



First Step Resource Guide

*“The more you share with others,
the more valuable your share will become...
do unto others as you would have
them do unto you.”*

— Dr. Forrest C. Shaklee

Welcome to the Shaklee Family



I want to personally welcome you to the Shaklee family and congratulate you on making the choice to live a healthier, and a better life. We are excited to provide you with an opportunity to achieve your dreams by sharing the best natural health products with the millions of people who need and want what we have.

Your success in Shaklee is truly determined by you. We provide products that are naturally safe and proven effective, as well as training, support, recognition, and generous compensation. And you spread the word—reaching out and sharing the products and the idea that people can create the life they have been dreaming about. What is truly special about Shaklee is there is no limit or ceiling on what you can achieve.

I encourage you to get started today. Experience our great products and launch your business. Setting goals and establishing your plan of action are key elements of your success. Follow this First Step Resource Guide which is designed to help you create a business that can last for generations.

It is not often that we are given the opportunity to create a better life for ourselves by helping others at the same time. I am grateful for being part of Shaklee and hope that being a member of our family will provide you with a healthier and richer, more meaningful life.

Wishing you much health, happiness and prosperity.

Warm regards,

A handwritten signature in black ink, appearing to read "Roger Barnett".

Roger Barnett,
Chairman and CEO, Shaklee Corporation

***You have the
ability to make
a difference
not only in your
own life, but in
the lives of those
you will meet.***

*On average
Shaklee
customers
have been
using Shaklee
products for
over 17 years.*



Understanding the Shaklee Opportunity

■ What is Shaklee?

Shaklee Corporation is the number one natural nutrition company in the U.S. We are dedicated to helping people live healthier lives and better lives. For over a half century, Shaklee scientists have worked to create the best natural health products. Shaklee also provides an unparalleled earnings opportunity that allows people to share these products and create an independent livelihood with unlimited income potential.

At Shaklee we care deeply about making the planet healthier. We believe that if you take from nature to make the best products, you should give back in equal part. This is why we became the first company in the world to be Climate Neutral™ certified to fully offset our carbon emissions, so we leave no footprint on this earth. We also partnered with the 2004 Nobel Peace Prize recipient, Dr. Wangari Maathai, to plant more than one million trees.

■ What does it mean to be a Shaklee Independent Distributor?

As one of our Shaklee Independent Distributors you have EXCLUSIVE distribution rights to share Shaklee products and the opportunity GLOBALLY. The only way the people you know and meet can purchase Shaklee products and start a Shaklee business is through YOU as a Shaklee Distributor!

■ How does a Shaklee business work?

The Shaklee business model is about building community and being rewarded for it. Over 50 years ago, our founder, Dr. Shaklee, pioneered a revolutionary model of sharing Shaklee and spreading the message of health, which we call Social Marketing™. It means you will:

- 1. SHARE** Shaklee products and the Shaklee opportunity with those you know and meet
- 2. SPONSOR** them into Shaklee as preferred customers or as partners in your business
- 3. GROW** your business by teaching others on your team to share and sponsor, as well.

It's that simple.

■ What makes the Social Marketing model work?

We call it “The Power of Duplication.” Just like we trust the recommendations of friends for great movies and restaurants, the same holds true for sharing Shaklee. When you sponsor new product users and business partners, based on trust in your recommendation and their experience, they talk to other people about Shaklee and your team starts to grow. You, in turn, help them learn how to share Shaklee with those they know and meet, and how to develop a team. Then, as their team grows...so does yours! The more people share, sponsor, and grow, the more successful everyone becomes.

■ There are three ways someone can associate with Shaklee:

- 1. Customers**—They simply purchase products from you directly at retail.
- 2. Members**—They are preferred customers whom you sponsor on your team and who purchase products at a Member discount.
- 3. Business Builders**—They are Distributors in your business who also want to earn an income from Shaklee.

■ What should you do to maximize your success?

One of the simplest formulas of success is what we at Shaklee call “3 & 10—Do It Again.” Every month your goal will be to sponsor at least three Business Builders in your organization. (We recommend sponsoring them with one of the GOLD PAKs because they offer the greatest income potential.) In the process, you’ll meet people who want to use our great products, so you’ll also target the goal of sponsoring 10 new Members into Shaklee each month. This becomes your base activity that you will teach others to do again and again; hence “Do It Again.”

■ We’ll show you how*

The purpose of this guide is to give you the knowledge and skills to get your business off the ground and growing successfully. You will find in Shaklee that you are in business for yourself, but not by yourself. Shaklee is committed to your success. You’ll have the support of successful Leaders, the best online tools available, superlative customer service, and everything you need to get started successfully. And you’ll have the confidence of knowing you have chosen a partner company that delivers on its promise. With everything at your fingertips, your success is up to you!

Congratulations! You’ve made the RIGHT choice, not only for yourself, but for all those you will reach out to and make a difference in their lives.

You have the privilege and the opportunity to promote a better way of life by sharing the Shaklee opportunity with others.



* If you introduce people to Shaklee with the Shaklee 180™ products, you should use the Shaklee 180™ Start-Up Guide, which sets forth a simple process using the Shaklee 180™ business tools.



*"Go confidently
in the direction
of your dreams.*

***Live the life you
imagined."***

*— Henry David
Thoreau*

Table of Contents

Introduction to Shaklee First Step Training

Getting Started—Overview 4

What to Do: Action Steps to Success

Step 1: Dream 12
Step 2: Commit 18
Step 3: List. 26
Step 4: Invite 32
Step 5: Share 42
Step 6: Sponsor 50
Step 7: Teach 60

See companion guide *The Shaklee Dream Plan—How It Works* for a complete explanation of the Shaklee compensation plan. It has been especially written to help a new business builder understand how the Dream Plan works.



Here Is What You Can Expect as You Go Through This Resource Guide:

- **A clear overview** of what you will do to become a successful business builder in Shaklee
- **An understanding of how you make money** in Shaklee and a strategy on how to do so
- **A step-by-step guide** to the actions you will take to achieve immediate growth in your business
- **Information and scripts that will give you confidence** in presenting Shaklee products and the Shaklee opportunity in order to build your team
- **Information and skills to duplicate your success** and help your team members do the same

Follow the steps as they are outlined in this guide, and with the support and training from your Sponsor/Business Leader, you'll be on your way to building your Shaklee business.

***Get started
right away
with this road
map to success.***





OVERVIEW

*Don't wait
to **build**
your dreams.*



Contact Your Sponsor/Business Leader* and Schedule Your Shaklee New Distributor Orientation and Strategy Session

This will be your first training session to help you set up your business and understand the key business-building activities that will grow your business each week.

*Your Sponsor is the person who introduced you to Shaklee. Your Business Leader is the person in whose group of Distributors you and your Sponsor belong.

SPONSOR Contact Information

Name

Phone Number

E-mail Address

BUSINESS LEADER Contact Information

Name

Phone Number

E-mail Address

Your New Distributor Orientation and Strategy Session will include assistance from your Sponsor/Business Leader to:

- Clarify your reasons for building a Shaklee business
- Provide an introduction to the products
- Explain how you make money
- Identify the activities critical to the growth of your business
- Schedule your first events
- Identify local events and training calls/Webinars you can plug into, and help you register for the annual Shaklee Global Conference.

Your Business Leader and your Sponsor are always the first and best resources for training and support. But remember: **This is YOUR business.** You have what you need to get going. Use the resources of this Resource Guide and those available in Shaklee University and on MyShaklee.com to help you as well.

✓ Take These SIX Simple Actions:

These are the steps you should take to GET READY to meet with your Sponsor or Business Leader:

- ☐ **Complete the DREAM exercises** on pages 12–14 so you'll be able to share your "why" and stay focused and motivated to build your Shaklee business.
- ☐ **Confirm your COMMITMENT** by identifying the time each week you can dedicate to the business—what hours and when. See page 15 to help you do so.
- ☐ **Use your Shaklee Product Guide** to make a list of the products you will order to replace the competing products in your home. See pages 19–20 for some suggestions of products to replace.
- ☐ **Start to build your Prospect List** of EVERYONE you know. See pages 26–31.
- ☐ **Schedule your first events on your calendar** so you are ready to discuss the timetable with your Business Leader.
- ☐ **Complete your Getting Started Checklist** on pages 21–22. Try to do so in your first 48 hours. Really launch your Shaklee business!

***Prepare
yourself
for success.***





*The **SECRET**
INGREDIENT
to increase your
income is to
INCREASE
the number
of IPAs you
DO daily.*

OVERVIEW



Managing Your Time

How you manage your time will significantly determine how successful you will become. You can put a lot of time into your business, but unless you are doing the right things, you won't necessarily net the income you want. Much like a student in school, you can "learn" everything about the business, but until you get into action doing what we call "income-producing activities," you won't earn any money.

This guide will emphasize the income-producing activities (IPAs) you will do to grow your business. And we will also cover what we call "investment in your business activities" (IBAs) that support your business, but do not generate income. The Seven First Steps you see here in the margin: DREAM, COMMIT, LIST, INVITE, SHARE, SPONSOR and TEACH are all part of the cycle of success you will follow to build your business.

- **Income-Producing Activities (IPAs)** are designed to help you make money immediately: LIST, INVITE, SHARE, and SPONSOR are income-producing activities. (Follow-up and setting up your Personal Web Site (PWS) are also IPAs you will do to support these activities.)
- **Investment in Your Business Activities (IBAs)** are necessary, but don't yield immediate dollars in your pocket: DREAM, COMMIT, and your Checklist activities—such as attending meetings and training, and working on your computer—are planning and administrative activities (IBAs) that SUPPORT your business. IBAs also include investments in yourself, such as reading books or listening to CDs.

Top Business Leaders recommend following the **80/20 Rule: 80%** of the time dedicated to your Shaklee business should be spent on **income-producing activities (IPAs)** and **20%** of the time should be spent on **investment in your business activities (IBAs)**. That way, you should see faster and more profitable results in your business.

Just a word to the wise: Investment in your business activities often make you feel like you are in income-producing activities and that you've REALLY worked hard on your Shaklee business. While these activities are valuable and important to the overall success of your business, the beauty of your Shaklee business is the ability to **learn while you earn**. If you wait until you know everything, you'll never get started!



Be Ready to Grow

It's often said that success is a journey, not a destination. The most successful Shaklee Business Leaders have taken this journey just as you are now.

There is a saying that goes: **"Your business won't grow until you do."**

Being internally tough, persistent, determined, making calls or contacts despite the inevitable rejections, taking responsibility for keeping yourself inspired—these are all things that will be necessary as you build your business. Knowing your "why" and having a clear vision will help you stay committed as you build your Shaklee business, even in the face of rejection.

Don't ever consider anything you do as a failure. Use it as an opportunity to learn from it and improve next time. "I can learn what someone else knows." Confidence will come from small successes, done repeatedly again and again. If you don't feel confident in the beginning, plunge in anyway. Confidence will build.

Learn from others and be open to stretching outside your comfort zone. Be coachable. Shaklee Business Leaders are the "stars" of our company. They have walked a mile in the shoes you walk in now. Learn from them and you'll be on your way toward accomplishing all you set out to do.

TRUST YOURSELF. You deserve to succeed and YOU WILL!

"Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness... . Whatever you can do, or dream you can, begin it. Boldness has genius, power, and magic in it. Begin it now."

— Johann Wolfgang Von Goethe



*"Don't wait for
your ship to
come in—
swim out to it."*

— Author
Unknown