

September 2021

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3	4
Activity				Set your goals for September! How many new Business Partners will you sponsor? What volume will you hit this month? How are you going to support your new partners.?	Pick dates for this month's Shaklee events: Product or business pop-ups, any new launch events & create a pre party marketing plan.	Recognize your team! Shoutout to any new business partners who joined, team members who hit goals or milestones.	Spent time nurturing the relationships you have built online. Leave meaningful comments on 5 posts, respond to stories and DM's.
Social Prompt				Share a quote from your personal development + how you are using this to make September awesome	Share a lesson you learned from one of your downline business partners.	Business partners/customers Testimonial/reviews/success stories	Share about the NEW products you are trying from your favorite wellness company- 3 main benefits, why you bought them & share your experience with them.
	5	6	7	8	9	10	11
Activity	Follow up with your members who haven't purchased Collagen-9 or Germ off Wipes! Share our exciting new products and our member offers.	Labor Day (US)	Start your week right with the Mission Possible Call! Tag your team so they don't miss important announcements. Share the Meology Assesment with 5+ people.	Host a watch party for- Wellness Wednesday	Follow Up with your attendees from WW, see what they like best about the event & how they want to continue with the Shaklee Community.	Identify 5 people on social media who you can build a deeper relationship with. Turn on post notifications so you can engage with their content regularly.	Review your list. Look at the trainings on building your list & expanding your network. Reach out to 5 people about all the awesome join offers.
Social Prompt	Poll Series- Workout edition: At home Vs At the Gym On Your Own Vs Classes Early Morning Vs. After Work Same Routine Vs Try Something New	Share how your Wellness Business allows you to enjoy your time with your friends and family.	Share your Daily Routine + Invite to Wellness Wednesday	Reel: Share about a product you can't get enough of. Use this original audio https://www.instagram.com/reels/audio/3354635774650737/	How you are adjusting to back to school: What has changed in your routine, how is it working, what needs improvement & <i>how can you help</i>	Personal Post	Recognize someone on your team for hitting a personal goal. Share what it's like to be on your team, how you coach and support your business partners.
	12	13	14	15	16	17	18
Activity	Work with your team to plan Business Pop-ups this month. Leverage Virtual Conference, our innovative products & sneak peaks as a great time to join.	Start your week right with the Mission Possible Call! Tag your team so they don't miss important announcements.	Create personal invites to your top prospects Invite them to attend your Business Pop-up. If the date/time doesn't work, invite them to WW	Work with your team to get a good group for your Pop-up. Help them identify the right people to invite & reach out to them.	Work with a new business partner on your team to get their business started.	Host a Business Pop-up	Follow up with anyone who attended your Business Pop-up. Share the Meology Assesment with 5+ people
Social Prompt	Reel: Go to face to ruin a photo Use this audio: https://www.instagram.com/reels/audio/351114239547338/	Behind the scene of what a work day looks like	Reel: Share a recipe using Life Shake in a different way. Check out Naturally for ideas.	How you are gearing up for fall & cold weather: Routines, Clothes, Immunity Products	Personal Post	Tell The Story Of Your First Sale	Your vision board, what you are working towards, how you can help others do the same
	19	20	21	22	23	24	25
Activity	Connect with your team about your upcoming Conference Watch Party. Make sure everyone knows how to be included	Start your week right with the Mission Possible Call! Tag your team so they don't miss important announcements.	Meet with your team to review their September and Q3 goals. Build an action plan to help them meet their goals- set check ins, power hours and events to keep momentum.	Host a watch party for- Wellness Wednesday Share the Meology Assesment with 5+ people	Follow Up with your attendees from WW, see what they like best about the event & how they want to continue with the Shaklee Community.	Shaklee Virtual Conference	Shaklee Virtual Conference

Social Prompt	Shaklee Work Week: Tell your audience you are giving them a one-week peek into your business, what they can expect from the week & start with how you plan your work week.	Reel: Small Business Check Use this original audio as your template https://www.instagram.com/reels/audio/359515712103806/	3 reasons you almost didn't start your business.	Last day of summer! Are you sad or happy? Ready for fall or hoping hot weather sticks around? Favorite things about fall.	Series: Top questions you get from potential business partners & their answers	Share your conference experience! What announcements have been shared?	Reel: Share your top 5 reasons why you're excited about the future of Shaklee
	26	27	28	29	30	1	2
Activity	Plan your week to leverage all the amazing Conference Incentives to grow your business. Invite 5 people to the Business Pop-up	Start your week right with the Mission Possible Call! Tag your team so they don't miss important announcements. Reach out to your members about month end promos	Invite 5 people to the Business Pop-up. Follow up with your business prospects about why now is the best time to join Shaklee.	Host a Business Pop-up	Follow up with everyone who attended your business pop-up. Work with your team to meet their sales goals.	Set your Quarterly goals! Help your team set individual and organizational goals. Start workings towards the Q4 incentive	Work with a new business partner on your team to get their business started.
Social Prompt	Call to action: NOW IS THE TIME to join. Share why starting a Shaklee Business will change your audiences' lives	Personal Post	Reel 3 Myths About: Network Marketing, about health coaching, about starting a new business.	Share the building blocks for good immune health: eat healthy, supplement wisely, stay active, manage stress, good sleep & a healthy home.	Something that made you laugh today	Reintroduce yourself to your audience	Recognize the amazing month you and your team has had. Shout out to new business partners.

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

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

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