



Specialist Start-Up Guide

30 days to success, with super-simple steps.



Set your goals

My Goal

I want to become a Shaklee Director.
You could do this in just one party!

My Plan

I'll host a minimum of 1 party per week.
I'll dedicate a minimum of 1 hour per day to my success.

My First Party!

I'll host my first Shaklee 180™ Party on...

DATE: _____

TIME: _____

PLACE: _____

See how simple that was?

And now that you know where you want to be in 30 days, all you've got to do is follow a few tried-and-true steps to get there! Next step: setting up your business and planning for your party.



Watch the
Key to Rewards
training video



Why become a Director in 30 days?

Becoming a Director quickly is the building block of everything you want, because all you do is repeat exactly what you've done to continue growing! And, by reaching it, you may have earned your first \$1,000,* which many people set as their initial goal. That's a great reason right there.

Even better, becoming a Director in 30 days† is the key to our fabulous *FastTRACK* program, which offers a whole range of rich rewards – on top of your regular Shaklee income – including:



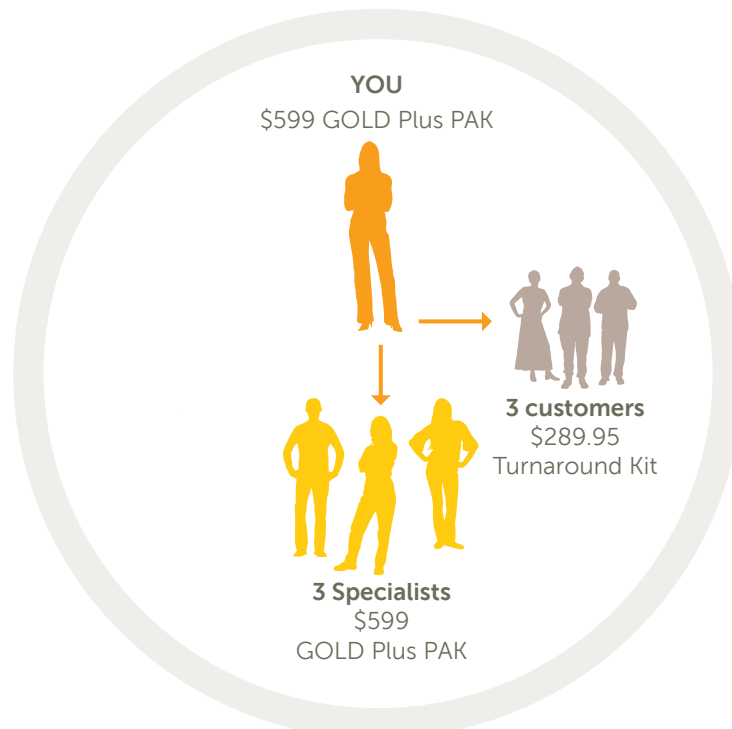
A trip for two to the San Francisco Bay Area (qualifying expenses paid) and a three-day training seminar designed to help you learn how to grow your business.



Two registrations to the Shaklee Global Conference in Long Beach, California – worth up to \$500 U.S. – and much more.

Here's a simple way to become a Director

Remember, you could do this in just one party!‡



*The typical participant in the Shaklee Canada Inc. Compensation Plan earns an average of \$211.15 per year. However, participants at the Business Leader level earn on average \$9,229 a year, and can earn over \$134,012 a year at the top levels. Earnings were calculated on a monthly basis of those Business Leaders in the achieved rank. Results will vary with effort. Shaklee Canada Inc. does not guarantee that any particular income level will be achieved. †You have 90 days to achieve *FastTRACK* Director. ‡Results not typical.

Lather, rinse, repeat

Remember that when your customers succeed, so do you! That's why we made hosting a Shaklee 180™ Turnaround Party a simple, repeatable recipe for your success. Now, where's that blender?



All it takes is an hour a day

Even if you only have an hour a day, you can host a great party. The key is using your time efficiently – and taking some for yourself, too!



REMEMBER

This is just a suggested hour – you might spend a bit more or less time on any of these. The important thing is that you spend some time on them all, every day!



12 minutes in your Online Office

Run the whole show from your Business Dashboard – find it on your Shaklee 180 home page.



21 minutes on promoting your party

Get people to your party using the “Marketing Your Party” system every way you can.



12 minutes on social media

Spread the word by using our great social media tools.



13 minutes of follow-up calls and e-mails

To stay top of mind, stay in touch! A gentle reminder now and then is all it takes.



Oh, and take 2 for you!

Breathe. Stretch. Make yourself a healthy smoothie. Keep refreshed and you’re far better able to keep positive.

Make your list



Watch the Make Your List training video

Your Guests

You know a lot more people than you might think! Quickly write down the first 30 people that come to mind. Don't worry if they're likely to come to your party. Just write!

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
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_____	_____	_____
_____	_____	_____

Now, mark who's an A and who's a B:

- A. People who live locally and have a good relationship with you.
- B. People you know but maybe not that well, or who live some distance away.

Need help expanding your guest list?

That's easy, too – just look at all the contacts in your phone!

Support Team

All of us can use a helping hand. And the Specialist who introduced you to Shaklee 180™ is your best one! Check in after your first few calls – and any time you need a little support or advice.

Your Specialist

NAME _____

E-MAIL _____

PHONE _____

Their Upline Leader*

NAME _____

E-MAIL _____

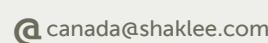
PHONE _____

Success Calls

Grab that calendar! Learn directly from the pros who are succeeding with the Shaklee 180 Program.

Every Monday
7:00 p.m. (all time zones)
Dial in: 512-225-3211
Pin code: 951025#

Shaklee 180



1-888-5SHAKLE
1-888-574-2553

*Go to www.myshaklee180.com to find your Upline Leader.

Your first week

Everyone needs a list! It ensures you'll get everything done, every time, every day. Here's a good one, but feel free to make your own. Start by scheduling your party, and then fill in the rest of this schedule.

Here's how one Specialist does it:

DATE: 7/11	DATE: 7/12	DATE: 7/13	DATE: 7/14	DATE: 7/15	DATE: 7/16	PARTY DATE: 7/17
Create your list Set a party date	Make calls E-mail link to video	Make calls Share the After-After™ magazine	Invite guest Follow-up calls Share marketing tools	Follow-up calls Invite guests	Confirm guests Start party preparations	PARTY!

Now create your own schedule:

DATE:	DATE:	DATE:	DATE:	DATE:	DATE:	PARTY DATE:



Keep the party going!



Watch the "How to Host a 3-for-Free Party" video now

Want to ensure that you're hosting at least one packed Turnaround Party per week? It's easy with our "3-for-Free" program!

Get your current customers to find your new customers!

It's simple: at the end of each party, just ask "Who'd like to lose weight for free?" Then, follow this easy 3-step process:

1

ENTICE THEM

Offer your guests a cool gift to set a party date

Offering a simple, wrapped host/hostess gift (like the Shaklee 180 Blender Bottle®) to the first three people who set a 3-for-Free Party date with you works wonders!

2

PUT IT ON THE CALENDAR

Set the dates for new parties, while you're at the current party

Don't wait to follow up with your customers who agree to have you host a Turnaround Party for their friends. Set the date right then.

3

HOST A 3-FOR-FREE TURNAROUND PARTY

Get free* products for their friends, and the party never stops

Now simply host the party –at your home or theirs! And remember: your customer's friends will also want their products free, so keep expanding your customer circles... and keep the party going.

Sharing Shaklee 180.

It just works – for everyone!



Offer a cool gift to guests who agree to host a party!

*To qualify for a free Shaklee 180 kit you must: (1) have purchased a personal Shaklee 180 kit on AutoShip during the calendar month; (2) have three (3) or more qualifying Shaklee 180 kit orders placed by customers (not Shaklee 180 Specialists or Distributors) in the same calendar month; and (3) the total sales volume for the three (3) Shaklee 180 kit orders must be three (3) times the volume of your own Shaklee 180 kit. Your free Shaklee 180 kit will be provided in the next calendar month's AutoShip. There is no PV on the free Shaklee 180 kit. Order charges and applicable taxes apply. You may earn a maximum of two (2) free Shaklee 180 kits per calendar month. The free Shaklee 180 kit is for personal consumption only and not for resale. This offer is subject to change without notice.