



# Step 2: COMMIT



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### ACTION STEPS

#### Make a Commitment to Build Your Shaklee Business

You've identified your WHY and the times you can commit to your Shaklee business. Now it's time to start doing the activities that confirm your commitment.

#### Be a Product of the Products—Shaklee-ize Your Life

It's only when you personally experience the power of Shaklee products that you fully understand the unlimited potential of the Shaklee business. Become your own best testimonial.

Make sure Shaklee is visible in your home/office/briefcase/purse/car/etc.—Shaklee-ize your home and your life. Become a walking billboard, advertising your Shaklee business 24 hours a day, seven days a week, 365 days a year. Don't advertise for competing brands. Show your belief in Shaklee products by using and displaying them. You can't honestly talk about the products until you have used them.

Check off the products you use in your home and in your life that can be replaced by Shaklee—the sooner the better. (A Ford dealer shouldn't drive a Chevy!) Use the checklists on next two pages to help you Shaklee-ize your life.

*Shaklee-ize fast and you position yourself to grow fast; Shaklee-ize slow and chances are you'll grow slow.*



## Shaklee-ize Your Life — Why Not BUY From Yourself

Check each product used by someone in your home regularly and replace it with the corresponding Shaklee product. Why not buy from yourself and benefit from your purchases?

Nutritional Products	Shaklee Nutritional Products
<input type="checkbox"/> Multivitamins/multiminerals	<input type="checkbox"/> Shaklee Vitalizer™, Vita-Lea®
<input type="checkbox"/> Fish oil	<input type="checkbox"/> OmegaGuard®
<input type="checkbox"/> Vitamin D	<input type="checkbox"/> Vita-D <sub>3</sub> ®
<input type="checkbox"/> Weight management	<input type="checkbox"/> Shaklee 180™ Turnaround™ and Lean & Healthy Kits, Shaklee 180™ Energizing Smoothee Mix, Shaklee 180™ Meal-in-a-Bar, Shaklee 180™ Metabolic Boost*, Shaklee 180™ Snack Bars, Shaklee 180™ Energizing Tea, Shaklee 180™ Snack Crisps
<input type="checkbox"/> Energy	<input type="checkbox"/> Shaklee Energy™ Chews*, Shaklee 180™ Energizing Tea, CorEnergy®
<input type="checkbox"/> Healthy aging	<input type="checkbox"/> Vivix® — Slow Aging at the Cellular level®*
<input type="checkbox"/> Protein	<input type="checkbox"/> Shaklee 180™ Energizing Smoothee Mix, Energizing Soy Protein, Instant Protein® Soy Mix
<input type="checkbox"/> Joint health	<input type="checkbox"/> Advanced Joint Health Complex*, Pain Relief Complex*, Joint & Muscle Pain Cream
<input type="checkbox"/> Fiber, snack and meal bars	<input type="checkbox"/> Fiber Advantage Bar, Shaklee 180™ Snack Bars, Shaklee 180™ Meal-in-a-Bar
<input type="checkbox"/> Immune support	<input type="checkbox"/> NutriFeron®, Defend & Resist Complex
<input type="checkbox"/> Sports nutrition	<input type="checkbox"/> Shaklee Physique®, Shaklee Performance®, Shaklee Energy™ Chews*
<input type="checkbox"/> Children's vitamins	<input type="checkbox"/> Mighty Smart® Choice, Incredivites®, Shaklee® Meal Shakes
<input type="checkbox"/> Vitamins B, C, E	<input type="checkbox"/> B-Complex, Sustained Release Vita-C®, Chewable Vita-C®, Vita-E®
<input type="checkbox"/> Calcium/bone health	<input type="checkbox"/> OsteoMatrix®, Chewable Cal Mag Plus, Vita-D <sub>3</sub> ®
<input type="checkbox"/> Zinc, iron	<input type="checkbox"/> Zinc Complex, Iron Plus C Complex
<input type="checkbox"/> Antioxidants	<input type="checkbox"/> CarotoMax®, FlavoMax®, Sustained Release Vita-C® 500 mg, Chewable Vita-C® 100 mg, Vita-E Complex®, Vita-E® 400 IU
<input type="checkbox"/> Digestive health	<input type="checkbox"/> Optiflora® Prebiotic Complex and Probiotic Complex, Herb-Lax®, EZ-Gest®, Fiber Advantage bar, Shaklee Fiber Plan® Tablets, Stomach Soothing Complex*
<input type="checkbox"/> Heart health	<input type="checkbox"/> Cholesterol Reduction Complex†, OmegaGuard®, CoQHeart® with Q-Trol™, Shaklee Fiber Plan®, Garlic Complex
<input type="checkbox"/> Mind, stress, mood, and sleep	<input type="checkbox"/> Stress Relief Complex*, MoodLift® Complex*, Gentle Sleep Complex*, Mental Acuity Plus®*
<input type="checkbox"/> Women's health	<input type="checkbox"/> GLA Complex, Menopause Balance Complex*
<input type="checkbox"/> Liver and men's health	<input type="checkbox"/> Liver DTX® Complex, Saw Palmetto Complex
Household Products	Shaklee Get Clean® Household Products
<input type="checkbox"/> Water filtration	<input type="checkbox"/> Get Clean® Water
<input type="checkbox"/> All-purpose cleaner	<input type="checkbox"/> Basic H2® Organic Super Cleaning Concentrate
<input type="checkbox"/> Window and glass cleaner	<input type="checkbox"/> Basic H2® Organic Super Cleaning Concentrate
<input type="checkbox"/> Extra-strength cleaners	<input type="checkbox"/> Basic H2® Organic Super Cleaning Concentrate
<input type="checkbox"/> Cleaning wipes	<input type="checkbox"/> Basic H2® Organic Super Cleaning Wipes, Germ Off Disinfecting Wipes
<input type="checkbox"/> Scouring cleansers/soft scrub	<input type="checkbox"/> Scour Off® Heavy-Duty Paste
<input type="checkbox"/> Oven cleaner (pastes/powders)	<input type="checkbox"/> Scour Off® Heavy-Duty Paste
<input type="checkbox"/> Dryer sheets	<input type="checkbox"/> Soft Fabric Dryer Sheets
<input type="checkbox"/> Hand wash	<input type="checkbox"/> Hand Wash Concentrate
<input type="checkbox"/> Dishwashing liquid	<input type="checkbox"/> Hand Dish Wash Liquid Concentrate
<input type="checkbox"/> Automatic dishwasher powder	<input type="checkbox"/> Dish Washer Automatic Powder Concentrate
<input type="checkbox"/> Laundry powder or liquid	<input type="checkbox"/> Fresh Laundry Concentrate (liquid/powder)
<input type="checkbox"/> Laundry booster/stain remover	<input type="checkbox"/> Nature Bright® Laundry Booster and Stain Remover
<input type="checkbox"/> Spot remover	<input type="checkbox"/> Nature Bright® Laundry Booster and Stain Remover, Fresh Laundry Concentrate (liquid)
<input type="checkbox"/> Fabric softener	<input type="checkbox"/> Soft Fabric Concentrate & Dryer Sheets
<input type="checkbox"/> Disinfectant	<input type="checkbox"/> Germ Off Disinfecting Wipes, Basic-G® Germicide (not a Get Clean product)

See Shaklee Product Guide 2014 for complete product descriptions.

\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

†Products providing 800 mg of plant sterols and stanols daily, consumed with two different meals as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. Cholesterol Reduction Complex provides 1,000 mg of plant sterols and stanols per serving, and 2,000 mg daily when used as directed.

## Shaklee-ize Your Life

This is YOUR business. Start to use YOUR products.

### Skin Care Products

- Facial cleanser
- Eye make-up remover
- Toner/refreshener
- Daytime skin treatment product
- Nighttime skin treatment product
- Moisturizers
- Eye treatment
- Lip treatment
- Instant fine line treatment
- Exfoliator/masque
- Acne treatment
- Hand and body lotion
- Body butter
- Shower gel
- Sun care

### Shaklee Enfuselle® Skin Care Products

- Hydrating Cleansing Lotion, Purifying Cleansing Gel, Gentle Action Cleansing Bar
- Eye Makeup Remover
- Hydrating Toner, Purifying Toner
- Time Repair A.M.® SPF 15
- C+E Repair P.M.®
- Hydrating Moisturizer, Balancing Moisturizer
- Eye Treatment
- Lip Treatment SPF 15
- Instant Firming Serum, Calming Complex®
- Refining Polisher, Infusing Mineral Masque
- Acne Clarifying Complex™
- Hand and Body Lotion
- Ultra Moisturizing Shea Butter Cream
- Moisturizing Shower Gel
- SPF 30 for Body

### Personal Care Products

- Shampoo and conditioner
- Hair spray
- Scalp treatment
- Lip balm
- Toothpaste
- Antiperspirant/deodorant
- Liquid or bar cleanser
- Soothing/cooling cream
- Pain relief cream
- Hand and body lotion
- Shower gel
- Body butter
- Sun care

### Shaklee Personal Care Products

- ProSanté® Shampoos & Conditioners
- ProSanté® Long-Lasting Finishing Spray
- ProSanté® Nourishing Scalp Treatment
- Enfuselle® Lip Treatment SPF 15
- New Concept® Organic Dentifrice
- Essentials® Antiperspirant Cream, Desert Wind® Roll-On Antiperspirant
- Get Clean® Hand Wash Concentrate; Meadow Blend® Cleansing Bar
- Herbal Blend® Multi-Purpose Cream
- Joint & Muscle Pain Cream
- Enfuselle® Hand and Body Lotion
- Enfuselle® Shower Gel
- Ultra Moisturizing Shea Butter Cream
- Enfuselle® SPF 30 for Body, Enfuselle® Lip Treatment SPF 15

### Baby Care Products

- Diaper rash cream
- Baby wash
- Baby lotion
- Baby oil

### ShakleeBaby™ Products

- Diaper Rash Cream (87% natural/77% organic)
- Gentle Wash (99% natural/76% organic)
- Soothing Lotion (99% natural/87% organic)
- Massage Oil (100% natural/73% organic)

- How many of the generic products are presently being used in your home? \_\_\_\_\_
- Do most families you know also use products like these? \_\_\_\_\_
- How many dollars do you think the average family spends      Each week?    \$ \_\_\_\_\_  
     at the grocery store on products like these?                      Each month?    \$ \_\_\_\_\_

**ACTION:** Place your order today to begin to Shaklee-ize YOUR life.



## Complete Your Getting Started Checklist

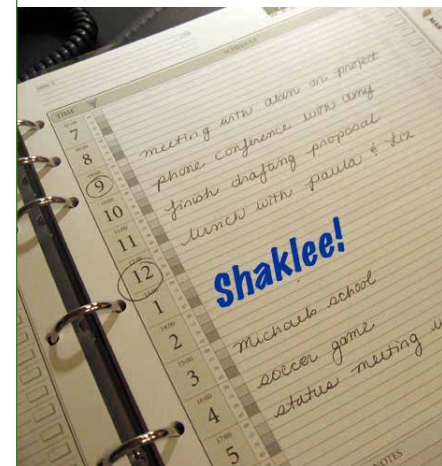
Make an effort to do this in your first 24 to 48 hours after your decision to start a Shaklee business.

- Conduct the New Distributor Orientation and Strategy Session** with your Sponsor/Business Leader—don't wait to get started.
- Identify your WHYs.\*** Get something written on paper NOW.
- Develop your Prospect List—these are the people you will invite to hear about Shaklee.** Think about everyone you know. Shoot for 100 names; start by listing 20 and keep going. (See Step 3, LIST.) Note: This is a very important step to get your business off the ground right away. It's what you do with the names that makes this an income-producing activity (IPA).
- Set the dates for your Shaklee 180™ parties or your Grand Opening and first events.** These events are where you will launch your business and share Shaklee with your family and friends. (This is an important IPA.)
- Set up your Personal Web Site.** Don't worry about customizing the site right away, just include your name and phone number for now. Make sure your customers and Members can find you! Your Shaklee online storefront will be open 24 hours a day, seven days a week, 365 days a year. (Get the first six months at no additional charge with the GOLD PLUS PAK; get three months with GOLD PAK.)
- Check out Shaklee Member Center\*** using your log-in and password provided by Shaklee. Everything you need to be successful in building your Shaklee business is at your fingertips: training, company updates, product information, marketing materials, and support—all available and waiting for you. Remember: You're in business for yourself, but never by yourself.
- Schedule yourself to attend conference calls, Webinars, incentives, and events recommended by your Sponsor/Business Leader.\*** Plug into one or two a week, but don't sacrifice your income-producing activities and become just a meeting attendee. Keep ongoing education and support in perspective as an important part of your continued success!

\*These are investments in your business activities (IBAs).

*"In golf and in life, it's the follow through that makes the difference."*

— Author Unknown





*Treat your business like a business and it will pay you like a business.*



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### Position yourself for success by taking these additional steps\*:

- > **Sign up for the Shaklee AutoShip program** (see page 24) for your monthly automatic order, **and for the direct deposit program\*\*** so you can get your bonuses directly deposited into your bank account
- > **Set up a space for your home office.** Consider getting a separate phone line, bank account, and credit card for your Shaklee business to keep your business expenses separate from your household expenses for tax purposes. Set up a professional greeting on your phone: “Hi, this is Mary Smith. Learn how Shaklee products and the Shaklee opportunity can offer you a healthier and better life. Leave your name, phone number, and brief message and I’ll get back to you as soon as possible.”
- > **Order business cards and carry them with you at all times.** Always use two business cards per contact—you give them one, and capture THEIR info on the other.
- > **Order (or download) prospecting materials, and carry them with you or email them to your prospect.** For the Shaklee 180™ process: The Shaklee 180™ *After-After™* Magazine (#76511), sample Shaklee 180™ mailers, the Shaklee 180™ e-card, the Shaklee 180™ e-invitation or the Shaklee 180™ Introductory Video (See MyShaklee.com) or for the Shaklee opportunity or products: The Dream Plan brochure (#76184), the Presentation DVD and brochures like: Why Supplement? Brochure (#76133), Changing Brands Can Change Your life brochure (#76132), Vitalizer (#76123), and Get Clean (#70051). And don’t forget the iPad Presentation App for your iPad.\*\*\*
- > **Sign up for the monthly Shaklee Hotline CD** so you can hear the latest information about products and the business.

\* These are investments in your business activities (IBAs). They feed your IPAs, but are not IPAs in themselves.

\*\*To learn more, go to MyShaklee.com and enter **direct deposit** in the search function.

\*\*\*See MyShaklee.com for a full description of all tools.

### Other Great COMMIT Ideas

Watch the COMMIT course in Shaklee University with Master Coordinator Starr Gould. Take the steps she advises. Your success begins with your commitment.

*“When you make a commitment,  
you make it a reality.”*

— Master Coordinator Starr Gould



Know Your Shaklee Resources

**Schedule weekly meetings with your Sponsor/Business Leader:**

**Weekly touch-base 1-on-1 call**

DAY: \_\_\_\_\_ TIME: \_\_\_\_\_

**Weekly team conference call**

DAY: \_\_\_\_\_ TIME: \_\_\_\_\_

**Webcast**

DAY: \_\_\_\_\_ TIME: \_\_\_\_\_

**Weekly meeting**

DAY: \_\_\_\_\_ TIME: \_\_\_\_\_

▶ **To order online:**

- Go to MyShaklee.com, click on Shopping

▶ **For customer service or to order by phone:**

- Call 1.800.SHAKLEE (1.800.742.5533)  
M–F, 6 a.m.–7 p.m. Pacific Time; Saturday, 7 a.m.–4 p.m. Pacific Time

▶ **For e-mail support on product orders, business questions, web support, and product questions:**

- Visit MyShaklee.com, click on the Support button, then enter a keyword to locate your answer. If no answer is found, click on Ask a Question. Choose the best category for your question and send. You’ll receive a confirmation of your e-mail within a few minutes, and a response within 48 hours.

*“The best way to get something done **is to begin.**”*

*— Author Unknown*



*“The two rules of procrastination:  
1) Do it today.  
2) Tomorrow will be today tomorrow.”*

*— Author Unknown*



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### Know Your Shaklee Resources

#### Your Personal Web Site (PWS)

- Your PWS is the face of your business. It’s where you send prospects to learn more about Shaklee and where you communicate with your team.
- Just \$29.95 to set it up, then \$14.95 per month thereafter. Three months of PWS are included with purchase of the GOLD PAK, and six months with the GOLD PLUS PAK.
- Set up is simple, with customizable pages and information available.
- Provides a full Shaklee product shopping environment for customers and Members.
- Has numerous Shaklee product and earnings-opportunity videos, as well as the latest product promotions and listings.
- To get started, just log in to MyShaklee.com.

#### Shaklee AutoShip program

- Quick, automated online ordering system that allows you to get repeat delivery of your favorite Shaklee products.
- Saves you money—up to an additional 10% off many of the core Shaklee products you use every day.
- Saves you time—easy-to-manage online service available 24 hours a day, 7 days a week. You choose your shipping date and shipping frequency and add to or modify your order.
- Easy way to build your sales volume—the more Members and Distributors you have on AutoShip, the more money you are likely to make.

#### MyShaklee.com

- Home to the latest information provided by Shaklee
- Familiarize yourself with the organization and resources on the home page





## Know Your Shaklee Resources

### Power of Shaklee weekly e-mail, Success conference calls, Shaklee Hotline—all from Shaklee

- Gives you latest insights into building the business from successful Business Leaders and growing Distributors, as well as the latest product information
- Offers great ideas for income-producing activities
- Look for your Power of Shaklee e-mail updates every Thursday
- Success calls are held every Monday at 7 p.m. in all time zones (1.512.225.3211, PIN: 951025#); these calls are also archived for later listening on MyShaklee.com/Training tab/More
- Shaklee Hotline is received each month at a cost of \$4 per mailing; sign up by calling Shaklee at 1.800.SHAKLEE (sign up—six months for \$24)

### ShakleeUniversity.com

- Online educational program and ideal resource for conducting weekly “learn as you earn” training program for new builders about Shaklee products and the Shaklee Opportunity
- Offers great ideas for income-producing activities—see First Step Training and Good Business Practices courses
- Product courses provide features and benefits of products
- Shaklee Opportunity courses give you an understanding of Shaklee compensation and incentives like the trips and cars
- Access to Shaklee U: Distributors/Gold Ambassadors can log on to MyShaklee.com and select the “My Business” tab and then click on “Shaklee University” under “Training”
- Members can log on to MyShaklee.com and select the “About Shaklee” tab to reach the Shaklee University product and opportunity courses



*“Motivation is what gets you started.*

*Habit is what keeps you going.”*

*— Parks Cousins*



### Shaklee 180™ Training Materials and Videos

- Provides the training to help you launch your Shaklee 180™ business as a Shaklee 180™ Specialist
- Provides great tools to help you book parties and use Shaklee 180™ to grow your business