



Distributor Start-Up Guide

SIMPLE STEPS TO SUCCESS

 **Shaklee**[®]
Creating Healthier Lives[®]

NORTH AMERICAN RESOURCES

UNITED STATES

Shaklee Corporation

FIELDSUPPORT@SHAKLEE.COM

4747 Willow Road

Pleasanton, CA 94588

CANADA

Shaklee Canada Inc.

CANADA@SHAKLEE.COM

3100 Harvester Road, Unit 7

Burlington, ON L7N 3W8

Have a question? Need an answer? We are here to help!

For fastest service, you can submit your questions through our online Ask a Question system. This system immediately recognizes your primary email address and Shaklee ID, and maintains a registry of all your questions and answers which you can refer to later.

This way you don't have to remember an email address or hunt through your personal email to find questions you asked and were answered previously. The system keeps track of all that for you.

If you email us through your Outlook, or another email provider (ex. Yahoo, Gmail) that's fine too, but you will want to use the email addresses listed below.

<p>EARNING OPPORTUNITY SUPPORT</p> <p>For questions regarding title, pricing, appointments, volume grace months, forms, processes, the P & R, promotions, incentives and changes to accounts.</p>	<p>US / FIELDSUPPORT@SHAKLEE.COM</p> <p>Mon-Fri, 6 am to 5 pm PST Phone: 925.734.3636 Fax: 925.924.3888</p>	<p>CANADA / CANADA@SHAKLEE.COM</p> <p>Mon-Fri, 8 am to 8 pm EST Phone: 888.574.2553 Fax: 800.281.4160</p>
<p>PRODUCT ORDERS</p> <p>Questions regarding orders, shipping, returns, product experience reports, member status, member applications and missing products should be submitted via Ask a Question. Make sure you have your member ID or your order number handy to resolve your issue quickly!</p>	<p>US / 1.800.742.5533</p> <p>Mon-Fri, 6 am to 7 pm PST Saturday, 7 am to 4 pm PST</p> <p><i>NOTE: On the first and last business day of the month, hours are extended to 9 pm PST.</i></p>	<p>CANADA / 1.800.263.6674</p> <p>Mon-Fri, 8 am to 8 pm EST Saturday, 10 am to 7 pm EST</p> <p><i>NOTE: On the first and last business day of the month, hours are extended to midnight EST.</i></p>
<p>PRODUCT SUPPORT TEAM</p> <p>For questions about products and ingredients from our nutritional, personal care, and household lines.</p>	<p>US / FIELDSUPPORT@SHAKLEE.COM</p> <p>Mon-Fri, 9 am to 5 pm PST Phone: 925.734.3638</p>	<p>CANADA / CANADA@SHAKLEE.COM</p> <p>Mon-Fri, 8 am to 8 pm EST Phone: 888.574.2553</p>

LEADERSHIP AND SUPPORT TEAMS

All of us can use a helping hand. And the person who introduced you to Shaklee is your best one! Check in after your first few calls—and anytime you need a little support or advice.

YOUR MENTOR

name _____

email _____

phone _____

YOUR MENTOR'S UPLINE LEADER*

name _____

email _____

phone _____

Follow us:     shaklee.com  1.800.SHAKLEE
1.800.742.5533  FIELDSUPPORT@SHAKLEE.COM

*Go to shaklee.com to find your Upline Leader. All trademarks are the property of their respective owners.

WELCOME!

Congratulations! You've made a great choice to be part of The Shaklee Effect™, where success is created through small steps that add up to big results.

Your Kit includes essential items to help you get started, including a Shaklee Product Guide, Product Selection Guide, and a thumb drive with downloadable tools.

Use this Start-up Guide to learn where to start and how to achieve your dreams.

DREAM Define Your Why

What motivates you to build a Shaklee Business

Your “WHY” helps you to :

PRIORITIZE | PROVIDE DIRECTION | CREATE EXCITEMENT | INSPIRE OTHERS

Your “WHY” helps you stay focused on your goals.

Building a Shaklee business is simple, but it's not always easy. Having a clearly defined “WHY” can be an inspiring reminder of what you can achieve, even when challenges happen. Some questions to help define your “WHY:”

What motivates me? _____

What does my family need or want? _____

What would I change? Is there something I'd like to eliminate, like a long commute to work? _____

What would I do if time and money were not an issue? _____

Keeping your answers in mind, write your WHY here: _____

COMMIT TO YOUR WHY

Explore the reasons WHY you are attracted to this business.

My passion is _____

My purpose is _____

My identity is _____

Who inspires me? _____

My Vision for the Future:

Where do I want to be in six months? _____

Where do I want to be in one year? _____

Where do I want to be in five years? _____



Be part of the effect™

GET TO DIRECTOR

Becoming a Director quickly is the building block of everything you want, because all you do is repeat exactly what you've done to continue growing, and you teach others to do the same!

Even better, becoming a Director gets you on a path to attaining a range of rich rewards on top of your regular Shaklee income.*



HOW TO BECOME A DIRECTOR

Formula for Success

We recommend finding a minimum of 10 people interested in using and sharing Shaklee products, and 3 people interested in building a business.



USE

Some people will simply want to use our products and experience the positive effects firsthand.

SHARE

Others may want to share products with family and friends, earn their own discount, earn the cost of their products, and even earn additional income in the process.

BUILD

Your contacts may want to build a Shaklee business designed and envisioned by them—and you could be their sponsor!

*The average annual income in 2014 for the Business Leader ranks ranged from \$10,357 for Directors to \$626,265 for Presidential Master Coordinators. Average annual income for each rank is calculated monthly based on information reported on Form 1099-MISC for all US Business Leaders who achieved the rank that month. The sum of these monthly averages is the figure reported. Results will vary with effort. Shaklee Corporation does not guarantee that any particular income level will be achieved.

BUILD YOUR LIST

Increase Your Circle of Influence

Make a list of everyone you know. One of the tools we have provided for you is called a Memory Jogger. This simple tool will help you identify 100 to 2,000 people beyond your inner circle “warm market.”

KEY POINT:

As you make your list, write down every single name that comes to mind.

HERE'S WHY:

Everyone you have ever met is either a candidate for our product or the business opportunity, or they know someone who is.

Keep your list close by at all times. Continue to add names to build your list...

This can be a time-consuming process, but it is one of the most critical steps you can take to get your business off to a fast start. Nothing happens in your Shaklee business until you share the products and opportunity with those you know and will meet.

Challenge yourself and keep building your LIST...

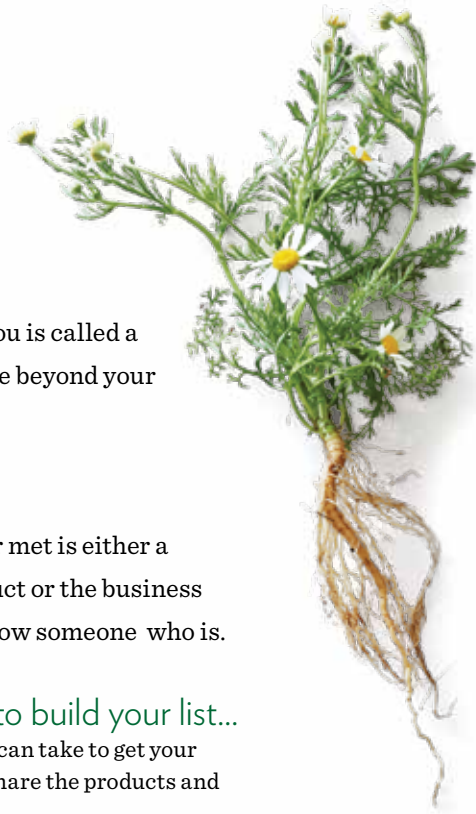
MEMORY JOGGER

Use this tool to discover how many people you already know.

Work your list, go through it, and identify 25 people you would like to have on your team! Also, put a star next to influencers who have access to large groups of people and can help introduce you to others.

Do I Know Who...

- I like being around
- Seems to win at everything they do
- Loves life
- Loves adventure
- Does not like the status quo
- Always gives 100%
- Has a strong belief in themselves
- Is not afraid to try new things
- Loves people
- Is a good communicator
- Has a strong sense of family
- Is smart but coachable
- Is on my holiday card list
- Is active in their church/community
- I respect
- Shows concern for other people
- Others always seem to like
- Does personal counseling
- Is a professional
- Is active in clubs
- Is active in civic affairs
- Is in a teaching position
- Deals with the public
- Is in a management, supervisory, consultant, or trainer capacity
- Is looking for more out of life
- Is ambitious and “on the go”
- Is considered a leader
- Attracts leaders
- Has children just starting junior high, high school, or college
- Is looking for a financial safety net
- Wants more time with family
- Owns their own business
- Holds a responsible position
- Is under job-related stress



MEMORY JOGGER

TO HELP COMPILE YOUR LIST



Do I know someone who is a(n) ...

- Spa owner
- Nurse
- Golf pro
- Student
- Fashion model
- Fitness guru
- Health coach
- Music teacher
- Art instructor
- Seamstress
- Manicurist
- Hair stylist
- Massage therapist
- Esthetician
- Carpenter
- Pilot
- Flight attendant
- Bank teller
- Editor
- Lab technician
- Restaurant owner
- Graphic artist
- Social worker
- Lifeguard
- Office manager
- Real estate agent
- Journalist
- Columnist
- Airline ticket agent
- Computer expert
- Interior designer
- Swimming teacher
- Store owner
- Insurance adjuster
- Rent-a-car rep
- TV announcer
- TV producer
- Dance instructor
- Engineer
- Waitress
- Furniture dealer
- Actor/actress
- Horse trader
- Hotel owner
- Hotel manager
- Teacher
- Pro athlete
- Sales trainer
- Consultant
- Corporate trainer
- Athlete
- Hotel staff
- Housekeeper
- Concierge

Target Related Professions

- Fitness instructor
- Physical therapist
- Chiropractor
- Wellness coach
- Dentist
- Nutritionist
- Dietician
- Physician
- Life coach
- Beauty provider
- Personal trainer
- Housekeeping provider

ASK FOR REFERRALS AND FIND LEADS:

THIRD PARTY REFERRALS:

INFLUENCERS & RELATED INDUSTRY:

ONLINE MARKETING:

LEAD EXCHANGE:
(EXCHANGE REFERRALS WITH HEALTH CLUBS, ETC.)

TRADE SHOWS:

CONTACT AND INVITE

Go ahead and get familiar with all of our product categories described in the enclosed Product Guide. It'll help you advise others on the Shaklee products and opportunities that fit their needs. Think about the person you are talking to, what may interest them the most, and how Shaklee will fit into their lives. This is your opportunity to make the connection!

Then reach out!

Here are a few ways to approach your contacts:

"I'm hosting a weight-loss event at my house in a few weeks; all the information is on Facebook®! Let me send you an invite, and feel free to bring other people!"

"I just started my new business so I'm throwing a launch party next weekend. You're welcome to come if you'd like!"

"I'd love for you to speak with my business partner, Sally. Since I'm new to Shaklee, she knows much more about it and can give you a better overview of products and the Shaklee business. She is available for a three-way call tomorrow at 10 a.m. and 2 p.m. What time works better for you?"

Be sure to confirm the details with a follow-up email or phone call:

"Thanks for RSVPing to my Facebook event! Excited to catch up with you."

"I'm really looking forward to seeing you tomorrow! I was hoping to bring a few samples for you to try..."

"Are you still able to make it to my launch party this weekend? I am hosting another one in two weeks if you can't make it to this one."

"That's great...I can't wait to see you."



"You can create everything that you want in having your business. But the foundation is there, and the cost is minimal, and other factors that often come with starting your own business are eliminated. What drew me to Shaklee is that I could have my own business, but I could also have my own life. That was so important to me. I get to travel, help people create their own life by design, and coach the high school dance team because Shaklee gave me financial freedom."

Jen, Shaklee Distributor

SHARE

1 Your Shaklee Effect story. Keep it short and sweet.

Why have you decided to be a part of Shaklee? Has Shaklee changed your life in some way? Your prospects need to know what attracted you to Shaklee and how it has enhanced your life, so be ready to share! Presenting Shaklee and your experience is the most important thing you can do to grow your business.

2 Once you've shared, use the following conversation starters to help guide the dialogue with your contacts:

1. Tell me about your lifestyle. (Listen for clues.... ask them to tell you more.)
2. What is the ideal lifestyle you would like to be living? Would you be interested in making that a reality?
3. Are you committed to living a healthy lifestyle?
4. What are your goals?
5. How serious are you about making positive changes in your life?
6. Would you be interested in a new health regimen?
7. Are you satisfied with your career? What is the ideal lifestyle you would like to be living? Would you be interested in an earning opportunity to help make that a reality?

3 Use our marketing materials to start sharing:

- Thumb Drive with printable materials. We've thought of all of your marketing needs so you don't have to.
- Product Selection Guide

Remember, you can share Shaklee just about anywhere. Whether it's a one-on-one conversation, at an event, or over a live computer chat, be ready to share! Smile and share your Shaklee Effect story...smile again, and listen to your contacts.



FOLLOW UP

Reach out to your contacts again to find out if they have any questions. Invest your time in building relationships. It creates trust and loyalty between you and your contacts. This is also the time to ask them about the samples you shared, and to convert samples to orders!

SPONSOR

Now that you've contacted your prospects, shared Shaklee products with them, shared your story, and listened to them, you should have a better idea of everyone's interests. Use the 3 builders +10 members approach (page 5) to identify product users, sharers, and builders. Encourage your contacts to join Shaklee in a way that best fits their goals and lifestyle. And be sure to schedule a time to meet again!

USE

Experience the way Shaklee products can help transform your health. **Join as a Member for \$19.95. Membership is free with a Shaklee Life Plan.**



SHARE

Share your Effect with friends and family by introducing and selling Shaklee products. Save 15% on products, earn up to 16% profit and up to 14% bonus on personal group volume, and become eligible for Gold* and Power bonuses. **Join for \$49.95 or with a Gold PAK for \$349.**



BUILD

Increase your Effect and build a team in a way that works for you and fits your life. Earn up to 16% profit and up to 20% bonus on personal group volume, and become eligible for Gold* and Power bonuses. Increasing in rank makes you eligible for long-term rewards like up to 14% in Leadership and Infinity bonuses, car bonuses, and *FastTRACK* bonuses*. **Join with a Gold Plus PAK for \$649, or with a Super Gold PAK for \$1,049**.**



* Requires purchase of Gold PAK

** You also can build with a Distributor Welcome Kit for \$49.95 or a Gold PAK for \$349

TEACH

Path to Success

You have learned our path to success! Below, we've listed the simple, repeatable steps described in this guide so you can easily reference it and help teach others as you build your business.

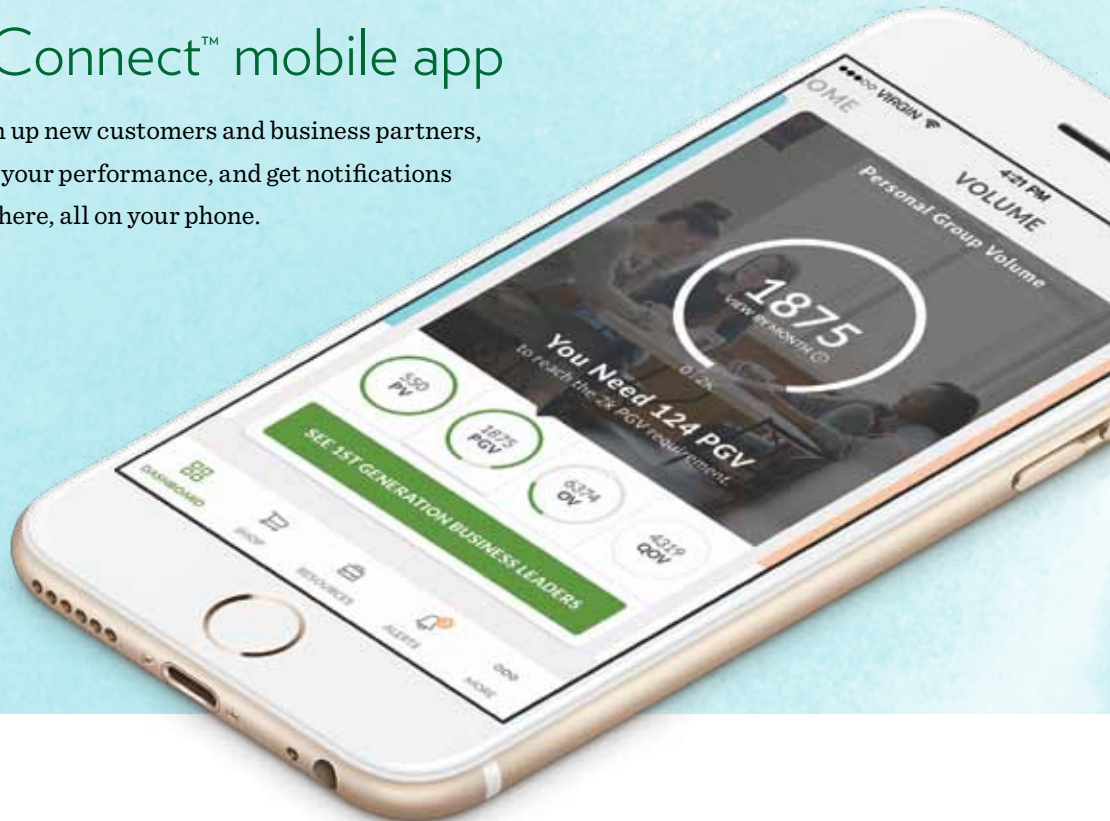
- 1 Dream**
Summarize your dream and think about what your future looks like. Where will you be in six months? In one year? In five years?
- 2 Commit**
Be a product of the products. Experience the benefits and bring Shaklee into your life. Set your goals, outline an action plan and go!
- 3 List**
Create your initial contact list.
- 4 Contact and invite**
Start to invite your contacts. This is your opportunity to make the connection and set up a time to have a meaningful conversation.
- 5 Share**
Prepare your two-minute Shaklee Effect story and be ready to present it. Ask your contacts questions and address their concerns. Use our marketing materials to start sharing.
- 6 Follow up**
Invest your time in building relationships. Reach out to your contacts to find out if they have questions. Convert samples to orders.
- 7 Sponsor**
Sign up your contacts with the proper product(s), regimen, or Gold PAK. Find three business builders and 10 Members. 3 & 10, do it again!
- 8 Teach**
See how easy that was? Now all you have to do is teach what you learned.

TAKE YOUR BUSINESS ONLINE

Here are the three key tasks for a new Distributor:

Shaklee Connect™ mobile app

Share content, sign up new customers and business partners, place orders, track your performance, and get notifications anytime and anywhere, all on your phone.



Get to know your MyShaklee.com dashboard

Visit MyShaklee.com and follow the prompts using your new Shaklee ID. Click on the “MyBusiness” tab to see all the details about your business.



Set up your personal website

Your Shaklee Personal Website (PWS) is the face of your Shaklee business online. From your “My Business” dashboard page, click on the “My Websites” tab, then “Set up my PWS now.”

That's it! You're ready to go.