for others...

## **Time to make a list of people ...**

\*People whom we think would want to know about Shaklee products  
and

\*People we would like to join our business team and work together with... to  
develop our businesses and teach others about prevention and wellness . karen



# Who Goes on the List ?

- 10 people to share information with about the products
- And 10 people we would like to have on our business team.

The goal is to find 3 key leaders. These 10 may never be one of those 3 key leaders,....



Now we are ready to have a planning meeting with our upline or coach to discuss each name individually and determine best approach.. karen

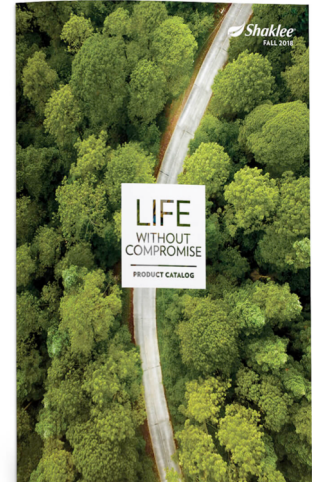
# Consider the Product Guide List Method to Get Started with Our List

- Read Product Guide cover-to-cover
- Place a sticky note on each page to list the names of people who come to mind as you are learning about the products and Shaklee Difference.
- Then when you are ready to contact people to introduce them to Shaklee, you might want to say ..." I was reading through the Shaklee Product Guide and thought of you ...

*"Knowing how important natural ingredients are to you.. Or  
Because I remember you mentioning joint issues with your knee,  
Or I know how particular you are about your kids ... etc "*

You can also use your address book, FaceBook friends, neighbors, family, children's friends, church, etc

becky



# Before Contacting People with a Health Challenge...

- Karen Beckley first goes to [BetterHealthin31Days.com/](http://BetterHealthin31Days.com/)\_\_\_\_\_ and learns about the health topic from one of the archived webinars or Health Chats ..
- Then she has a story of a real person helped by the products and dietary changes...
- And she knows more details about the Shaklee products and why they are so effective.

karen



# The Planning Meeting

- Review each name on your list with your upline or coach
- Choose what events/ activities to schedule. There are several reach out methods that we find to be particularly effective ...
  - Face Book events
  - Small group meetings and business launch events
  - Video Conference calls ( Zoom )
  - 3 way calls
  - Area and regional events
  - Individual appointments
  - Face Book posts .. great marketing ... take off-line when possible
- Determine best approach with each name ... karen



# You Don't Need to Know Hundreds of People...

The way we typically grow ...

We usually can generate 1000 PV through our personal circle of friends But each of those people has .... a mother, a brother, a best friend, a neighbor, a co-worker etc. ..

And that's how you generate 2000 PV..

And beyond and that's often where we find our business partners

becky

This is a learn-as-you-go business  
(not learn...then go)



Everything Is Not Going To Go Perfectly ...  
Be OK With That .. You Will Learn Faster



barb



# What We Are Today ... Attracts Where We Are Going Tomorrow

When we have a picture of the organization we want to create...

It may be helpful to take a moment to visualize ...

- 🌱 What will we look like?
- 🌱 What people will we be attracting into our business team ?
- 🌱 And into our family of customers?

The question is ... How do we be that person now?

Answer is ---By working on personal development every day  
(books, podcasts, classes, etc )

barb

Be the  
kind of  
person  
that you  
want to  
meet.

## Action Steps Session 1 Off to a Strong Start

- 🌱 Schedule Tuesday Evening Training sessions on your calendar ( or the time you will review the archive )
- 🌱 Set up your business (see checklist )
- 🌱 Begin to identify what a Shaklee business can mean for your life. .. You will want to share that as you invite customers and business partners to join you. ( your “Why” )
- 🌱 Keep your goals in front of you (List your goals or create pictures of goals ..etc and post on bulletin boards and walls ) .. And share them with someone who will support you in reaching them .
- 🌱 Create your Business Working System or binder with your written goals and vision for your business and your life... and names to contact this week . karen

## Action steps continued

- ✔ Take picture or make a short live video of your Success Business Kit when it arrives ...Post on FB – tag upline, share excitement.
- ✔ Become “a product of the product,” use the items in your kit (take Shaklee before photo) & review the benefits of the products
- ✔ Read through entire product guide & note products you’d like to add to your future orders and promote to friends

becky





And we're off to a great start!



barb