



Step 1: DREAM



**You can
accomplish
any goal if
you have a big
enough WHY.**



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ACTION STEPS



Define Your "Why"

Really explore the reasons WHY you are in this business. The more you focus on WHY you've joined Shaklee, the more likely you'll achieve what you want and need.

To get a fix on what motivates you, rate yourself on the following from 1 to 10, with 10 being the most important:

I want:

- _____ To set my own schedule
- _____ To provide for my family without spending time away from them
- _____ To be my own boss
- _____ To be paid what I'm worth
- _____ To determine when I'll earn more
- _____ To know I cannot lose my career with downturns in the economy
- _____ To enjoy my work
- _____ To make a difference in the lives of those with whom I interact
- _____ To help others be successful; to be a resource to help them define and get what they want
- _____ To be a part of a company that values me
- _____ To be recognized and rewarded for my commitment and hard work
- _____ To have a business that can be passed down to generations
- _____ To drive a new car
- _____ To take a wonderful trip to an exotic place
- _____ To contribute to (or start) a retirement fund
- _____ To start a college fund for my children/grandchildren
- _____ To be able to support a cause or charity I feel strongly about

✓ Identify Your Dreams

Use the exercise at left to help you answer the questions below.

- What would you love to have that you don't have now?

- If you could eliminate one thing from your life, what would it be?

- If money and time were not issues, what would you like to do in your life?

- What does your family need/want that they don't yet have? A car? A house? College fund? Vacation? Nest egg?

- Summarize your DREAM: _____

What do you want in 6 months?

What do you want in 1 year?

What do you want in 5 years?

Think about the difference between what you WANT and what you MUST HAVE. When you position these goals as "I WILL HAVE" instead of "I want," you will be more likely to do the necessary activities to make them happen.



*"Your future life
will be exactly
what you decide
to make it."*

— Dr. Forrest C.
Shaklee





Set Shaklee goals big enough to help you reach your dreams.



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What Should Your Goal Be?

That will largely determine where you want to be in your Shaklee Business.

How much money do you want to make a year from now? (Think “must make!”)

Weekly \$ _____

Monthly \$ _____

How much money do you want to make **right now**?

Weekly \$ _____

Monthly \$ _____

Your goal: the rank of Director

To put you on a good income track, successful Business Leaders recommend that you target the rank of Director, the first leadership level in Shaklee. Why Director? Because that Shaklee rank positions you to be eligible for all the income and benefits available with Shaklee.* Successful leaders also recommend you work to reach the rank of Director in three months or less. Why? Because you become eligible for increased income when you achieve Director in that time frame. This guide will help you begin to develop an Action Plan to Director, help you set income projections, and identify the activities you will do to get there.



Other Great DREAM Ideas:

Be sure to watch the *DREAM* course in Shaklee University. Presidential and Lifetime Master Coordinator Gary Burke really brings home the value of determining WHY you are building a Shaklee business. **Follow his advice and focus on the possibilities—not the obstacles!** Let your dreams and your vision be your drivers.

“You have to be willing to do the HAVE-TOs to get the WANT-TOs.”

— Presidential and Lifetime Master Coordinator Gary Burke

*FastTRACK and global opportunity programs require Gold Ambassador status.

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How Much Time Are You Willing to Commit Each Week to Reach Your Dreams?

Specify on the schedule below the hours you already have commitments and which ones you can devote to your business.



	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8 AM							
9 AM							
10 AM							
11 AM							
NOON							
1 PM							
2 PM							
3 PM							
4 PM							
5 PM							
6 PM							
7 PM							
8 PM							
9 PM							



*Shaklee offers
people the
opportunity
to dream.*



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Your Dream Board

Successful Shaklee Leaders encourage people to create a Dream Board or a Dream Book to keep their dreams alive. Often Shaklee Distributors make their screen saver their Dream Board. The nice thing about the screen saver is that it pops up each and every time you log on to your computer to remind you of WHY you started your Shaklee business in the first place. Whatever you choose to do, keep your dreams and goals in front of you at all times.

How to create a Dream Board

- Take a simple bulletin board and pin up some pictures of what you want, or paste some pictures in a Dream Book.
- Be specific. Think this through.
- For example:
 - ✂ What kind of house would you want?
 - ✂ A new car? Get a picture of the specific model and color.
 - ✂ A picture of the trips you want—enjoying a spectacular resort location, or going to an international destination?
 - ✂ A college education for your kids?
 - ✂ A certain amount of money you earn each month? Each year?
 - ✂ Money to invest toward your future and retirement?
 - ✂ A Shaklee title—Director, then Executive Coordinator, then Key and Master Coordinators
- Whatever you want, that's what should go on your Dream Board.

