



North America Chinese Opportunity Conference Call (Mandarin Chinese)

Date & time: November 2, 2005 at 2:00 p.m.

Speaker: Michelle Yeh, SVP of International Business Development

Guest Speaker: Jeanie Yu, Coordinator (Canada)

A High-level Call Summary

Objective: to help the field facilitate their Chinese recruiting efforts

Audience: Chinese speaking prospects and Shaklee Chinese speaking Business Leaders/ Members

Discussion Topics:

- The reasons why people look for new opportunities are Personal, Financial, and professional needs.
- Why the Health & Wellness Industry? The Health and Wellness industry will grow 500% to \$1 trillion in the next six years and there are 78 million “Baby Boomers” in the US are aging.
- Why Network Marketing Industry? The network marketing industry is growing rapidly. Based on Direct Selling Association, the worldwide sales revenue for 2004 was \$96 billion; and the industry is forecast to continue to grow. The business model of network marketing or direct selling is the sale of a consumer product or service, person-to-person, away from a fixed retail location.
- Why Shaklee?
 - Shaklee Company: Our visionary leader and CEO, Roger Barnett, will take Shaklee from today, a \$0.5 billion company in 5 countries, (USA, Canada, Japan, Malaysia, and Mexico) to a \$5 billion company in 50 countries in the next 10 years.
 - Shaklee Product Family – Nutritional products (NutriFeron); Personal Care Products, and Household Products
 - Proven Performance of Shaklee products: Philosophy, Purity, Potency, and Performance,
 - The Shaklee Difference
 - The Shaklee Business Model – direct selling model
 - Compensation Plan and income opportunity
- Why now?
 - Shaklee is expanding globally – the Chinese markets first. Chinese in North America will be able to use their language skills and cultural background to build a global business with Shaklee.
 - Shaklee & Chinese market – a perfect fit : Historical belief in natural herbal remedies; entrepreneurial spirit and interest in financial freedom; “Guan Xi” (relationships)-Chinese way of doing business; and retaining strong ties with their homeland

- Ways to join Shaklee:
 - Become a Shaklee Member
 - Become a Shaklee Distributor - Fast Start Distributor Program
- Jeanie Yu, one of our successful Chinese Canadian Shaklee Coordinators, shared her success story: ([see Appendix](#))
- What can you do now if you have Chinese speaking friends or prospects here or overseas?
 - Reach out and share Shaklee products with them here, and/ or share Shaklee products (in small packages) with overseas friends and prospects for their personal consumption, not for resale.
 - You can use APEX courier to ship Shaklee products (in small packages) for you. You can visit their web-site at www.apex100.us or contact them at: 714-522-2210.
 - Cultivate relationships
 - Recruit other Chinese Americans and Chinese Canadians to build a foundation here now and train them to build from bilingual prospects to the Business Leader level.
- The Public Relations Campaign for the Global Chinese Community Outreach Program
 - 24 featured stories were published by more than 11 top national and local Chinese media outlets in both the US and Canada. You can view the articles at (http://www.shaklee.com/main/aboutShakleeChina_press)
- Other Support from Shaklee for your Chinese recruiting efforts.
 - Chinese business building tools
 - Chinese web site (www.shaklee.com/international) – both traditional and simplified Chinese version
 - Chinese language field support: 925-734-3636(USA); 1-800-263-6674 (Canada).
 - Chinese PR campaign as mentioned above
 - Chinese opportunity meetings
- We do not have specific launch dates for Asia expansion. For more questions regarding Shaklee Asia expansion, please visit our FAQ web page at:
 - English: http://www.shaklee.net/members/faq/International/China_and_Taiwan
 - Traditional Chinese: <http://www.shaklee.net/pws/library/business/InternationalFAQChina-TawanTrad.pdf>
 - Simplified Chinese: <http://www.shaklee.net/pws/library/business/InternationalFAQChinaTawanSimp.pdf>

Appendix

Jeanie Yu's Speech for Chinese Opportunity Conference Call – November 2nd, 2005

I came to Toronto with my husband and 4 year-old daughter in 89 and was lucky to find a job at Four Seasons Hotel, Yorkville as a Catering Coordinator/Administrator. The life in Canada was quite different than back home, as back home we had family around & we had their support. We also had a maid at home to help take care my daughter Joanna and to help with the housework. Living in Canada, we found that we both needed to work to support our living, and we had to put Joanna in day care after school. After a couple of hard years of trying to re-establish ourselves, my husband was able to find a job in the Government Education board, which didn't allow for much family time. I wanted more than that! I wanted my daughter to be able to get a good education in Canada and I also want to be there to see her grow up. I wasn't happy working, I became frustrated and I was looking for an alternative way to obtain a full-time income. I wanted more time for my daughter, be able to attend any school functions, which I wasn't able to do before.

One day my husband had a conversation with his colleague about our situation, so we got together and he introduced us to Shaklee. During that time, I had been searching other business opportunities such as small businesses, franchises, as well as a couple of network marketing companies. I knew that we didn't have a large capital to start up a business, and that other businesses demanded even more hours. I came into Shaklee because of the business, while some people joined Shaklee because they got results from Shaklee products first. My husband & I were impressed with the philosophy of the company, how it conducted business, their extensive product clinical studies and research, and a lucrative compensation plan. I could set my own hours of work and I loved the idea of working part-time hours so I could be with my daughter. We saw the potential in high demand in wellness for the baby boomers market and for everyone who was looking for better health and environmental products in the future. We got excited and ordered \$700 products and tried the nutrition, personal care and environmental products. We told ourselves that if the products work, we are in! We broke out as a Shaklee Director in just 2 months. Once we saw the income from Shaklee increase month by month, I knew my dreams and goals would be fulfilled, and that I would quit my day job and start a home-based business with Shaklee. I reached my full-time income in one year, working my Shaklee business and I quit my job in 1985.

When I first began my business, I made a list of people that I knew including family, friends, colleagues, contacts etc... and began to invite them home for dinner, tea, gatherings etc. to share Shaklee with them. Through them, I found Directors, business builders, customers and referrals and gained a lot more friends and contacts through the years.

At the time I started Shaklee, I came across the Chinese and I realized that they didn't have the same concept of taking different vitamins, (they have their own Chinese herbs, doctors and alternative approach to health), but I started to introduce them to the cleaning and skincare products. I found these to be good door openers in the Chinese market. In my own personal group, I don't have a large group of Chinese; I actually have a larger group of Russians, a mix of Jewish, Korean and Jamaicans. But I know it is different for Chinese now, as I went to H.K. visiting my family and noticed the difference between now and 10 years ago. A lot of people are into health, they're now taking all different kinds of vitamins, herbs and health food etc.

When prospecting the Chinese, I'd like to share these tips and strategies for recruiting:

I have used tape programs, sampling, advertisement for business opportunities, attended different networking groups, hosted a networking group and have attended a free investment seminar or workshop to prospect. I am involved in my Church choir, alumnae group etc.

For strategies, first you need to try the Shaklee products and fall in love with them yourself. Your enthusiasm will excite people to try the products themselves. For the business, be prepared with your 2-minute business opening or infomercial when anyone asks you "What you do for a living?"

Be able to create interest for an appointment and be prepared with your one-on-one material, whether it's in a folder or you choose to use the Shaklee web site. Awareness of the tools available are extremely helpful to a new distributor.

Sit down with your sponsor and review your plan in Shaklee, such as your long-term and short-term goals, your dreams and time schedule that you commit to building a Shaklee business. List the people you know and work at it! Participate in, as many conference calls as possible and attending Shaklee meetings are extremely helpful.

Jeanie