

Business Pop-Up Guide



Setting up Your Event

Before Your Event

Pick a date:

- **Pick a date:** talk with your upline business partner to co-ordinate and get some help. As soon as you settle on a date, add it to your calendar!
- **Time:** decide when your event will start and end. Letting your guests know exactly what the time commitment is will help them plan to be there.
- **Location:** determine the best option to host your event. During the pandemic, you'll host most of – if not all – your events completely online.

Determine your guest list:

- Who are your closest friends and family members?
- Pick between 5 and 10 people to invite.

Pro Tip: re-invite anyone who couldn't make it to your Friends and Family Event or other pop-ups.

Create custom invitations:

Sharing Shaklee doesn't have to be complicated. It should feel natural and easy, since it's about sharing products you love with people you care about. This should feel familiar to you, as you already recommend things you love all the time.

Personally invite – and send samples:

- Invitations are best when you send one to each person by name instead of sending a group version/mass mailing
- Let people know what they can expect from your (online) event
- When you send samples to your guests, let them know how you'll use the sample at the event

Use our Inviting Formula Worksheet to create custom invitations for everyone you want to include in your event.

You + Story + Invite

You



Start with THEM! Who doesn't love a conversation about themselves? This approach helps you start a chat that already feels easy and safe.

Story



Next, tell part of your story. Stories make the invitation more personal and allow you to share a little more about why you started your business or why you're someone to your event.

Invite

Now for the invitation; this is the easy part! Simply phrase your invitation as an open-ended question. This helps keep the conversation going and puts the people you're talking to at ease.

For more tips about creating invitations, use our Inviting Formula Worksheet in the "Inviting With Confidence" lesson.

Preparing for Your Event

Ways to engage as many of the 5 senses as possible will help your friends and family get more excited about the products and more likely to want to try them. Send out samples so that your guests can touch, taste, and smell the products, then let them see even more products during your online event!

Preparing for your event will look different depending on where and how you host it. Here are some tips for preparing for an online event and, eventually, an in-home or location event.



Online event (during the pandemic):

- Set up the event online using the platform of your choice
- Send out a virtual reminder
- Test your technology
- Set up your "set" or workspace
- Practise with your business partner

Pro Tip: use a ring light to make sure that you're well lit and looking your best.



In-home event (when the pandemic is over):

- Set up your space so that it's clean, inviting, and organized
- Create a display of the products you're going to use
- Have anything you need for product demonstrations ready to go
- Send clear directions to get to your home
- Practise with your business partner

Pro Tip: remember to include detailed instructions for finding your place – and where to park! When you invite people into your home, they might need to use the restroom, so be sure that it's guest ready.



At a location (when the pandemic is over):

- Pick somewhere you can talk with the group easily
- Make a reservation so your guests can be seated upon arrival
- Bring all the products you want to share with you
- Send out directions so that everyone knows how to find the location
- Bring additional samples with you
- Practise with your business partner

Pro Tip: between being so excited about your event and being the host, you might forget to eat. Consider having a healthy snack before the event to tide you over.

Hosting Your Event

During your event, you'll want to follow an agenda to make sure that you're covering everything you need to – and staying on track. It's easy to lose track of time when you're talking about products you love so much. You want to keep things conversational and fun for those you invited.

Work with your upline business partner on the format that he or she suggests, or use our sample agenda.

Timing	Content
2 minutes	Welcome
2 minutes	The Shaklee Story
4 minutes	My Personal Story
4–8 minutes	Success Stories
2 minutes	Transition to Shaklee Product Offering
3 minutes	Close

Welcome

As people start coming into your event, make sure they feel welcome. As the host, make sure that you greet them by name, say hello, and help them make a connection with someone else in on the call. Helping people feel welcome and included is key. We all want to feel a sense of belonging, especially when stepping into unknown territory.

Official Welcome

“ I want to thank you all for coming and dedicating your time to being here. It was so much fun to catch up and chat with you all before we got started. I hope you all made a new connection and are excited about what we have in store. ”

 **Online Event Audience Engagement:** *Can I get an emoji in the chat of how excited you are?!*

The Shaklee Story

Share a little bit about what makes Shaklee a unique company and why you decided to partner with us.

Option A:

Here are some of the things that make Shaklee unique:



Safe

100,000+ quality tests conducted annually



Proven

100+ patents and patents pending
100+ published scientific papers
100+ years of innovation



Pure

We screen every new botanical ingredient for more than 350 pesticides, contaminants, and other impurities – far more than required



100% Money-Back Guarantee

At Shaklee, we believe in the proven performance and safety of our products. If you're not satisfied with something, you can send it back to us for a full refund, even if the container is empty. No questions asked.



We're a company that cares about the environment

Shaklee was the first company in the world to be certified Climate Neutral.



More than 60 years of innovation and science back our products!



Option B:

You can choose to play the Shaklee Brand video that hits on why someone would trust Shaklee products, want to start a Shaklee business, and join our community.

This video is available in the Shaklee Share app:

- Tools section
- Pop-Up Event Resources

 **Online Event Audience Engagement:** *I'm going to play this awesome video. If you've have heard of Shaklee before, put in the chat how you first heard of it!*

My Personal Story

Since everyone at your event knows you personally, YOUR story will make a big impact. It will be the simplest way to create an emotional connection with your attendees and help them relate to your desire to start a business. Here are a few tips for sharing a compelling story:

1 Keep it short

When telling a story, you have between 2 and 4 minutes to really hold someone's attention, share your message, and make an emotional connection.

2 Life before Shaklee

Start with your life before Shaklee:

- What problem(s) were you trying to solve?
- How did you feel?
- What did you need?

3 How I was introduced

Share how you were introduced to Shaklee and the products.

4 Before I started

Share what concerns you had before you started:

- I didn't have time
- I didn't have extra money
- I'm not a salesperson
- I was worried about what my friends and family might think

5 How my life has changed

Share how your life has changed in the following areas:

- Health and wellness
- Finance
- Social



Spend time crafting your Shaklee story so that you feel confident and comfortable sharing it at your event and as you talk to others about your new business.

For more details, check out our Shaklee Stories Training in Course 5: Use and Love Shaklee.

Shaklee Success Stories

Work with your upline business partner to have other members of your team support you on your business pop-up. They can help you identify other team members who have compelling and relatable Shaklee success stories. These stories will create a greater emotional connection with your attendees if they're done live in the event. You could do this by having them share individually or setting up a panel interview.

That isn't always possible, so we've curated a few stories that follow our storytelling formula for you to use.

These videos are available in the Shaklee Share app:

- Tools section
- Pop-Up Event Resources

Shaklee Products

Share a little bit about the Shaklee Product Offering.

“ Shaklee has amazing products that cover everything from nutrition to body to home. I've been able to find Shaklee solutions and replace many of the products I already purchased by shopping from my own store. ”



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100+ years of innovation



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Online Event Audience Engagement: *Who here has tried Vitalizer™? Let me know in the chat what you like best about it! If you haven't tried it yet, comment "Send me some Vitalizer info."*

How to get started

“ Getting started as a business partner is simple. You pick the products that you want to experience first and add our new Business Starter Kit to your order. You'll get immediate access to all our amazing digital tools that can help you build a business and become part of a supportive team that will help you on your journey. ”

The wrap-up

This is where you get to thank everyone for coming and set clear follow-up expectations.

Set clear follow-up expectations:

- Reach out to each purchaser individually after your event
- Explain that you'd like to set up a time for a one-on-one chat
- During the chat, you can answer any questions your purchases may have, give them more details about the products or business, and help them get started!

The close

This is where you have the opportunity to reinforce why starting a Shaklee business is the best thing someone could do right now.

Here are some points you'll want to include:

- Remind your guests that there's a "bottom of the bottle" money-back guarantee on all our products
- There are no inventory requirements, so it's a low-start-up-cost/low-risk way to start a business
- We have in-demand products that everyone is looking for and could benefit from
- You have nothing to lose and everything to gain

One of my favourite quotes is by Wayne Gretzky:



“ You miss 10% of the shots you don’t take. ”

Wayne Gretzky

“ This is a shot you have to take. It’s time. Starting a Shaklee business will help transform your life. You’ll have better health and improved finances. You’ll find that social connection and support we’re all looking for. So, take a chance on yourself.

I invited you here because I think you’d be great at helping others with their health and wellness goals – and you have the ability to build a community and make an impact on those around you and our world. When I thought about picking my dream team, and who I’d want to work with in a perfect scenario, it was all of you.

I’m so excited for what the future holds and am glad you’re going to be part of it. Thanks for taking the time to be here. I’ll be in touch with you all soon. ”

After Your Event

Post-Event Follow-Up:

This is where the magic happens! Make sure you come through on the commitments you made during your event.



Reach out to people in 1 to 3 hours after the event



Set up a time to talk with them one on one (online or by phone)



Have your one-on-one conversation

One on one:

- Ask each attendee what he or she liked best about the pop-up event
- Share your excitement for what the person liked and how Shaklee has changed your life
- Answer any questions and help navigate any concerns
- Ask which products your guest is interested in starting with
- Help him or her place an order

Turn a NO into a referral

If someone isn't interested in joining right now, let that person know that's ok and ask if he or she knows anyone who might be ready to start a business. This gives you a chance to turn a "no" into a referral.

You'll learn a lot of great tips and tricks in our course called Follow Up!

Pop-Up resources

As you prepare for your event, we encourage you to talk to your upline business leader and get his or her input and advice. All the videos that you need to run your event are in the app!

Click on the tools section and find "Pop Up Event Resources." From there, you can save the videos to your phone or send them to yourself to use from your computer later.

Business Pop-Up FAQs

What's a business pop-up?

A pop-up is a brief event where you share our products or talk about the business. It gives you a chance to share important information with your prospects in a modern way and end with an invitation of what to do next.

What's the purpose?

A business pop-up is a great way to share how a Shaklee wellness business has changed your life and the lives of other people. In the pop-up, you have an opportunity to share important information about Shaklee, the products, and how people can get started as one of your business partners.

What's the goal of a business pop-up?

The goal of your event is to invite everyone who joins your pop-up to start a Shaklee business and to influence at least one person to become a business partner on your team.

When should I host an event?

Schedule your first event after you have hosted your Friends and Family Event. We suggest you host something weekly, so you always have something to invite people to.

Where should I host my pop-up?

This is up to you and largely depends on what's happening in the world, as well as in your life and community. You could invite some friends and acquaintances to join you for appetizers and drinks – online only, of course. Or, weather permitting, you could host a physically-distanced, in-person event on your deck or patio with no more guests than your province mandates as safe.

What If I don't have my own story?

That's okay! Use the stories of others until you feel confident telling your own business story. Your upline business partner will help you co-ordinate with other team members, or we have videos you can use.

How many events do I need to have?

Always having something to invite people to is important. We encourage you to host 3 events a month. Keeping 3 events on the calendar ensures that you always have something to send out invitations for and sets a good business rhythm. This will help you build and maintain business momentum.