

ONLINE EVENT TOOL KIT

Today, millions of people are looking for a way to work from anywhere and earn money working part-time or full-time from their homes. The best way to share the Shaklee Business with them is online.

You can grow your business and help people start earning money with Shaklee by hosting a Work From Anywhere (WFA) online event on Facebook® or Zoom®. To make this easy, we've created a tool kit that gives you everything you need to be successful.

What's in Your Tool Kit:

- Training for hosting your online event on Facebook or Zoom
- Shareables for promoting your WFA event on social
- A WFA presentation video for you to present
- A WFA success stories video for you to present
- Scripts for inviting, presenting, and following up

Let's Get Started!

Pick the Date – Choose the date for when you want to host your event. Some of the best dates and times to host events online are in the evening on weekdays or during the day on weekends.

Learn to Host Your Event on Facebook and Zoom – Watch our video about how to host your event on Facebook. Watch our video about how to host your event on Zoom.

Connect, Invite, and Follow Up Daily – Review the Shaklee Vital Activities of Connect, Invite, and Follow Up. By doing these activities every day, you'll find people who are interested in your event. A good rule of thumb is to invite five times as many people as you want to attend –so, if you invite 100 people, you may have 20 people join your event.

To help you promote your event online, visit the online tool kit page to download sharable invitations you can use.

TIP: set a daily goal of how many people you want to invite to your event.

Present Your WFA Online Event/Zoom**BEFORE THE EVENT**

Make your event fun! Smile, laugh, relax, and play music a few minutes before it starts. Make sure your lighting and background look good. Avoid background noise if possible. People may not remember what you say, but they will remember how you made them feel.

START ON TIME

Respect everyone's time, including your own. If you're Zooming, hit record. You can share the recording later to those who couldn't make it.

PRESENTING THE EVENT

We make it easy for you to present a successful event by providing you with the company presentation and success stories in video. All you need to do is personalize them with your own story and engage with questions in the chat.

2-3 Minutes	Introduce yourself and share your Shaklee Story.
5-7 Minutes	Show the Shaklee WFA Presentation Video.
1-2 Minutes	Transition to the Success Stories Video.
5-7 Minutes	Show the Shaklee WFA Success Stories Video.
2 Minutes	Invite your guests to join Shaklee.

Present Your WFA Online Event / Facebook**SET UP YOUR EVENT:**

- From your Facebook **News Feed**, click **Events** in the left menu
- **Click + Create Event** on the left side
- Click **Create Private Event**; *only invited guests will see your event*
- Fill in the **event name, location, date, time and description**
- Click **Create**

Think of a Facebook **virtual event as a self-paced event that will happen on the event page you just created**. After you've followed the steps above, you'll begin to populate the event with content.

Each agenda item will be its own post within the event. You may choose to post all the content at once, or maybe you're doing an event with several leaders who plan to post to the event at different times. Either way, when your event starts, the key piece is to go "Live", welcome everyone to the event page, and let them know that they can look through the content at their own pace.

Make sure they know they can ask any questions and that you will follow up with them after the event. Respond to any comments and, as much as possible, engage with your event attendees.

TIPS FOR SHARING YOUR STORY

Your story is one of the most important parts of a successful event. Facts tell, stories sell. Here are some simple guidelines to help you effectively share your compelling story. Remember that “less is more.” Stick to the 3-minute window. It’s okay if it sounds a bit raw and real, as it will relate to others watching. It’s a good idea to practice sharing your story beforehand to make sure you can cover it in a concise yet powerful way.

Where were you before your journey (health or business)?

Examples:

- I wasn’t happy with myself (image)
- I wasn’t where I wanted to be in my health journey
- My family needed additional or supplemental income
- I wanted more community
- I wanted to build confidence and self-identity

How did you get started with Shaklee?

Examples:

- The person who introduced me to Shaklee was _____
- Some of my fears before I got started were _____
- What made me say yes to becoming a Distributor was _____

How has your life changed because of your journey?

Examples:

- I’m stronger
- I’m more confident
- I’m in a better financial situation
- I’m a better parent/spouse
- I’m part of an empowering community
- I’m my best self
- I have purpose

Scripts for WFA Online Events

The following are scripts you can use to Connect, Invite, and Follow Up for your WFA Online Event.

INVITATION SCRIPTS

Invitation to Prove It Challenge™ Customers:

Hey, _____! I just wanted to take a second to let you know how well you did with the Prove It Challenge. Your results are amazing! I also noticed that you’re great on social media and love to help people. I think you’d also be great at doing what I do. On _____ <insert date>, I’m hosting an online sneak peek into how I work my at-home business to help others with their health. It’ll only take about 20 minutes. Can you make it?

Invitation to Non-Customers or Those New to Shaklee

Hi, _____! I’ve been so impressed with _____ <add a sentence about what you think this person is great at; for example: passion for nutrition, wellness, helping others, fitness, etc.>. On _____ <insert date>, I’m hosting a behind-the-scenes snapshot of what it is I do as a Wellness Influencer. Would you be interested in learning more about how to make an income like I do, with my online business helping others with their health? I honestly feel like you’d be great doing what I do.

If people say yes, provide them with the information needed to join your event (e.g., Zoom link, or add them to your Facebook Group, depending on how you plan on hosting your event). Express excitement.

If they say no, be understanding and friendly. Don’t make it weird. Keep liking and commenting on their posts. Remember that “no” often means “not right now.” Most people join after multiple invitations and follow-ups.

If they don't respond to your invitations within 2–3 days, send them a follow-up message.

Hi, ____! I'm just following up to see if you had a chance to look at the invitation I sent you a few days ago. I'm so excited about my online event on ____ <insert date>. Will you be able to come and join me? I'd love to have you there to see it and support me.

CLOSE SCRIPTS

Thank you for joining this event today! I hope you enjoyed what you heard. I'll follow up with you shortly to hear your thoughts. In the meantime, be thinking on a scale of 1 to 10 about how interested you are in what you heard today:

8–10: super interested

4–7: interested but have questions or concerns

1–3: not interested in the business opportunity but potentially interested in the products or referring friends who are interested

Remember that investing in yourself and your wellness is an investment that always pays off. Thanks again! I'll talk to you soon!

FOLLOW-UP SCRIPTS

Follow up with all attendees to gauge interest levels within a few hours of your event. Don't wait more than 24 hours to follow up after the event.

If you can get them on a one-on-one video conference (Zoom/Facetime/Facebook Video Call), that's preferred. That way, they can see your excitement and energy and you can read their expressions and reactions. If not, call them on the phone.

Thank them for attending your event. Ask them: "What did you like most about what you heard today?" Then, ask them where they're at on the scale in terms of how interested they are in what you had to share:

8–10: super interested

4–7: interested but have questions or concerns

1–3: not interested in the business opportunity but potentially interested in the products or referring friends who are interested

If 8–10: ask them to tell you why they're interested and talk to them about options to get signed up.

If 4–7: ask them to tell you what they like and what their questions or concerns are. Address their concerns or questions.

Using stories about people with similar concerns who ended up becoming great Distributors is powerful.

If their questions or concerns have been resolved, ask them to enrol as Distributors.

If they still aren't ready, talk to them about the customer option and/or follow up with them about the business later.

If 1–3: ask them what their concerns are (to learn what didn't sit well with them, not to change their minds). Talk to them about the customer opportunity and/or ask whether they'd like to refer someone they feel could really benefit from being a Distributor or customer.

Remember that "no" often means "not right now." Continue to be a friend and supportive person to those who say no.

Create a cadence in your online sneak peeks and events. Host at least one a month. Don't be afraid to hold one every 2 weeks. As you do, your events will get better and better throughout the months and years. You'll do great with your events! Go out and make a difference!

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