

# YOUTH<sup>®</sup>

Look Younger Longer

## Sharing How to LOOK YOUNGER LONGER

A GUIDE TO HOSTING YOUR OWN LYL EVENT



## PLANNING



### LOCATION

Set the mood for a fun and festive event. Don't overthink it! Your living room, dining room, or basement is a perfect location. For larger groups, look into reserving or renting a room at a restaurant or using a friend's social club.



### DECOR

Consider a theme to complement YOUTH branding by going with white and gold as your colours. Use what you have already – gold table runners or placemats, a cake stand to put the product on, candles, and, of course, anything sparkly. Simple white flowers in a vase go a long way!



### REFRESHMENTS

Tailor your refreshments to match the time of your event and the group you're inviting. A DIY mimosa bar and fruit for a brunch with the ladies, or cocktails and mocktails with a crudité platter and cheeses for an evening event.



### TOOLS AND SUPPLIES

Visit [MyShaklee.com](http://MyShaklee.com) > All Tools for tools and downloads such as the event invitation, social posts, and the LYL presentation and script. Order YOUTH products to demonstrate and for guests to try. Supply cotton pads and swabs to assist with product demonstrations. Watch the YOUTH and BB Cream videos on [Shaklee.tv](http://Shaklee.tv).



### SOCIALIZE

The more eyes, the better! Share pictures from your event and encourage your guests to do the same on social media. Post to Instagram<sup>®</sup> and Facebook<sup>®</sup> using the hashtag #ShakleeLYL.

## DURING THE EVENT

### MIX AND MINGLE (15-30 MINUTES)

Allow plenty of time for guests to arrive and socialize with others.

### INTRODUCE YOUTH (15 MINUTES)

Use the LYL Event Presentation to introduce your guests to the YOUTH line. Feature Before and After pictures to show results, and be sure to include your own!

### PLAY AND PURCHASE (30+ MINUTES)

Assist your guests in trying the YOUTH products on the backs of their hands. Reinforce the benefits of the product, AutoShip, and becoming a Preferred Member or a Qualified Distributor.

## POST EVENT

### FOLLOW UP!

Check in with your guests to see how they're enjoying the products, and if there were any other items that piqued their interest from the event – and, of course, if they're interested in becoming Preferred Members or Qualified Distributors.

### BEFORE AND AFTER PHOTOS

Inform your customers that Shaklee is looking for their testimonial stories of the product after 60 days. Direct them to [marketing.shaklee.com/youth-testimonials](http://marketing.shaklee.com/youth-testimonials) so they can see how to take great Before and After photos. Set a reminder for yourself to touch base with them before the end of their 60 days to encourage them to upload their photos and answer any questions they may have.