Good Subject Lines for Face Book, Email and Social Media Posts

* Finally. Personalized nutrition for every body.
* If you could choose your 3 most urgent health goals, what would they be?
* Here's what to do when you want to do better than “Just Get By.”
* It’s like having your very own personal nutrition counselor. And it’s free!
* Could these 20 questions change your life?
* Finally. Personalized nutrition that’s easier than you think!
* Get your personalized health score in just 5 minutes!
* Your fingerprint is uniquely yours. Now your nutrition can be too!
* Finally. Personalized nutrition as unique as your fingerprint.
* Have you ever wondered what a nutritional scientist would recommend for your health goals?
* What supplements would your doctor recommend if she was a nutrition scientist?

From Dan Henderson

Word Tracks

*Did you receive an email about the Health survey?*

*This is a brand new program .. and I am setting a goal to share it with 10 people each week .*

*The reason I think it is important ...*

* *is it reminds us all about what we are doing well ..*
* *and then it helps alert us to habits we may have slipped into   that we may want to begin to adjust ..*

*I have special promotions for people who help me with this ...*

Set up 3-way calls with your upline to " review and help interpret the results ” if it would be helpful.

*I am setting a goal to share this questionnaire with 10 people each week ..*

*may I ask ..  are there people whom you care about that you wish were healthier  that you might like to share this with?*

*or people who like the idea of prevention ?*

*because anyone you forward the survey to , I will offer nutritional consultation to sort thru the result .*

and should they decide to begin using Shaklee products in addition to maybe making some changes in their diet .. and activity level ..

*then I will come back to you with free stuff .. like free shipping, free products  and special discounts*

Health Print Review Questions

Were there any surprises in there?   
Tell me more… Tell me more…   
Tell me more about your #1 health goal…   
Tell me more about #2…   
Tell me more about #3…

What did you think about the lifestyle recommendations?   
Are there any changes you want to make based on what you saw?   
Tell me more… Tell me more…

What did you think about the diet recommendations?   
Were there any gaps that you might find difficult to fill in?   
Tell me more about that…

Do you currently take supplements?   
(If so…) How did you choose?

Would you like to understand what makes Shaklee so unique and different? (“The Shaklee Difference”, Landmark Study, etc.)

Handling Questions and Concerns

If budget concern.. About Shaklee 180

May I ask .. how much do you think you spend on lunch now ? “

“ Well, let’s see if we can find a way to redirect your spending a bit …

Ex – Let’s have an honest moment here .. How much do you think you spend on food that is not particularly good for you .. ? $2/ day ? $4 at Starbucks ..

What if we were to redirect that same $ to Shaklee .. Let’s do a trial where we replace the great stuff with the not- so- great stuff .. And I’ll send you a couple of tea sticks also. ( follow up and encouragement on our part essential )

If you could change one thing about your health right now, what would it be? energy? Weight?