

\$20,000 for 2020

Largest single line item of the entire Global budget ..
A huge commitment by Roger

If ever there was a time to step up
the pace .. It is now.

“ Please .. Take my money”

jeanne

\$20K in 2020

- We are being paid this year to teach others how to develop a successful business
- It starts with a the vision we have for the organization we want to create ..
Challenging ourselves as to how big we can see it.
- With a commitment to stick to it ... and move toward it ... through the bumps and fears .. THAT is how we grow as people.
- We cannot coach others until we have worked our way through the challenges ourselves. ..
- It is not reaching the next rank that matters ... it's who we become on the way to the rank that really counts .. (When you receive that \$1000 check, you will know that you earned it ... and then the next check .. And the next)
- And then we Create an environment that lifts people as they grow ... and as we all grow together

Jeff Hill – Let's Jump Together

Lives in Provo, Utah .. Mecca of MLM

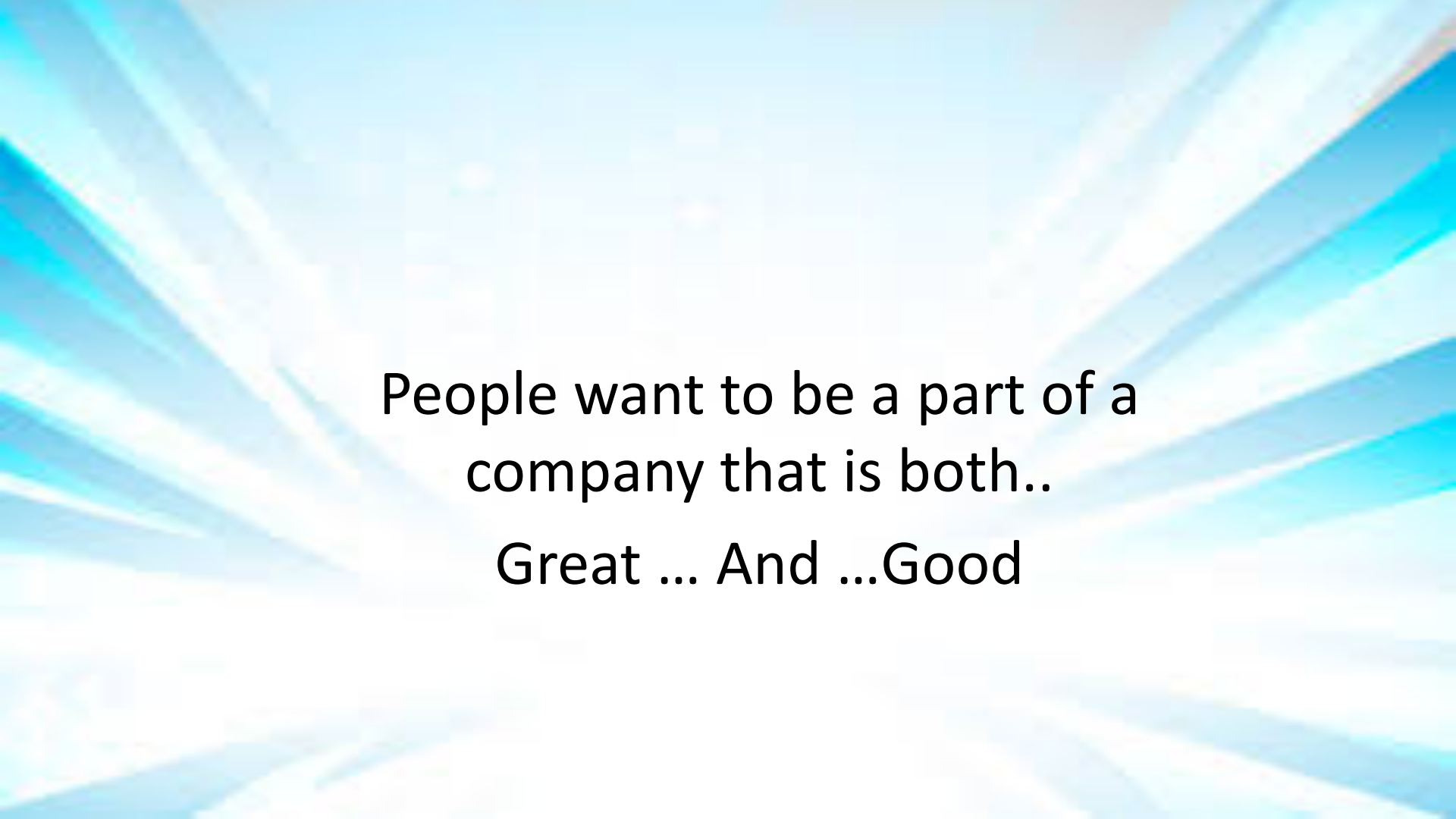
**“We are one of the good ones ...
but we have some work to do.”**

2020– the year of Business Leader Development (with \$20,000 to back it up.)

Goal – to make us all just a little bit better at what we do .

When the going gets tough, leaders step up and figure things out.

We want to be both --A Great business with good financial results
AND a Good company – that creates greater good in the world.



People want to be a part of a
company that is both..
Great ... And ...Good



8 Weeks to Director

Week 1 --

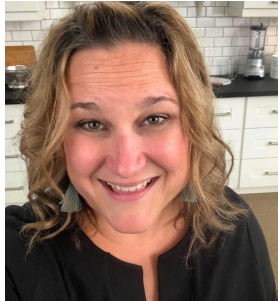
Let's Get Started

Feb 20, 2020

Training Team- Week 1



Senior Master
Coordinator
Jeanne
Toovell



Executive
Coordinator
Karen Beckley



Senior Master
Coordinator
Barbara Lagoni

Roger Barnett ..."2020 – biggest decade in Shaklee 's history"

- Major promotions have been set before us
- We are inviting you to join us this year...
- To set goals that scare you just a little , and clear the decks to put in the work ..

It will be worth it

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.

jeanne

Home Business Benefits

Tangible Benefits

- ✔ Travel to international destinations (Kenyan safari, Bali, Paris, Mayan Riviera, Caribbean Cruises , Great Wall of China, Greece, 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 to activate your personal website.

- Complete Direct Deposit (under *Me* in the *My Business* section of your back office). Consider opening your Shaklee Checking account (to receive all the money you will be making)
- Set *Shaklee Connect* (your business page) as a shortcut on your phone & computer.
- Create a business working system ... a planner, notebook, filing system (3-ring binder, paper or electronic filing system, or the MyShaklee follow up section, etc)
- Track business expenses (i.e. mileage, supplies, download TAXBOT app,...google “In-home business tax deductions,” see Tax Strategies in Skilling Up in BetterFuture.training (website subscriptions available)
- Maintain Simple Records (money in ... money out) karene

See detailed Strong Start Checklist at BetterFuture.training/(your site name)

Resources -- see Orientation Section of Better Future.Training

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

- Shaklee.TV (Shaklee Difference, Roger Barnett messages, personal stories, etc)
- BetterHealthin31Days.com/(your site name) or upline's
- HealthResource.Shaklee.com
- BetterFutureStartsToday.NET /(your site name) ... Various Business Presentations
- Events.Shaklee.com (events & promotions)

FaceBook

- Team page (ex. Lagoni Shaklee Team, Team Toovell, or your upline's group page)
- The Shaklee Effect (Shaklee Corporate)

Business Training

- Archived trainings and podcasts at BetterFutureStartsToday/(your site name) or upline's (paid subscription – Subscribe here: bh31.fun/join)
- Podcasts – Bob Heilig, Brian Buffini, Michael Hyatt, Rachel Hollis, Brendon Burchard, Entre Leadership, Business Boutique, Sarah Robbins

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 ...

- Learning to **share our story** ... often of **health transformations**, and why we want to share what we are learning with others ... (pay it forward)
- And also **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.
- **Sharing the vision of what we want to create** ...ex ..Katie ... a community of moms who want to be home with their children...or Becky ... women whose children are grown and are ready to build a career for themselves that is meaningful & fulfilling

..

Barb

It is the
“why”
that
connects

USA Today .. “ Credit Card Debt Higher Than Ever ... Average American has 4 credit cards with balance of \$6200

Feb 13, 2020

- Credit card debt has increased 20% from a decade ago
- Student loans -- \$1.6 TRILLION (doubled since 2010)
- Auto loans and mortgages are at an all time high
- 7 out of 10 consumers would have trouble paying for a \$500 unexpected expense.
- A next Recession will come ...prepare now ... “ economic downturns are inevitable “ .
- What could you do with an extra \$500/ month ? ...
pay off debt .. And then invest .. College funds.. Retirement funds
barb



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

barb



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 our 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 .

jeanne

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,....



Set up the Planning Meeting

... with our upline or coach to discuss each name individually and determine best approach..

karen

Before Contacting People with a Health Challenge...

- Karen Beckley first goes to [BetterHealthin31Days.com/\(your site name\)](http://BetterHealthin31Days.com/(your site name)) 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

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 " karen*

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



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 ... jeanne



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

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



jeanne

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

- Create list of people .. Those you think would be interested in Shaklee products... and those interested in knowing about the business.
- Create events or join and invite guests to events on your group calendar
- Set up your business (see checklist at [`BetterFuture.training/\(your site name\)`](http://BetterFuture.training/(your site name)))
- 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”)

Visit the **Skilling Up Section** of the BetterFuture.training website

-- Communication Skills

(join at [`BH31.fun/join`](http://BH31.fun/join))

jeanne

and the **Orientation Section** of links to share with customers and business partners

Action steps continued

Become “a product of the product” and Shakleeize our home... especially the Prove It Challenge.

Read through the Product Guide & explore the BetterHealthin31Days.com site and make note of products you'd like to add to your future orders and promote to friends.

Before posting in Social Media .. Hop on to Katie Odom How to Launch on Social Media at BetterFuture.training karen

Create your Business Working System (binders, Google calendar, on phone , on Shaklee Website.. with your written goals and vision for your business and your life... and names to contact this week .

Action Steps

1 BIG ONE ---

Let's go find our business partners **now**.

- Register for Orlando Global Conference
- Write out our plan ... how to become a Coordinator and/or develop one (or more)
- Do the INSIDE work as well as the outside work.

jeanne

Global Conference in Orlando

The Power of WE

- Not only will we want to register ourselves ...
- Let's ask .. Who can we bring with us ..



jeanne

And we're off to a great start!

