

I am learning
all the time.

The tombstone shall be
my diploma.

-Eartha Kitt-

How it works:

100 points from April thru July earns you a tablet for **Android™!**



The **Top 5 Point Earners** overall will earn **\$1,000 Cash!**

Earn 25 points
in April



Earn 25 points
in May



Earn 25 points
in June

ShakleeStyle credit
(\$150 value)

(Redeemable
in Long Beach
only)



Earn 25 points
in July



Shaklee Summer Promotions

25 sponsoring points earned in July Qualify you for a
Digital Photo Frame !!

Free Product for New Members with Minimum 50PV Join Order



Revolutionary antioxidant protection from nature

Antioxidants primarily in fruits and vegetables

Less than 25% eat 5 to 9 servings of them daily

Protection from DNA damage by free radicals

Carotomax provides 6 of most beneficial carotenoids including lutein, lycopene, and beta carotene

Promotes health of eyes, heart, skin, lungs, prostate, cervix, and support a strong immune system

July Free Product – Carotomax

hannah

New Members Receive TWO Free Products with Minimum 200 PV Join Order



+



CarotoMax + Shaklee 180® Mango Energizing Smoothee

Receive FREE Registration to Shaklee Live 2014

Gold PAK—

Receive 1 FREE Shaklee LIVE 2014 Registration (\$249 value)

Gold Plus PAK—

Receive 2 FREE Shaklee LIVE 2014 Registrations (\$498 value)

lisa



Gold Plus PAKS—\$599



Gold PAKS—\$299

New Gold Distributors Receive TWO Free Products and FREE Shaklee Live 2014 Registration



For New Distributors with a Gold or Gold Plus PAK
AND Existing Members who Upgrade to Gold

Joint Health Complex

- Reduces pain within 5 days in clinical studies
- Fast-acting Boswellia extract 28% faster relief than Osteo BiFlex
- Glucosamine helps repair cartilage and therefore helps improve long-term joint health and comfort.
- Most concentrated form of glucosamine (hydrochloride) plus zinc, copper, manganese and Vita C to build healthy cartilage, collagen and connective tissue.
- Clinically proven to improve mobility, flexibility and joint function.
- NO chondroitin for better absorption of glucosamine
- No shellfish
- 100% vegetarian





Shaklee Summer School 2014

8 Weeks to Director

Session #4 July 8, 2014

Inviting and Closing



Sn Executive Coordinator Lisa Anderson
Executive Coordinator Harper Guerra
Senior Coordinator Katie Odom
Special Guests:
Angie Thomas and Cristy Kuyath

Objectives for Session #4 – Inviting and Closing

Because the objective of this summer course is to help all distributors attending generate 2000 PV/month over the next 8 to 10 weeks... there are 2 specific goals you will want to set:

1. To develop a customer base of 20 to 30 members
2. To identify potential business partners harper

**That means .. We will want to begin to
TALK TO PEOPLE.**

Today we are going to focus on 2 key steps in developing our customers and distributors ...Inviting and Closing to guide our prospect to the next step.

Last Week We Learned 3 Key Elements for Authentic Meaningful Conversations

1. Using the phrase ... **Tell me about** ... to open conversations and learn what is important to the person you are speaking with. .. This is how we learn their needs, interests, concerns, etc and then we can look for possible solutions through Shaklee. (cannot solve problem until they acknowledge it)
2. **Acknowledge** people --- look for sincere honest ways to appreciate people .. Even when they are asking difficult or challenging questions , we can acknowledge the effort they make to be natural, to read labels , to care about the safety of their products, etc. lisa
- 3 Always include **your reason** for the contact... why you think the conference call may be important to them , why the information was important to you, why developing a Shaklee business is meaningful for you and might be for them , etc

Goals for Summer ... Start With The Big Ones

Goal # 1 --If you are a new Director Aim for **3000 PV** so you can qualify for New Directors Conference in your first year as a Director (18,000 BGV over any 6 month period)

Goal #2-- 3000 PV **AND** appoint a Director
Qualifies you for Shaklee CAR PAYMENT !!!

Goal #3 -- Let's become **COORDINATOR** ... in fact ...
let's do it by November 30 ..
And qualify for MAUI !!!!



Your Working Goals for July

Sponsor 3 to 5 new members/ week
Set up 3 to 5 activities/ week (3-way calls, conference calls, events, invites to wellness webinars, etc) so let's learn the art of inviting.





Create a 3000 PV Plan

<u>Activity</u>	<u>Estimated PV</u>
4 to 5 group events	1000 PV
<u>Individual Appointments</u>	
Mary (Product Guide Presentation)	100 PV
John (3-way with upline)	100 PV
Jane (Business Info- Gold Plus Kit)	500 PV
Ruth	100 PV
Jess (3-way with upline)	250 PV
Sally and Tom (Business Presentation)	250 PV
Pass CD's	300 PV
Guests Taken to Area Meeting	
8 Guests invited to Product Conference Calls or Webinars	X 50 PV each etc. harper



There are Some Skills Around Inviting



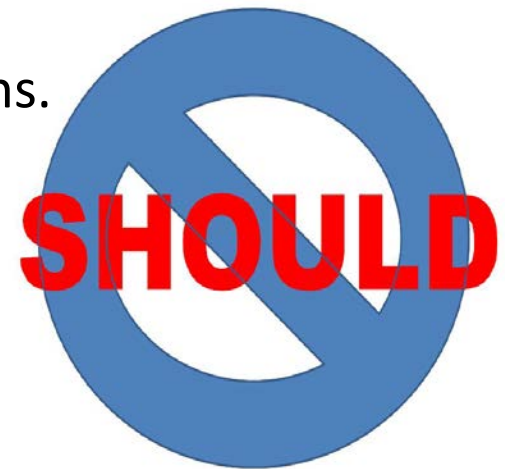
Use the 3 elements of meaningful authentic conversation so the invitation is about meeting THEIR needs not filling chairs at an event ” ..

- **Tell me about** -- “ Mary, I want to ask you something about allergies ... Tell me about who comes to mind whom you know who may have family members with allergies . “
- Include **why** you are inviting them. “ Here let me tell you the reason I’m asking”
-- Often helpful to use a **third party reference** --- “ I was reading an article.. Or attending a webinar.. Or speaking with a colleague, etc “
- **Acknowledge** -- “ I thought of you because... I was thinking about the conversation we had a while ago ... I remember a conversation we had last month... Knowing how important natural products are to you, I thought this might be a company you would want to know about. “ lisa

Principles of Inviting Love Them Where They Are

- Watch your language – no “shoulds , have to’s or need to’s” (judgmental)
- Share how you feel about what you do.. . how important this information is . Sincerity is never misinterpreted. (your reason)
- Affirm, acknowledge and appreciate
- Give people space –”I don’t know if this would be of interest to you or not. “ “ This may be of interest to you, or someone you know.” “ May I show it to you and you can decide.”
- Avoid offering a solution until a problem has been acknowledged.
- Ask permission – to share information
- Ask ?’s to discover needs, wants, interests, concerns.
- Practice “active” listening.
- Use 3rd party resources – DVD’s, webinars
- Use stories

lisa





Invitation To Home Events – Lisa Anderson

- Call to let them know that you are sending an invite, sometimes it's appropriate to ask permission
- Send invite.... Mail or e-mail..can do both
- Follow up 1 week after to see if they can make it and answer any questions. This conversation is crucial... “I thought of you because...”, “we have been using these products for a while now and we just love them.”
- Call all confirmations on night before to get final count
- Avoid maybes---“If you are not sure you can make it, that’s ok. It might be best for you to just plan on coming next time because I only have space for a limited number of people. Or maybe you and I can get together at another time that might work better for you.

Invitation Tips continued



Let your guests know what to expect

- It works well to have a conversation about the meeting and why you are inviting. **Keep it real & genuine.**
- Let them know that the focus is on education and that you think they are really going to want to hear this information.
- “ This is not a typical “sales” party. We will be discussing information that made such a difference in the health of our family.”
- The meeting will start on time and will only be about an hour
(That means allowing at least 10 minutes to close and offer action steps)

lisa



Written Invitation to Wellness Hour

Join us (Mary and Katie) for a wellness hour once a month on Tuesdays! This month our focus will be on Children's Health- Helping your child have the best year yet!

Topics discussed will include:

Natural ways to boost the immune system

Ways to improve focus, attention, and energy

Healthy snack ideas for children with tips from the very own LAUREN BREEDEN (Talented cook and baker extraordinaire) For those who have tasted anything she has made you know its always good!

Safe, Non-toxic and Green Cleaners (That save you lots of money, too!!)

Healthy snacks will be provided!

CHILDREN ARE WELCOME TO ATTEND !!

harper

Angie Thomas/ Cristy Kuyath

Face Book Grand Opening

- Results

15 attended, 8 engaged in FB conversation, 6 orders, 4 new members so far.... And over 500 PV!

- Play date ... created 1000 PV Plan
- One member took Shaklee up on the free upgrade to distributor and is really excited.
- Setting up FB launch party for her.
- We are doing another FB party for Cristy and me next week and she is going to do a lot of follow up.

Invitation and Outline attached





Invitation to FaceBook Grand Opening

- Sent invites through FaceBook
- Sent a FaceBook message about her story and WHY she was inviting everyone to her Grand Opening of her Shaklee business.
- 2 days before the event, she posted on personal FaceBook Page .. “I’m having a Grand Opening for my Shaklee business. If anyone would like to learn about non-toxic cleaning products and how to live healthier, let me know and I’ll add you to the invite list. (resulted in even more attending and at least one new member from an old sorority sister she didn’t even remember !)

Offered Raffle Tickets for Participation

- For responding to the invitation that they would attend... Angie sent them a message saying “ Mary, you get 2 raffle tickets for RSVPing ‘ yes’ !
- For inviting additional guests that they know, they received 2 raffle tickets.
- For making comments, asking questions or offering a testimonial during the event, they received more raffle tickets.

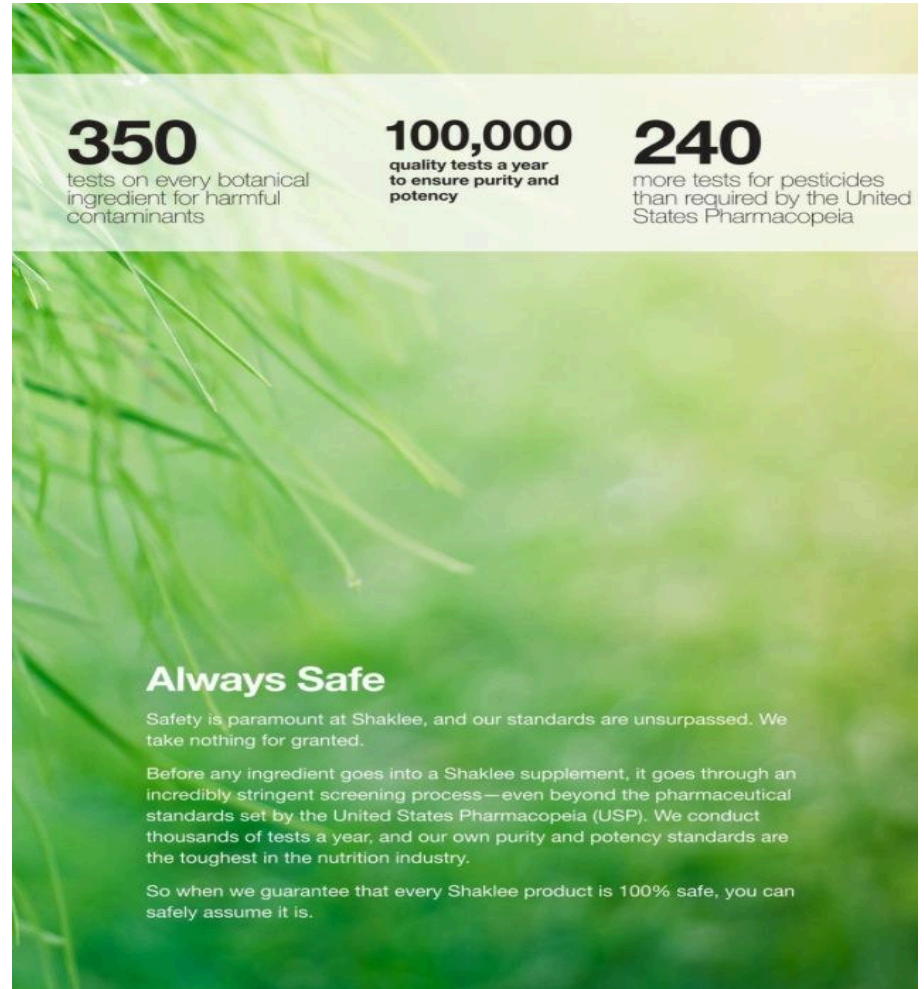


The first prize went to the raffle winner and she got to choose what she wanted. The second went to the first order. The third went to the first person that booked a meeting/fb party/conf call.

Prizes include ... Small B Complex, Basic H Wipes and Scour Off

Every day for 1 week before the event, Angie or Cristy posted messages about Shaklee quality, or personal photo

"Number one difference in my opinion between Shaklee and other health and wellness companies...see what I mean by safe and pure?"

An infographic with a green grass background. It features three large numbers in bold: 350, 100,000, and 240. Each number is followed by a description of the testing process. At the bottom, there is a section titled 'Always Safe' with two paragraphs of text.

350
tests on every botanical ingredient for harmful contaminants

100,000
quality tests a year to ensure purity and potency

240
more tests for pesticides than required by the United States Pharmacopeia

Always Safe

Safety is paramount at Shaklee, and our standards are unsurpassed. We take nothing for granted.

Before any ingredient goes into a Shaklee supplement, it goes through an incredibly stringent screening process—even beyond the pharmaceutical standards set by the United States Pharmacopeia (USP). We conduct thousands of tests a year, and our own purity and potency standards are the toughest in the nutrition industry.

So when we guarantee that every Shaklee product is 100% safe, you can safely assume it is.

Posted photo of her children ... “ You probably can’t take your eyes off my cute kids to see my gleaming floors behind them .. Squeaky clean AND non-toxic! Shaklee Basic H Cleaner... best ever..
Learn more about it this week on FB event “



Cristy's FB Party Outline

Welcome

Intro

Welcome to Cristy's Grand Opening Party - Facebook Style.

I am so excited that Cristy has decided to join me in business with Shaklee.

My name is Angie Thomas. Cristy and I have been friends for about 2 1/2 years. Parker and my son, Joey, are the same age.

I'll be hosting the party with Cristy tonight. Any comments, questions or testimonials that you share with the group will earn you raffle tickets which are entered in a drawing for some awesome prizes! We'll start with a roll call ... say hello, get one more raffle ticket!



My Story

I am a “Shaklee kid” - I grew up on Shaklee vitamins and in a house that was cleaned with Shaklee products.

During college, not living at home and all that ‘independent’ stuff, I lost track of Shaklee and took random vitamins here and there.

When I was pregnant with my second child, Eliza, my mom reintroduced me to Shaklee vitamins.

I took them as my prenatal and started giving them to my son, Joey who at the time was 15 months.

Joey was a fussy baby and was a HORRIBLE sleeper.

Quickly, he started sleeping better and overall just seemed calmer!

His favorite vitamin is the Mighty Smarts! My pregnancy and delivery were easy and I had plenty of energy.

The biggest difference I noticed was in my milk supply after Eliza was born. With Joey I was never engorged, never leaked, never had much to pump... with Eliza I produced plenty of milk and leaked more than I was prepared for!



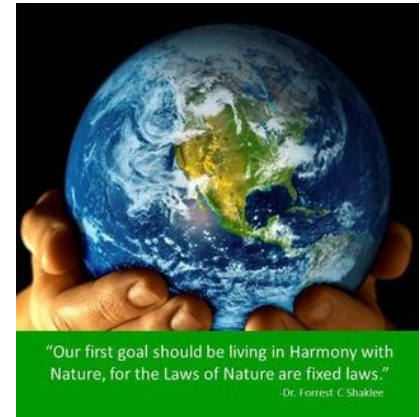
Who is Shakee?

Basic Info

Shaklee Is the NUMBER ONE natural nutrition company in the U.S., and they have been making people healthier for over 50 years and they have made it part of their job to make the planet healthier along the way.

Back when green was just a color and biodegradable was barely a word. In fact, as early as 1960, they made one of the first biodegradable household cleaners ever. And they were the first company in the world to obtain Climate Neutral™ certification and totally offset our CO2 emissions, resulting in a net zero impact on the environment.

They do what they do because they think it's essential to do their small part as part of the movement to make people and the planet healthier. In doing so, they believe each of our contributions put together will create the major change they wish to see in the world.



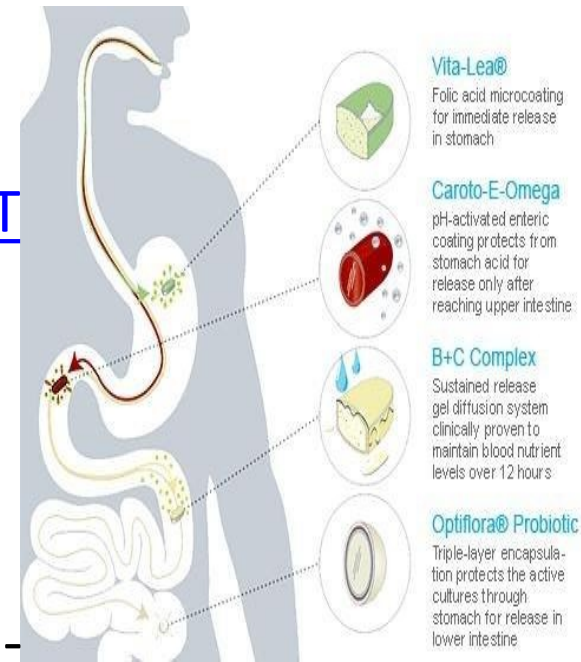
• Shaklee Difference VIDEO

https://www.youtube.com/watch?v=yBcr_wTQFk

Watch this 2 minute video and comment on what you found most interesting!

• Why we love Vitalizer

Vitalizer is one of the most popular products - and one of my favorites. It is a vitamin strip - an easy, convenient way to get your most essential vitamins, minerals and probiotic in each day. I took it through out my pregnancy with Eliza as Cristy is during her current pregnancy! People report more energy, less cravings, even some weight loss just from starting on Vitalizer!



Now Let's Discuss – Closing and Suggested Action Steps



lisa

Closing – Is Simply Guiding Our Prospective Customers and Distributors to the Next Step

- Prospects look to us for direction and to lay out the options.
-- Don't allow fear of being pushy to keep us from doing our job as consultant and nutritional counselor or business advisor.
- Our role after learning their interests and needs is to now be **an advocate for them** .. And to recommend what we believe to be in their best interest.
-- Learn how to assemble a beginning vitamin regimen for people on a budget
- If you believe people's lives are better with Shaklee products ... then find a way to get those products to them. harper



Thoughts on Closing

People need us to provide options and to lead them to the next step after hearing about Shaklee.

Our job is to give them ideas of how they can get started easily

Of course the key is to ask a lot of questions about what they are thinking and what are the most pressing issues.

Sometimes a new person knows exactly what products they want to start with, and in that case we share with them all of the ways they can sponsor into Shaklee and get the products they want.

Sometimes a new person is overwhelmed, or wants so many things that they don't know what to do, and in that case they look to us to help them make a good choice.

lisa

Lisa – closing continued

I like to suggest that they write down all of the products they are interested in, and then we can discuss them and figure out the best way to start.

If they bring up budget issues than I help them prioritize products in their list and help them decide what would be the most beneficial products to start with. lisa



Lisa's Closing – Offer Guidance in Helping them Make an Order

- Don't just ask .. What do you think or Let me know if you need anything.
- Lisa's dialogue .. "Many times people will choose to start here .. With the Vitalizer and Shaklee 180 Smoothee ." or she says.

"A lot of times, people will give the Vitalizer a try so they can save the membership fee and get the autoship discount"
A good Shaklee leader will lead the person they are working with through all of the membership options in an easy and comfortable manor, listening closely to what their needs are and helping them making the best decision for them.



Closing -- Is Offering Action Steps and Options

“Thanks for coming here tonight to support Mary & John in their business. We’d like to help you with the choices you can make now .

If you heard some products that you are interested in tonight, we will help you become a member tonight so you can enjoy the discount and get your products ordered for you. As you use them, make sure you share your story with (the hostess) so she can hear of your great success with the products. She needs stories of her own as she begins her business of helping others.

If you heard about products you are interested in and would like to see how you can earn a little money to pay for those products, we can show you how you can be a casual distributor and earn some money.

If you want to join us in the business to share the gift of Shaklee with others and begin building a career and a great income, we can help you get started as a Gold member tonight.

And if none of it really interests you, that’s ok. Just say nice things about (the hostess) and if you hear others who might have an interest in the products you heard about tonight, go ahead and send them our way so we can introduce them to Shaklee.

Thanks again for joining us tonight. “

jo

Harper Close

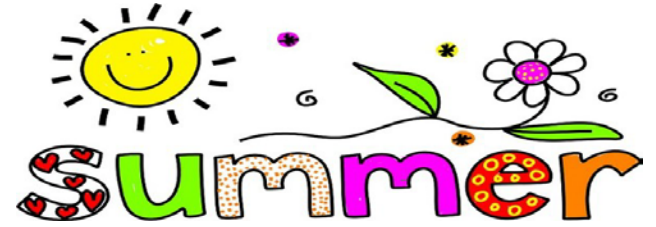
Respond: (In a general Healthy Home Party)

“There are four ways that you can respond to what you’ve heard today”

- 1. Purchase some products** retail and share your results with us. We would love to hear how they work for you.
- 2. Become a member.** You will notice there are two prices in the Product Guide. The member price is 15% off. Membership is \$19.95 and not only are there no annual fees or minimums to maintain, but it also gives you a log-in for easy re-ordering. Membership also gives you access to autoship which can save you an additional 10% on certain products.
- 3. Host a meeting.** If you would like to share this information with your friends and family, we would love to make that happen. When you host a meeting we offer _____.
- 4. Join us in the business:** If you think that you would like to create an income by changing people’s lives, we would love to share with you more information about what that looks like.

Drawing: Collect interest sheets and doing a drawing for a door prize

Action Steps Session 4



- Set up 3 to 5 activities/ events/ conference calls, etc for every week in July and begin inviting.
- Enter your list of names and contact information in your working folder .
- Determine what you will say... and write down 3 or 4 bullet points to reference as you make your calls.
- Register for Long Beach ... This will be a very special event.
- Keep your goals in front of you .. Along with a specific written PV plan of how you are reaching 2000 PV or more.

lisa

Monday Wellness Webinars Schedule



July 7 -- Presidential Master Coordinator Gary Burke shares his story and overview of benefits of home businesses.

July 14—Hormonal Imbalance in Women -- natural approaches

July 21 – Nutritional Support for Cancer Patients –
Cancer Researcher Dr Steve Chaney

July 28 – Inside the World of Shaklee a review of Shaklee's history, philosophy and products, benefits of membership and home business advantages. lisa

Archived at www.BetterHealthin31Days.com

Click here to attend

<https://www2.gotomeeting.com/register/168936498>



Next Session #5 – Identifying Business Partners

harper



Susan's Summer Newsletter

Katie received 4 Calls to Order within First 24 Hours

If you have ever been interested in the Shaklee180 program now is the time!!

Until the end of June- With the kit comes a free membership, free stress relief AND a free mango smoothie!

Pair that with my free shipping (\$10) I am offering til the end of the month, it's almost \$100 of free product/savings! Shaklee products have 100% satisfaction guarantee. To learn more about what makes this program unique check out the videos below.

<https://www.youtube.com/watch?v=nVwPjiJZcTc>

Example in Invitations



- Direct – We are scheduling a conference call on allergies . And I was calling to ask who you may know who may be looking for safer more natural approaches to dealing with allergies. Share your reason
- Ask for referral ... Was calling to ask whom you may know who has family members with allergies...
- Their agenda – “We are dedicated to teaching others about prevention and wellness .. Are setting up informal half-hour conference calls on health topics..
Wanted to ask...
what kinds of health concerns do you hear people you know talking about ...
Then make those the topics of your conference calls.

Dialogue for Setting Up Wellness Conference Calls



Call customer or friend – share why you started a Shaklee business and why you are setting up educational conference calls on health topics.

Ex “ I started my Shaklee business because our family’s health improved so dramatically that I came to realize the importance of prevention. Our Shaklee group is very dedicated to educating people about prevention and wellness

EX - “ We are in the process of setting up informal half-hour educational conference calls on a variety of health topics ... and I wanted to ask you .. As you think about the people you know .. What would be the topics you think would be of greatest interest or concern? allergies? Eczema? PMS? “
katie

Dialogue continued

Ask – “What health improvements have you seen in your family since using Shaklee products? (If they have a good story, inquire if they would be comfortable sharing that on one of the calls ...).These are very informal but have been well-received .. We had 18 on the first call .. And 28 by the second. We just had 1 or 2 people share what helped them with a health issue .. We did allergies.. And eczema.. Hormonal imbalance, Energy, etc

And then we just reviewed a few supplements that are helpful .. And a few dietary shifts ... and it lasts about a half hour.

Do people come to mind that you think might like to attend something like that? “ katie





Invitation to Conference Call or Wellness Webinar

“I’ve been having some conversations with a few friends and the subject of fatigue and lack of energy kept coming up.

And I just heard some great information about that on a recent webinar and I thought I shouldn’t just sit on this .. So I am setting up a conference call , called .. Everything You wanted to Know About Energy but Were too Tired to Ask !

And I ‘m looking for people who might like to hear about that ... assuming they have enough energy to attend ! “