

# Dan Buettner at Shaklee Live

National Geographic Explorer and New York Times® best-selling author of *The Blue Zones*



- Founded Blue Zones, LLC in 2009, a company that puts the world's best practices of longevity and wellbeing to work in people's lives.
- Buettner's *National Geographic* cover story on longevity, "The Secrets of Living Longer," was one of their top-selling issues in history and resulted in his being a finalist for a National Magazine Award.
- His books *The Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest* (2008) and *Thrive: Finding Happiness the Blue Zones Way* (2010) appeared on many bestseller lists and were both featured on *Oprah*.
- His new book, **THE BLUE ZONES SOLUTION: *Eating and Living Like the World's Healthiest People***, is available in stores now.

# Blue Zone Principles Applied to 20 American Cities, Improving Health of More Than 5 million

- In 2009, Dan Buettner and his partner, AARP, applied principles of *The Blue Zones* to Albert Lea, Minnesota, and successfully raised life expectancy and lowered health care costs by 40%.
- Since then, he has teamed with Healthways to implement the program in more than 20 cities in America and has dramatically improved the health of more than 5 million Americans to date.
- Their strategy focuses on optimizing the health environment instead of individual behavior change. Writing in *Newsweek*, Harvard University's Walter Willet called the results "stunning."
- Dan also holds three world records in distance cycling and has won an Emmy Award for television production. You can learn more at [www.bluezones.com](http://www.bluezones.com).



## **New York Times® best-selling author of *The Happiness Advantage*, Shawn Achor at Shaklee Live in Cleveland**

- After spending 12 years at Harvard University, **Shawn** has become one of the world's leading experts on the connection between happiness and success.
- His TED talk is one of the most popular of all time with over 8 million views, and his lecture airing on PBS has been seen by millions.

**Shawn** has worked with over a third of the Fortune 100 companies, and lectured in more than 50 countries speaking to CEOs in China, senior leaders at the Pentagon, schoolchildren in South Africa, and farmers in Zimbabwe.

His Happiness Advantage training is the largest and most successful positive psychology corporate training program to date in the world.

Shawn is the author of *New York Times* best-selling books *The Happiness Advantage* (2010) and *Before Happiness* (2013), as well as *Ripple's Effect* and *The Orange Frog*.



**Cleveland, Ohio – August 12-16<sup>th</sup> 2015**

# Report from Chicago Regional Conference

Tammy Johnson



- Before Regional Conference – in maintenance
- After Chicago Regional –  
--change in my focus.

-- I'm not sure what exact speaker caused the shift as so many shared their Shaklee Effect's story but after hearing Lisa Anderson's story of not being able to travel, and Mike Coogan's story of being able to do what he loved and still be able to quit anytime he wanted, and the other young ladies who wanted to be home with their kids so badly....my focus started to shift.

--I thought I can help those I know in that situation, AND I thought about my family and how I got to be go-to-at-home mom, and NOW the stay-at-home glamma, available to be with the new grandson anytime.

--Craig Cushman said it well when he shared with Barb that we cannot put a price on time with our family and grandkids.

So when I got home I thought....things need to change and I need to do the administrative activities that show I am in BUSINESS and moving ahead and looking for others to work with me....

- I spruced up my FB for Cornerstone Health Associates to say “Master Coordinator in Training”
- I thought of other Shaklee items I needed to purchase that I was not getting in order to completely Shaklee-ize
- Made a list of people to contact
- In the process of making a Toso-Johnson-Choate Business Page for all our downline to be linked on
- Bought new updated business cards
- I listened to the coaching call from 4/16 / 2015  
(it had my downline on it and I didn't know she was going to be on it- another revelation!)

But the biggest shift was I jumped right into action on Monday where I did INCOME PRODUCING ACTIVITY:

- Called all my leaders and set up times to talk and have weekly coaching calls (in the process of me learning to be a coach...yikesJ)
- Received a message from a friend's daughter and met with her on Tuesday morning. Will meet with her and go over details when her teaching job is done in June
- Did a 3-way call with my new builder on Tuesday and meet with her to get her business ready for 180 focus and parties this next month
- I called Barb to be coached on a regular basis

Ended up with 1,600PV in one day on Wednesday!!!

Legacy and Leadership  
Spring 2015  
Session #15 April 30, 2015 final session  
May Marketing Strategies



**NEW !! SENIOR  
COORDINATOR**



Senior  
Executive Coordinator  
Lisa Anderson

## Objectives for Session #15

## May Strategies

### 1000 PV Packages and Best Groups To Discuss Business With in May

As our Spring Semester draws to a close, we would like to discuss 2 strategies to prepare our businesses for the summer quarter and our 90 day plan for June, July and August.

- First – we will review collections and activities that will help us and our distributors create 1000 PV any time we need or want it.
- Second ,we'll discuss 2 groups for whom Shaklee businesses have particular appeal and why May is a good month to discuss benefits of a home businesses with them...
- Summer School Training will begin June 4... 8 Weeks to Director. So now is the time to do a blitz of business appointments to help us identify people who will be ready to join that training and become Directors and beyond..

lisa

## 2 Groups Ideal to Speak to About Home Businesses and Your Shaklee Experience

### 1. Teachers –

- who happen to be particularly well-suited to Shaklee businesses because they are primarily about teaching and training .
- who may appreciate additional income
- today pressures from administration, state and local school boards, etc has been discouraging to many in the teaching profession.

### 2. Baby Boomer parents whose children are now graduating. This may be opening some space in their world to generate some income to pay college bills & work on beefing up their retirement portfolios .. And maybe give them a chance to do a little traveling ... which is especially appealing when it is Free.       becky

# 5 Things a new person wants to know when considering a Shaklee business

- Who you are and your back ground
- How you found Shaklee
- What impressed you
- What Shaklee has done for you ..  
Is doing for you

Information

Now move  
from the  
head to ...

- Last point – And the best part is

To the heart

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See Power of the Profession... for Teachers and  
Power of the Profession for ... Life After Kids

jo

## We Have 3 Tasks In Order To Build a Large Dynamic Organization

- Finding our business builders
  - Developing them into Directors
  - Stabilizing our business and theirs  
( with steady consumers )
- becky

1000 PV Comes From Product Collections  
of 50 and 100 PV

50 PV Product collections shared with:  
5 people a week X 4 weeks = 1000 PV

Or

10 people X 100 PV = 1000 PV      becky

## 3 Reasons to Implement Activities that Generate 1000 PV

1. To expand our customer base and increase PV  
and thus our income

2. To meet new people

We will begin our Summer School program ...  
8 Weeks to Director.. in June ... which means ...  
a good strategy would be to ...

--do a lot of activity

--that allows you to meet a lot of new people

-- some of whom will want to join your business team and  
can begin the 8 Weeks to Director Training in June

3. To increase a new Director's PV from 2000 to 3000 PV  
(see next slide)

# Why Increase from 2000 PV to 3000 PV ?

After achieving the rank of Director at 2000 PV, there are 5 big reasons to set our next goal for 3000 PV...

1. To qualify for the New Directors Conference ... accumulate 18,000 BGV within any 6 -month period the first year after achieving the rank of Director.
2. To increase income ... by about \$350 ...  
    \$200 in bonus ( 20% of 1000 PV )  
    PLUS price differential of about 15% ... 15% of 1000 PV = \$150
3. To provide a PV cushion to easily maintain Director rank ( 2000 PV )
4. To create a pool of new people to meet ... some of whom may become distributors and join your business team .
- 5 Repeat orders from your efforts in creating 1000 new PV will continue to generate income for months and years to come.   becky

# 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 (Product Guide Presentation)	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
Conference calls/FaceBook events	300 PV
Guests Taken to Area Meeting	etc. lisa

## Product Collection #1 –Nutrients to Strengthen Immune System

### For Adults who can swallow pills

Vita C	16.65 PV
Nutriferon	30.00
Optiflora Capsules	<u>14.65</u>
\$80 MP	<b>61.30 PV</b>

### For Children who can't swallow pills

Optiflora Caps	14.65 PV
Chewable C	17.95
Incredivites	<u>20.00</u>
\$72 MP	<b>52.5 0</b>

Vita C	16.65 PV
Nutriferon	30.00
Optiflora caps	14.65
Vitalized Protein	28.22
Vita D-3	<u>5.00</u>
MP \$129	<b>94.52</b>

Optiflora Caps	14.65
Chewable C	17.95
Incredivites	20.00
Vitalized Protein	28.22
Alfalfa Complex 330	<u>12.65</u>
MP \$ 130	<b>93.37 PV</b>

Ideal for Spring Allergy Discussions

becky

## Shaklee 180 Turn Around Kit

lisa

172 PV on autoship

6 customers X 172 PV = 1032 PV

MP \$269.96



## Shaklee 180 Lean and Healthy Kit

100 PV on autoship

10 customers X 100 PV = 1000 PV

MP \$ 159.95



## Create 50 PV Mini-Collections With Shaklee 180

### Muscle Retaining Collection

2 cans Shaklee 180 Smoothees

28.22 + 28.22 = **54.22 PV**

MP \$ 82

### Healthy Snacks Around the House

Shaklee 180 Snack Bars 9.39 PV

Snack Bars 9.39

Shaklee 180 Meal Bars 12.21

Meal Bars 12.21

1 box Snack Crisps 9.00

MP \$115

**52.19** lisa

### Fat-Burning Collection

Metabolic Boost 39.15 PV

Energy Tea 14.68

MP \$76 **54.83**

### Lean & Healthy Kit

Embrace your After-After™ with clinically tested products<sup>1</sup>  
and a program designed to create a leaner, healthier you.



May – a Good Month To Focus on Women's Collections  
 Anti-Aging Skin Care..... And Women's Nutrition packages for  
 Energy and Stress, or Hormonal Balance

## Enfuselle Nutrition Therapy for the Skin Kit PV 141.29

Set up 2 Spa Events X 5 attending =

10 kits X 141 PV = **1400 PV**

( Can offer free Eye Make-Up Remover or Free Shipping )

### Enfuselle Mini Kit

Cleanser

Toner

AM Treatment

PM Treatment

Eye Make Up Remover

PV

13

10

36

36

6

100 PV

**100 PV**

10 mini-kits X 100 PV =

**1000 PV**

lisa

# Enfuselle Nutrition Therapy Skin Care System™



Enfuselle®  
blocks ALL  
skin-damaging  
free radical  
reactions

**The right nutrients... in the right  
amounts... and in the right form your  
skin can use.**

**lisa**

The difference is immediate. Skin will look

Every day 73,000 free radical attacks on each skin cell trigger damaging enzymes



## Skin-Aging Accelerators

- Chemicals
- Iron in tap water
- UV rays
- Stress
- Computer screens
- Smoke
- Car exhaust
- Poor diets
- Medications    lisa

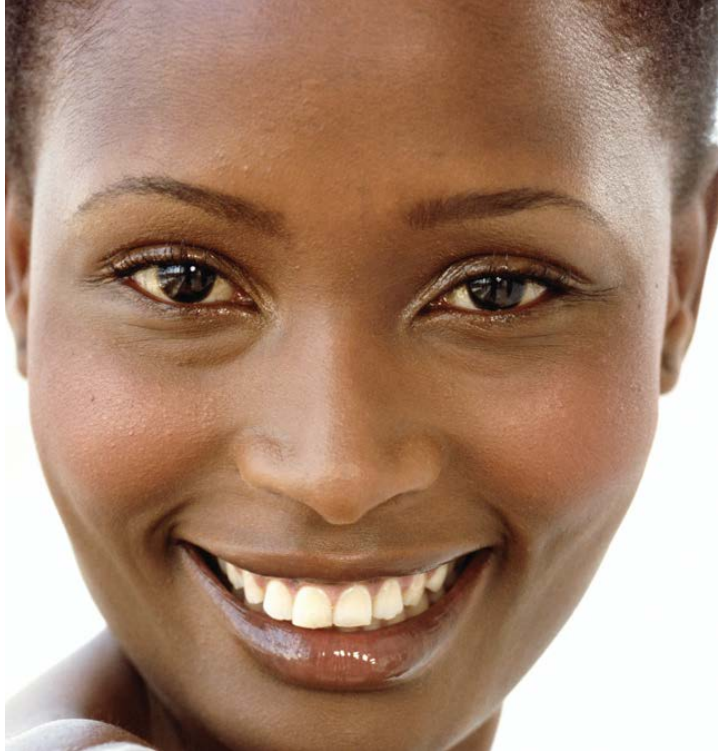
### Results:

- Damage DNA
- Slow cellular renewal
- Impact immunity
- Break down collagen
- Cause wrinkles
- Create age spots
- Cause sagging skin

The real problem:

The skin you don't even see already looks older.

# Results so dramatic...



In 28 days, clinical studies confirmed\*:

- 665% increase in skin firmness
- 421% reduction in the appearance of wrinkles
- 88% reduction in fine lines

So unique and proprietary, Enfuselle<sup>®</sup> has been granted

**8 patents**

lisa

...even we did a double take!

\*Read a full description of all the amazing test results at [Shaklee.com/clinical\\_results](http://Shaklee.com/clinical_results).

# Vital Repair Plus– the Secret to the Results



Vitamin C	Repairs & Prevents UV Induced Collagen Breakdown
Vitamin E	Protects and Repairs Skin at the Cellular Level
Vitamin A	Strengthens Skin and Boosts Moisture Retention
Pro B5	Improves the Skin's Suppleness and Elasticity
Grape Seed Extract	Blocks Enzymes that Break Down Collagen
Superoxide Dismutase	Enzymes that Repair Damaged Cells
Beta Glucan	Soothes Environmental Irritations

becky

# At the Heart of the Enfuselle<sup>®</sup> Nutrition Therapy Skin Care System are The Repair Products



Reduce the appearance of fine lines and wrinkles.

## **Eye Treatment**

Visibly diminishes puffiness with targeted nutrients and botanicals.

## **Time Repair A.M.<sup>®</sup> SPF 15**

Meets all your skin's daytime needs in a convenient 5-in-1 formula:

Renewal, Recovery, Moisture, Nourishment, and Protection.

## **C+E Repair P.M.<sup>®</sup>**

Visibly firm, instantly soften, and boost elasticity with a patented delivery of highly active vitamins C and E for luminous skin.

becky

Because of These Repair  
Products & Their Anti-Oxidant  
Formulas ...

We can boost our skin's  
natural ability to defend and  
repair its appearance.

Normal Light



black & white photography

Damage is not  
noticeable

UV Light



Before regimen  
treatment

Dark areas show  
underlying damage



After regimen  
treatment

Visibly diminished  
damage

# ENFUSELLE Collections



## Enfuselle Starter System

Cleanser  
Toner

Moisturizer

Retail: \$60.50

Member: **\$51.45**

PV: 39.48

These are the collections Jen Chavez uses in her group with Spa Nights and Girls Nights In to build to Executive Coordinator

## Enfuselle Essentials

Cleanser  
Toner

Eye Makeup Remover

A.M. Repair

P.M. Repair

Retail: \$167.85

Member: **\$134.25**

PV: 103.16

## Enfuselle Nutrition Therapy For The Skin

Cleanser  
Toner

Time Repair A.M.

C&E Repair P.M.

Eye Treatment

Balancing Moisturizer

Refining Polisher

2 Pumps

**FREE Shea Butter Lotion**

Retail: \$220.45

Member: **\$187.45**

PV: 141.29

**FREE MEMBERSHIP**

**FREE SHIPPING** lisa



## May Product Focus Women's Health Collection

### **To balance hormones:**

B Complex

GLA Complex

Menopause Balance Complex

### **For strong bones:**

OsteoMatrix

Vita D-3

barb

# Women's Health Nutrition Collections

- **Energy Collection**

**PV 100**

Vitalizer for Women

55 PV

Vitalizing Protein / Shaklee 180

28

Energy Tea ( Pomegranate or Green )

15

Vita D

5

100 PV

barb

**10 Energy Packs X 100 PV = 1000 PV**

## **Hormonal Balance Collection**

**PV 59**

Vita Lea small 120

18

B Complex small 120

16

Optiflora Capsule

14

OsteoMatrix small 120

11

59

15 Hormonal  
Balance Packs X  
59 PV =  
**900 PV**

# 1000 PV from Current Members

- Member Update Appointments
    - Discuss products they have not yet used
    - Incentives for hosting meetings
    - Incentives for giving referrals
  - Monthly Member Messages
    - Service your customers with quick messages left on voice mail about 1 or 2 products timely for the season
- lisa

Encourages her member to host a meeting to help her member receive a bonus check.

She says, “ What happened to me will probably also happen to you ... I started using the products and then automatically started thinking about people who would want to know about them.”

Sandy Dietrich

## Webinars to Send To People Evaluating Starting a Home Business

Power of the Profession ... for Teachers

Power of the Profession... for Life After Kids

[www.BetterFutureStartsToday.com/](http://www.BetterFutureStartsToday.com/)\_\_\_\_\_

And

[www.BetterHealthin31Days.com](http://www.BetterHealthin31Days.com/) /\_\_\_\_\_

### Additional Training Webinars on Today's Topic...

Teaming Up Fall 2014 Session #9 Oct 30, 2014

Strategies to Generate 1000 PV

Teaming Up Fall 2014 Session #7

Assembling Our Business Teams

becky

# Action Steps for Session #15

## May Strategies

- Consider having conversations about joining your business team ...with teachers and/ or parents whose children will soon be out of the house and on to the next chapter of their lives
  - Invite them to view Power of Our Profession for Teachers or Power of our Profession for Life After Kids.
  - Set up activities to help you and your distributors generate an additional 1000 PV so you can go into the summer months with strong PV .. And to introduce you to new people who may want to join your business team or become life-long customers.
- lisa

# Monday Wellness Webinars May/ June 2015

May 4 -- Gary Burke – Presidential Master Coordinator shares his story of developing a Shaklee business that generates \$400,000/ year

May 11 – Women's Health

May 18 – Preparing for Swim Suit Season – Shaklee 180 Ashley Chaney and Dr Steve Chaney

May 25 – Remembering Memorial Day .. No webinar

June 1 -- Gary Burke – Business Opportunity

June 8 – First 1000 Days of a Child's Life – Becky Cash and Barbara Lagoni and Hannah Sharapan

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**For Two Hours Only**

Subscriptions close automatically at 1:30PM Eastern.



- Largest Shaklee Media Library online
- Over 500 Shaklee audio/video recordings and growing weekly
- Automated Learn & Earn Program
- Dedicated Shaklee Business Resource Website
- Four Shaklee Podcasts
- Video archive of Training webinars the day they are recorded
- And much, much more...

The archived video of this presentation goes on the Better Future website and in the Podcast the day it is recorded, it goes on bobsfiles one week later.



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