

## OCTOBER 2021 / ACTIVITY CALENDAR

|               | Sunday   | Monday  | Tuesday  | Wednesday   | Thursday  | Friday  | Saturday  |
|---------------|--|---|--|---|---|---|---|
| Activity      |  |   |  | Get your prospects together for the amazing <b>Opportunity Event!</b><br><br>Roger Barnett, Shawn Gray & Zee Slingsbee  | Follow up with your attendees from the event. Leverage the power of Meology, MeKids, PLUS our Get Started & Get Rewarded Promos! Help your Business partners follow up too. | Inviting Day: Reach out and invite the right audience to Wellness Wednesday & the Business Pop-up   | Help your new distributors get started- Help them start sharing their Shaklee journey on social media. Plug them into <a href="#">Shaklee Share</a> & the Activity Calendar       |
| Social Prompt |  |   |  |   |   | Time management series: What tips you use, how you time block, where you struggle & invite to WW next week.   | Recognize your team! Share new rank advancements, star club earners, & new team members.  |
|               | 3  | 4   | 5  | 6   | 7   | 8   | 9   |
| Activity      | <b>Set Goals for this week:</b><br># of prospects at the Business Pop-up<br># of people to take Meology Assessment<br># of people to share MeKids with     | MPM: Join the Shaklee Community.<br><br>Get your team together after the <b>Danelle Delgado Training!</b> Share your highlights and set goals as a team.  | Inviting Day: Reach out and invite the right audience to Wellness Wednesday & the Business Pop-up  | <b>Wellness Wednesday:</b><br>Time & Stress Management with Ruvu Makuni<br><br>Host a Mocktail Party before the event for all your attendees! Leverage TDB samples!                               | Follow up with your hot prospects!<br>See what WW attendees like best about the event & how they can get involved with your wellness community                              | Bring out your <a href="#">Memory Jogger</a> & start <a href="#">Qualifying Your Dream Team</a> .<br><br>Update your list, Add people you have met & identify 5 people you want on your dream team  | Connect: with 3-5 new people in your online communities or in person events. Start building authentic relationships with new people.  |
| Social Prompt | Ask your audience what their kids favorite MeKids Icon is. Create a custom MeKids sachet picture & share it with them                                      | Share a Day in the life: morning routine, when and how you work, what your business enables you to do, what products you use, and what a day as a Wellness Business Owner looks like              | Stress: <b>Create a Reel</b> about consequences you are trying to outrun. Use this <a href="#">audio</a> . Ask about stress management & invite to WW      | Personal Post   | <b>Create a Reel:</b> Top 3 Reasons to Start a Shaklee Business   | Your 3 Minute story! Use the <a href="#">3 Act Play training</a> to share how this business is life changing.<br><b>&amp; Invite</b> others to attend your Pop-up to learn how this business could work for them  | Share your #MeKids experience! How your kids like the new gummies, what its likes to create your customized pack.   |
|               | 10   | 11  | 12   | 13  | 14  | 15  | 16  |
| Activity      | Inviting Day: Reach out and invite hot ptopsects to the Business Pop-up This week!<br><br>If they can't attend, invite them to your team Pop-up next week. | <b>MPM:</b> Tag your team to get them to call.<br><br>Work with your team to plan your Business Pop-up. Use the <a href="#">Pop-up guide</a> at tips from MPM to feel confident about your event. | Inviting Day: Reach out and invite hot ptopsects to the Business Pop-up This week!<br><br>If they can't attend, invite them to your team Pop-up next week. | Start conversations with your 5 <b>Dream Team Prospects</b> . Reach out in person or online. Check in on what is happening on their life, how things are going, and get caught up. Let them talk! | Get your prospects together for the amazing <b>Business Pop-up</b><br><br>Roger Barnett, Shawn Gray & Zee Slingsbee   | <b>Connect:</b> with your 5 <b>Dream Team Prospects</b> to continue the conversation.<br><br><b>Follow Up:</b> With Pop-up attendees. Help your team do the same. <a href="#">Answer questions</a> and invite anyone who missed it to your next Pop-up. | Work with new business partners in your organization. Help them get started and work on invites for your team Business Pop-up   |
| Social Prompt | Fall Favorites Polls: PSL v. Apple Cider Sweaters v. Coats Soup v. Chili<br>Ask who is looking for new fall recipes and Hacks- Invite to WW Next week      | 3 Unexpected Benefits of Self Employment  | Share #MeKids Influencer content to your story!  | Share a healthy <a href="#">Pumpkin Recipe</a> , ask how your audience is integrating new fall flavors, invite to WW next week. Offer a Trippel Defense Boost Sample to attendees!                | New Partner Training Process Curious what kind of help and support you get when you join my team and start a wellness business?   | Personal Post   | Create a reel: Using coffee and Collagen-9 use this <a href="#">audio</a> .   |
|               | 17   | 18  | 19   | 20  | 21  | 22  | 23  |
| Activity      | Use the resources in the Shaklee Share App to share the Opportunity Videos & Meology Kids links.   | <b>MPM:</b> Tag your team to get them to call.<br><br><b>Inviting Day:</b> Invite your Dream Team Prospects to your Business Pop-up this. Leverage the <a href="#">Get Started Promo</a> .        | Work with a business partner- help them develop or tweak their <a href="#">3 Minutes Story</a> to be even stronger   | <b>Wellness Wednesday:</b><br>Culinary Hacks & Fall Recipes with Robin Plotnik<br><br>Capture 5 easy tips to share. Create a freebie with the tips!   | Follow up with WW attendees. Share your freebie from WW with anyone that attendee or registered! Share how they can get involved with your wellness community               | <b>Weekend of Action:</b> Get together as a team to test your technology or Pop-up plan & practice your individual parts.<br><b>Invite &amp; remind prospects.</b>  | <b>Weekend of Action:</b><br><b>Host your business Pop-up as a team!</b><br><br>Leverage our Get Started & Get Rewarded Promos. Get customers excited about our Customer Contest! |

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|---------------|---|---|---|--|--|--|---|
| Social Prompt | <b>Create a Reel:</b> Show me a life hack that you discovered that is now a standard practice. Bonus points if it relates to the upcoming WW!   | Re-share your 3 Minute Story & <b>Invite</b> others to attend your Pop-up to learn how this business could work for them. | Share your excitement about the MeKids Customer Contest!<br><br>How can your customers and audience get involved? Show what your kids are entering.               | Personal Post  | Social Shoutouts! Shout out to a new business partner, someone on your team who hit a goal, or someone who inspires you.   | Truth Bomb your ideal business partner needs to know   | Share the behind the scenes of your Pop-up Event  |
|               | 24  | 25  | 26  | 27   | 28   | 29   | 30  |
| Activity      | <b>Weekend of Action:</b> Follow up with your attendees from the event. Leverage the power of Meology, MeKids, PLUS our Get Started & Get Rewarded Promos! Help your Business partners follow up too. | <b>MPM:</b> Tag your team to get them to Mission Possible Monday exciting news, recognition & training.                   | Help your team follow up with their prospects from the team Business Pop-up. Use the <a href="#">Navigating Common Concerns</a> to help them answer questions     | Host a team power hour or follow up with your business partners to keep them on track for their goals for the month  | Stay active in your new communities. Contribute to the community, comment on posts & start building new relationships.   | Follow up with members about what they are loving with the products, what they like best, how much better they feel. Suggest next order items & share promotions.  | Follow up with your team to see how you can help them   |
| Social Prompt | Personal Post   | Share how your community can get involved with the #MeKids Halloween Contest<br><br>Share the #MeKids experience          | What I used to do that was a total time waster, and what you do now   | Share what you are doing for personal development.   | Share an exciting business milestone you have hit or are working towards   | Share your Personal Meology Story. Did your recommendations change when you added your DNA or Lab results?   | Post your #MeKids Halloween Contest Entry   |
|               | 31  | 1   | 2   | 3  | 4  | 5  | 5   |
| Activity      | Happy Halloween   | <b>MPM:</b> Tag your team to get them to call.  | Work as a team to set goals for the month:<br># of prospects at the Business Pop-up<br># of people to take Meology Assessment<br># of people to share MeKids with | Stay active in your online & in person communities. Contribute to the community, comment on posts & start building new relationships. Identify 3-5 people to get to know one on one. | Inviting Day Invite the right prospects to join you for Wellness Wednesday next week. Consider offering a TDB Sample & hosting a mock tail party before or after the event | Follow up with anyone who- has taken the Meology Assessment and not purchased, is on your "Meology Kids" list in the back office, or attended a WW or Pop-up last month. Make sure their questions are answered they know how to join you. | Reach out to 3 people who have made a difference in your life. Let them know the impact they have made on you & thank them. |
| Social Prompt | Happy Halloween Re-post out the MeKids contest winner from the @ShakleeHQ Instagram Page  | Share your excitement for the new Omega Jellys & who will love them the most! (That's everyone 😊)                         | Create a Reel: Hop on a trend and share a Reel on Instagram.  | Share a post about your wellness community. Do you take workout classes, have a hiking group, get together in person or virtually to meal prep? How can people join you?             | Share your #MeKids experience with your audience   | <b>Recognition:</b> Share exciting milestones on your team! Rank Advancement, Star Club Bonus, Q4 Incentive, Meology/MeKids Sales, New Business Owners   | Personal Post   |

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### Daily Activities

Everyday focus on the [Shaklee Vital Behaviors](#) that will help you build a sustainable and long-term business. As you spend time each day connecting with new people and building relationships; inviting your prospects to join the business, attend a pop-up or purchase products; and following up with those you have talked with, invited to a pop up, purchased product or joined the business- you will become a powerful business leader. Each day use your Shaklee products, so you become a product of the products. You will be able to talk more confidently about our product offering and your experiences. Investing time each day in personal development will help you to grow in confidence and your capabilities as an entrepreneur.

### Your Feed Posts

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Your Instagram Feed is the magazine version of your life. These posts are the polished version of what is happening in your day today. This content can be planned ahead of time and curated to tell the story you want to tell. Your audience will expect that these photos are high quality, edited to be consistent and aspirational.

#### Personal Posts:

In the training you were prompted to pick several topics that you felt comfortable talking and sharing. People follow you because of your unique life and what you have to offer, you want to keep that a regular part of your feed. Share regularly from the 5-7 topics that you decided were core to your personal brand. Rotate through the topics so that they each get covered monthly and your audience knows who you are, and what you have to offer.

#### Business Posts:

These prompts will help you talk about your business in a way that feels natural and without Shaklee being all over your feed. We know you are excited to share about Shaklee, your new business and how people can join you. Remember that creating curiosity is part of the process and key to not alienating your existing audience.

### Social Media Stories

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Social media stories are awesome because their lifespan is so much shorter. People love watching stories to get a glimpse of what it's like to live your everyday life and get a behind the scenes of what's happening. They expect this content to be a lot rawer and less edited. Remember to continue to share the pieces of your life you were already sharing. Here are some ideas of stories you can post everyday:

#### Personal Stories Ideas:

- Your daily routine
- How you spend your day
- What you are cooking/eating/drinking
- How you manage your household
- Hobbies and talents that you have
- Time spent with family and friends
- Any kind of a routine: Skin Care, Workout, Nutrition, Food Prep

#### Shaklee Story Ideas:

- You using, experiencing or trying the products
- Your time spent in personal Development
- Any kind of a routine: Skin Care, Workout, Nutrition
- How you fit your business in around your life
- Business meetings/lunches/team calls
- Shoutouts to new business partners
- Behind the scenes of your pop-up events
- Invitations for samples or upcoming events