

A hiker with a backpack is seen from behind, standing on a mountain peak with arms raised in celebration. The background shows a vast mountain range under a clear sky.

Love Your Life 2018

HOW TO HOST YOUR KICKOFF MEETING

#LoveYourLife2018

 **Shaklee®**

Hosting Your January 6 Meeting

Take advantage of these tips before, during, and after the event to make your January 6 meeting a success.

Before Your Event

SET THE LOCATION – Your Kickoff Meeting can be any place: your home, the party room at your condo complex, or a restaurant. Once you decide the focus of your event – YOUTH® or Healthy Weight and Cleanse – make plans to decorate the space to support the products you're highlighting.

REFRESHMENTS – Be sure to have Shaklee products on hand to share as snacks, along with other healthy options for your guests. Hosting a Healthy Weight and Cleanse event? Consider offering a Life Shake smoothie bar or a couple of smoothie recipe options (a “signature smoothie”) for guests to taste.

TOOLS AND SUPPLIES – Take advantage of downloadable tools – such as presentation decks, scripts, posters, and order forms – to round out your décor and ensure that your guests have an easy way to sponsor or purchase at your event. Also, consider providing guests with a “party favour” at the end your event, or doing a draw where guests can win a Shaklee prize such as a Life Shake canister.

INVITE, INVITE, INVITE – With the date and details set, it's time to invite everyone you know. Send e-vites, create a Facebook® event and invite your network, text people, post on social media, and make calls. Remember, you'll need to invite four to five times as many people as you want to attend. And don't forget to send a reminder to your confirmed guests 48 hours prior to your event.

REVIEW THE PRESENTATION DECK AND SCRIPT – Familiarize yourself with the presentation deck and script before the event so you can easily and efficiently share it during your meeting.

Check out these sites/
pages for resources to
support your January 6
meeting:

SOCIAL POSTS – SHAKLEE SOCIAL
[MYSHAKLEE.COM > MY BUSINESS >](#)
[SHARE SHAKLEE](#)

EVITES – DISTRIBUTOR BACK OFFICE
[MYSHAKLEE.COM > MY BUSINESS >](#)
[CREATE AN EVENT](#)

**E-MAIL TEMPLATES – FOR FOLLOW-UP,
THANK-YOU NOTES, ETC.**
[MYSHAKLEE.COM > MY BUSINESS >](#)
[SHARE SHAKLEE](#)

OTHER TOOLS AND RESOURCES
– **NEW BETA TOOLS PAGE (OR ALL
TOOLS PAGE)** [MYSHAKLEE.COM/TOOLS](#)
**USE THE FEATURED ITEMS FILTER IN
THE LEFT NAVIGATION AND LOOK
FOR JANUARY**

During Your Event

SET A FUN AND FESTIVE TONE – Use upbeat, lively music as guests arrive. Include time for guests to mix and mingle with one another and enjoy a few light refreshments before the presentation portion gets started.

KEEP THE PRESENTATION SHORT AND SWEET – Leave time for guests to experience the products, ask questions, and sign up!

After Your Event

FOLLOW UP – Thank every guest for attending, and be sure to check in with those who joined, ordered product, or had more questions. Stay in touch with guests who didn't decide at your event; they may not have been ready to decide during the meeting, but that doesn't mean they'll never be interested.

SCHEDULE ANOTHER EVENT – Invite no-shows and non-responders, as well as new people you meet.