

# Product 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 and share your Shaklee story
7 minutes	Product discussion: The Shaklee Difference™ video, Life Shake™ video
2 minutes	How to get started
2 minutes	Next steps

## 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 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. What health goals are you hoping [product] will help you achieve? ”

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

## Your Shaklee Story

Share your personal Shaklee story! Everyone at the event knows you, so your story will have a big impact on them. Spend some time working on your product story. People are rarely sitting around looking for products to buy or new businesses to start. They're spending time looking for solutions to their problems and ways to make their life better.

### Use this easy formula to create a Shaklee product story:

- Problem .....> What was happening in your life that you needed to change?
- Ah-ha moment .....> When did you know you needed to make a change?
- Shaklee solution .....> How did Shaklee help solve your problem?
- Personal experience .....> How did you change, how do you feel now, what's your testimonial?
- Call to action .....> Invite others to learn more!



You can use your upline business partner as a resource, or check out our lesson about Shaklee stories in Lesson 5: Use and Love Shaklee.

## Product Discussion

This is your chance to position the products and share a bit about their background. Shaklee has a unique heritage of product innovation and science that makes it easy for you to trust the products you're taking.

### Option A: share why you partnered with Shaklee.

Here are some points to choose from:



#### 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: Share the Shaklee Difference™ video

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 heard of Shaklee before, put in the chat how you first heard of it!*

## My Routine:

Transition to sharing how you were looking for a routine that fit your busy lifestyle and Shaklee had the answers.

### Life Shake™

“ It all starts with a protein shake that helps build strong muscles, fuels your day, and helps you feel full and energized. Let me show you! ”

### Share the Shaklee Life Shake video

This video is available in the Shaklee Share app:

- Tools section
- Pop-Up Event Resources

Reinforce the benefits of Life Shake and what you like the best about it. Here are some of the benefits of this amazing shake:

- A Beyond Organic complete meal in a glass
- Packed with 20 g of protein per serving
- Provides 24 essential vitamins and minerals
- Contains 6 g of fibre per serving
- A great source of omega-3s
- Low glycemic, with a zero-calorie sweetener
- Non-GMO, vegan, and gluten and dairy free

“ My shake is how I start my day and build my nutritional foundation. I try to eat the best I can and take care of my family. With what’s going on now, I need to supplement to make sure I’m getting everything I need. That’s where Shaklee comes in. ”

 **Online Event Audience Engagement:** *If you feel comfortable, share in the chat a question that surprised you!*

## How to get started

Present the options for getting started on Shaklee products. There are three great ways to get started:



### 1. Vitalizing Plan

This customizable product plan focuses on the nutrients you need to build a strong nutritional foundation. Vitalizing Plan includes Life Shake and 6 tablets per day, contained in one Vitalizer™ supplement strip, and is the foundation of our Prove It Challenge™ Kit (see below).



### 2. Life Plan

This customizable product plan is Shaklee's best, most comprehensive nutritional system, featuring our exclusive Vivix® Liguigels for powerful cell protection. Life Plan includes Life Shake and 7 tablets per day, contained in one Life-Strip supplement strip.



### 3. Prove It Challenge™ Kit

Take the customizable Prove It Challenge and feel healthier, more energetic, and more focused in just 30 days – guaranteed or your money back! The challenge starts with a 7-Day Healthy Cleanse to reset your system. You'll also take a Vitalizer supplement strip each morning. Then, adopt a daily nutrition: continue with a strip and start taking Life Shake to replace one meal for the next 21 days. First-time purchasers receive special low pricing, 2 free Healthy Cleanse products, free shipping, and free membership (if applicable)!

## Take orders

Anyone who's ready to purchase can order individual products, a Vitalizing Plan or Life Plan, or, best of all, a Prove It Challenge Kit, which features the most benefits.

### 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 purchasers may have, give them more details about the products or business, and help them get started!

# 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.

- Step 1** Reach out to people in 1 to 3 hours after the event
- Step 2** Set up a time to talk with them one on one (online or by phone)
- Step 3** 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

## What People Like Best

It can be hard to know what to say when you first start following up. As you're getting started, you might be worried that you're not a product expert or a world-class business coach – YET. Even when you are, let your event attendees lead the conversation.

Asking “what did you like best?” allows your prospect to think about what you shared and pick out something positive, and it reinforces that he or she enjoyed the experience.

## Navigate Concerns

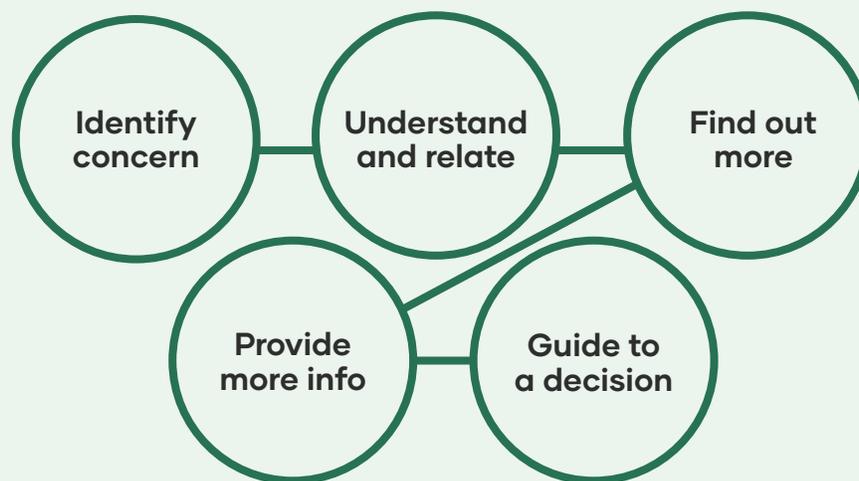
When you're inviting people to purchase products from a brand they might not know, or to start a business, it's normal for them to have some hesitation or concerns.

Think about how you were introduced to Shaklee. Did you sign up during the first conversation? Or did you have some questions that needed to be answered?

Maybe you weren't sure which products were right for you, so you needed more information to make a decision.

And you might have thought you didn't know enough about health and wellness to start a business! Luckily, someone showed you that we have all the resources you need to do just that!

Resolving concerns is all about listening to what people are REALLY saying and giving them the information or confidence they need to say yes. Remember the steps to this process:



## Guide to a decision

At this point in the process, your prospects will make a decision. They may be ready to join you! They may need more information. Or they may say, “no, thank you.” Don’t be afraid of whatever your prospects decide. Knowing what their decisions are will allow you to invest time in the people who are most interested and ready to join you.



### Yes:

This is awesome, so congratulations! You’re now enrolling another enthusiastic business builder, or you’ve helped connect someone with life-changing products. It feels good to be able to help people find healthier products and earn meaningful income, doesn’t it? Our next lesson will be all about helping new customers and distributors have the best Shaklee experience ever!



### I need more [information/time/resources]:

Someone might ask you a question you need help answering, or they might need time to talk with their partner about starting a business. We encourage you to talk with your upline business partner to get help or use the prompts in the document “Navigating Concerns” to help you steer this conversation.

### To make sure you stay connected, set a follow-up appointment (online or by phone) with a specific:

- Date
- Time
- Way to connect

You’ll have time to talk to your upline business partner about any information you need to find or the perfect resources to share. When the time comes for your next appointment, you’ll be ready to go!

You’re becoming a follow-up guru!



### No, thank you:

Sometimes, the product or the business opportunity just isn’t a fit for the people you’re talking to. That’s okay, too. This allows you to focus your time and energy on the people who are ready.

When “no” happens, one simple question can change everything. Simply say, “It seems like the [product(s)/opportunity] isn’t a good fit for you right now. Do you know anyone who’d be interested?”

This turns a “not right now” into a built-in referral.

# Product Pop-Up FAQs

## What's a product 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 product pop-up is a great way to share our amazing products with the people you think will use and love them. It creates an opportunity or talk about the business. It gives you an opportunity to share important product information and benefits in a way that's fun, interactive, and easy to host.

## What's the goal of a product pop-up?

Your goal for every product pop-up is to invite everyone to purchase our products and to influence at least 3 of your attendees to become loyal product users.

## 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.

## 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.