

M★STERMINDS



Kathy
ALEMAN

Master Coordinator

LOCATION:

Florida

FORMER CAREERS:

Accountant, real estate agent

SUCCESS STRATEGY:

• Presenting the full picture of Shaklee in one-on-one settings.

When I first learned about Shaklee products, no one ever shared the Shaklee income opportunity with me. Later on when I was introduced to Shaklee again, I was four months pregnant and raising my 14-month-old son as well as my 6- and 9-year-old stepchildren. So providing for my family was important to me. My upline presented the whole picture of Shaklee to us, and under her careful guidance, we promoted to Director within four months of sponsoring. Later I would be reminded of her systematic approach—presenting the whole picture, following up, sponsoring, and then getting us trained—and it would prove to be the key to reaching my goal.

I always wanted to make it to Master Coordinator so I kept that goal in mind as I built my business. The freedom that came with being in control of my own financial destiny was a huge motivator for me. I never wanted to have to depend on anyone to take care of my family. But I realized at an early age that it took work to accomplish anything. Dr. Shaklee once said, 'The harder you work, the luckier you get,' and I took that to heart.

The biggest challenge in building my business was balance—I had to make sure I always presented the full picture of Shaklee, including

the income opportunity. Once I understood that concept and stopped looking for just product users, our business grew much faster.

Most of our success came from doing three one-on-one presentations a week and being consistent in following up. This process has worked best for us because cultivating relationships is vital to building a successful business, and we've found that one-on-one settings are best for building relationships that can lead to new business partnerships. When we meet with people, we always get to know them, their unique concerns, and what they're looking for—and then we present Shaklee. What's best about sharing Shaklee with others is the hope I am able to offer people who want to have a better life.

Thanks to Shaklee, I have the ability to create the income I want. But Shaklee has given me more than money—it has given me a better life. My family and I enjoy better health, and Shaklee has given me a mission: to help others experience the same kind of freedom that I have!

The average annual income in 2009 for the Business Leader ranks ranged from \$10,629 for Directors to \$598,037 for Presidential Master Coordinators. Average annual income for each rank is calculated monthly based on information reported on Form 1099-MISC for all U.S. 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.