

———— Shaklee® ————

**Daily Activity
Tracker Workbook**

Daily Activity Tracker

My Star Club Qualification



Start new conversations
Help them get information
Ask them to get started
Remind them of the 'why'
Earn supplemental income

Use & Love Shaklee	MON	TUE	WED	THU	FRI	SAT	SUN	
Follow my daily Shaklee regimen								
Follow the SHARE System	MON	TUE	WED	THU	FRI	SAT	SUN	
S: Add 3+ people to your social media following								
S: Do a post on social media that either connects or showcases the benefits of a healthy lifestyle (Tip: Follow the Weekly Posting Guide)								
S: Update your social media stories (Tip: Follow the Weekly Posting Guide)								
S: Respond to all likes, comments, views or direct messages on social								
S: Initiate 5+ new conversations with someone (on or off social)								
H: Share the Ready Set Wellness video and booklet with 4+ people								
A: Invite 3+ people to get started with a Ready Set Wellness bundle* (or other product), to try a Shaklee product or to learn more about becoming an Ambassador								
R: Follow-up with the people you've invited								
E: Earn at least one Star Club bonus† a month								
	★ ★ ★ ★ ★							
Help Others Experience Success	MON	TUE	WED	THU	FRI	SAT	SUN	
Add value to your wellness group or community								
Check-in on customers (Tip: Use the RSW Accountability Booklet)								
Celebrate successes and achievements								
Recommend other products to customers to expand their experience								
Do Personal Development	MON	TUE	WED	THU	FRI	SAT	SUN	
Do 15 minutes of personal development								
Develop Leadership		Top Ambassadors I'm working with:						
Sponsor 1+ new Ambassador(s) each month	<input type="checkbox"/>							
Onboard all my new Ambassadors with Getting Started Right	<input type="checkbox"/>							
Check-in daily with my team	<input type="checkbox"/>							
Recognize and celebrate the success of Ambassadors on my team	<input type="checkbox"/>							

*<https://events.shaklee.com/average-incomes/>
 †<https://events.shaklee.com/star-club-bonuses/>

What is the Daily Activity Tracker?

It is a simple, daily activity framework that will help you:

Grow Your Income

Your income will grow as you consistently help new people start their own wellness experience with Shaklee each month and continue to support people in using Shaklee products that you've helped in previous months.

As an Ambassador, you can sponsor other Ambassadors and teach them how to help and support their own customers to access even more income opportunities in our compensation program*.

Build a Supportive Community

Whether it is on social media, in-person, or through text, as an Ambassador you'll gather people you're helping together to support them and retain them as customers.

Support People in Having a Great Experience

The Ambassador helps ensure that the person using the products uses them correctly and has a great experience with them and in the Ambassador's wellness community.

Ambassadors help people stay accountable and build healthy habits so that they can experience the benefits of better wellness that comes through using Shaklee products consistently.

*<https://events.shaklee.com/average-incomes/>

Success Roadmap: The Vital Behaviors

The Daily Activity Tracker follows the Vital Behaviors. The Vital Behaviors give you the roadmap to follow and help you to focus your business-building efforts on the most leveraged activities to see success in your business.

The Vital Behaviors are:

Use & Love Shaklee

At the core of being a successful Ambassador is using and loving Shaklee products while also sharing with others how the products and community benefit your life.

Follow the S.H.A.R.E System

This is the process of inviting someone to experience Shaklee. See more details about the SHARE system on the next page.

Help Others Experience Success

Ambassadors help support others to have success. They help customers and Members see success through building better wellness habits. They help Ambassadors they sponsor to see success in learning how to build a Shaklee business for themselves.

Do Personal Development

Wellness includes strengthening and growing who you are as a person. Ambassadors are encouraged to engage in at least 15 minutes of daily personal development to help them grow as a person, develop new skills, and maintain a strong mindset.

Develop Leadership

A healthy business needs leadership. Ambassadors are encouraged to develop their own leadership abilities as well as help other Ambassadors on their team to develop their leadership abilities as well.

Vital Behavior Focus:

Follow the S.H.A.R.E. System

As an Ambassador, you should try and help at least three new people get started with Shaklee each month so you qualify for Star Club. Following the SHARE system is how you'll do that.

Often, following the SHARE system is the Vital Behavior that most Ambassadors need help with. To give you that help, the activities for the SHARE system are very specific on the Daily Activity Tracker and we have provided additional training support in the appendix of this workbook.

SHARE stands for:

S tart new conversations
H elp them get information
A sk them to get started
R emind them of the 'why'
E arn supplemental income

There are specific activities on the Daily Activity tracker to help you follow the SHARE system so you can consistently help new people get started each month

Follow the SHARE System
S: Add 3+ people to your social media following
S: Do a post on social media that either connects or showcases the benefits of a healthy lifestyle (Tip: Follow the Weekly Posting Guide)
S: Update your social media stories (Tip: Follow the Weekly Posting Guide)
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R: Follow-up with the people you've invited
E: Earn at least one Star Club bonus† a month

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IDAs: Income Driving Activities

Each Vital Behavior has a set of specific Income Driving Activities (IDAs) associated with it. These are the most leveraged activities you can do for each Vital Behavior to see success in your business.

These IDAs are outlined in the Daily Activity Tracker to give you a daily checklist to follow during your business hours to help you get the most out of the time you set aside for your Shaklee business each day.

Vital Behavior:

Follow the SHARE system

IDAs for the Vital Behavior

Follow the SHARE System

- S: Add 3+ people to your social media following
- S: Do a post on social media that either connects or showcases the benefits of a healthy lifestyle (Tip: Follow the Weekly Posting Guide)
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Star Club

Consistently helping new people each month is important for the stability and growth of your business.

To reward, motivate, and help every Ambassador focus on helping new people each month, we have our Star Club program.

For every new person you help get started with a Ready Set Wellness bundle (or \$150 join order), you'll earn a \$25 Star Bonus.

When you help at least three people get started with a Ready Set Wellness bundle (or a \$150 join order) in the same month, you'll qualify for Star Club and earn a \$75 bonus!

This is in addition to any other commissions or bonuses you may earn.

So when you qualify for Star Club each month, you will have earned \$75 from the three Star Bonuses plus an additional \$75 from the Star Club bonus, for a total of \$150 just from helping those three people get started.

And there is no limit to this, so help six people and you'll earn \$300.



To learn more about the Star Club Program, check out <https://events.shaklee.com/star-club-bonuses/>

APPENDIX

TRAINING: SOCIAL MEDIA 101

Using social media is a great way to connect with new people and grow your Shaklee business. To effectively use social media, there are some important guidelines to follow.

A-B-Cs of effective social media:

A

- **Add value:** whether it is a healthy lifestyle hack, a simple recipe, an uplifting message, or an exercise move, share simple things that can help others. This will help you build better connections and get better engagement with your posts.
- **Add new followers daily:** social media gives you the ability to reach and be visible to more people than any other way. You need to add new people to your social media every day - it is one of the activities in the SHARE system on the Daily Activity Tracker. For tips on how to do this, look at the 'Adding Followers to Your Social Media' training in this workbook.

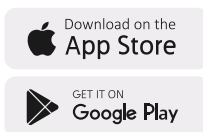
B

- **Be authentic:** being authentic means using your own words and sharing your own experiences in your posts. People will connect with you better when you show them who you are and what you're about. Tell real stories, be honest, and let people connect with who you are.
- **Be positive:** Look for ways to post content that is uplifting, hopeful, and inspirational. Even when you want to share a struggle, highlight the lesson or the silver-lining. Have fun on social and your followers will have fun with you.

C

- **Connection is key:** use your social media to build connections with others. As people like or comment on your posts, thank them for their support and ask questions to start conversations with them to build connections. Your social media isn't a billboard for you to show the world your life, it is a connection platform. Every post is an opportunity to build and strengthen connections with your followers.
- **Consistency:** posting daily on your social media is vital in creating engagement with your followers. Consistency isn't just putting up a random post to check it off on your Daily Activity Tracker, the post still needs to be authentic and engaging. This can seem overwhelming, but it doesn't have to be. Follow the simple 'Weekly Posting Guide' strategy found in this workbook.

As you share on social media, it's important to understand how to properly talk about the financial and lifestyle benefits of being an Ambassador as well as the benefits of using Shaklee products. Check out the Business Compliance training in the Learn section of the Share app for more information.



OPTIMIZE YOUR PROFILE

Username:

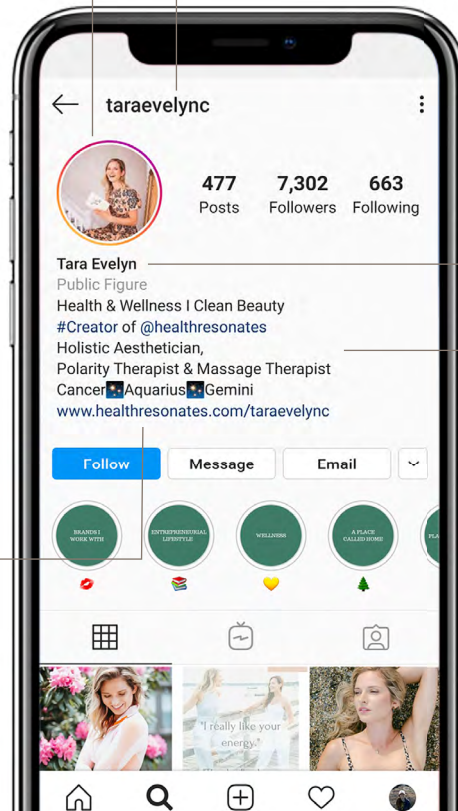
This is how people will find you. It is easiest to search for you if your name is also your user name. When available, use your first and last name. When your name isn't available for use, make sure to use the same name across platforms so that people can find you easily.

Profile photo:

Use a clear photograph that is easy to identify. Make sure it is you, not you and your dog, so people can recognize you as they scroll through their feed. Make it eye catching and showcase your personality. Use a consistent photograph on all your profile images.

Link:

Instagram only allows one website link in your bio, which means that you need to use this field in your bio to your fullest advantage!



Name field:

This section of your bio is completely different from your username. In this section, you want to use keywords that your ideal client would use when searching Instagram! Most people do not realize that the words you choose to include in this section are actually searchable on Instagram.

Biography:

This tells people who you are and what they can expect to see you post about. Make sure that when someone reads your biography, they know why you are an expert and why they should follow you.

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TRAINING: WEEKLY POSTING GUIDE

Follow the Weekly Post Guide below to help you post more effectively on social media.

The SHARE system on the Daily Activity tracker recommends that you make one post each day and update your social media stories daily. The Weekly Posting Guide will help you know what to post each day and will give your posts variety and a consistent voice that will help more people engage with you. For your stories, you can use the same daily topics or use your stories to share insights into your day or invite people to do something.

If you're new to social media, check out the Social Media 101 training in this booklet for some tips and recommendations to consider as you begin posting.

The Weekly Posting Guide is below:

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
WELLNESS JOURNEY	BEHIND THE SCENES	GRATITUDE	PERSONAL GROWTH	BEHIND THE SCENES	FUN / HOBBIES	AMBASSADOR JOURNEY
Show your commitment (the progress you're seeing, the small wins)	Show who you are	Focus on the good	Show how you're growing	Show what you do to live a healthier life or make wellness a priority	Show who you are	Show what you enjoy about being an Ambassador (business-focused post)

How it works:

Start on Day 1 with a post about your wellness journey. This post can be something that talks about or shows your own personal story. It can be the progress you're seeing or the small wins you've experienced.

Then go to Day 2 and so on, following the recommended topics for that day. Once you reach Day 7, you'll start over again with Day 1 the following day and repeat the topics the next week with different posts.

The following pages will give examples and suggestions for posts for each day that you can use as a reference to help you.

As you share on social media, it's important to understand how to properly talk about the financial and lifestyle benefits of being an Ambassador as well as the benefits of using Shaklee products. Check out the Business Compliance training in the Learn section of the Share app for more information.



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DAY 1: WELLNESS JOURNEY

Share personal experiences with your wellness journey. Sharing these experiences will help people relate to you and show your commitment to living a healthier lifestyle. See examples below.

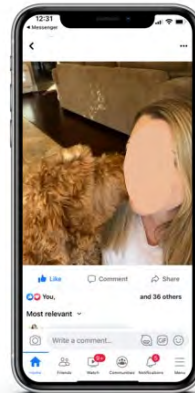
Ideas of things to share: Before photo (show commitment to losing weight), Before & after photo (show your results), A wellness 'hack', Healthy meal or snack, Food prep



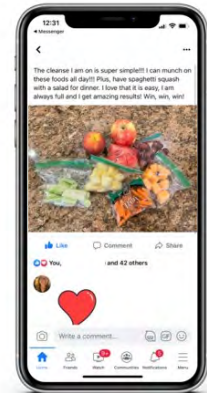
POST COPY :
In case I haven't said it in a while, your internal health and wellness is the foundation of your fitness. :)



POST COPY :
Wishing that social media had a TASTE AND LICK option, dontcha? (wait, that sorta came out wrong?) :) ...dropped the simple steps in my stories for this HOT AF healthy simple snack that is making me feel like a TOTAL SNACK. :) (see what I did there?)



POST COPY :
Yessss! I am down 4.5 pounds on day 4 of my cleanse[‡].
Like I said before, it is hard for me to lose weight, so I am so excited!
I have been eating TONS of fruits and vegetables ALL DAY LONG. I love that it is not a liquid cleanse or a starvation cleanse. I feel satisfied and full.
Let me know if you want info on our next group!



POST COPY :
The cleanse I am on is super simple!!! I can munch on these foods all day!!! Plus, have spaghetti squash with a salad for dinner. I love that it is easy, I am always full and I get amazing results! Win, win, win!

[‡]Lau FC, Sahr N, Carrillo-Massa M, Fyrberg C, Daggy BP, McManus F. Safety, tolerability and efficacy of a 7-day cleanse program: a pilot study. *Advances & Controversies in Clinical Nutrition*, 2015.]

APPENDIX

DAY 2: BEHIND THE SCENES

Show who you are and the non-Shaklee things that matter to you. This will help your audience relate to you better and give you opportunities for new connections.

Ideas of things to share: Family, Pets, Everyday life, Daily Routine, Messes of the moment, how you incorporate wellness into a hectic life



POST COPY :
"We are going to get good jobs when we grow up so we don't have to do chores!"



POST COPY :
Thinking about how it's only the first week of summer and my kids are already "bored"



POST COPY :
I am always proud of my girls! But really proud of ___ for continuing school through the summer! It is hard to stay disciplined when you'd rather be doing other things. It takes a lot of determination to stick with it because you want to achieve your goals!



POST COPY :
Legit struggle bus this week y'all. Yesterday I left the house at 7:15 to attend my good friend's college graduation. I left with two SCREAMING toddlers. :) These crazies - dang, I do love them. Dang I do need my escape some days. After they were in bed last night I snuck out of the house last night like a rebel teenager and went to do hot yoga! What do you do, Mama, to get some ME time in?!

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DAY 3: GRATITUDE

Take the time to share about the things you're grateful for. Expressing gratitude helps your own emotional wellness and helps others as well.

Ideas of things to share: Family, Friends, things/people that help you, important things you may take for granted



POST COPY :

Couldn't have asked for a cozier day with my crew, we literally didn't leave the house and it was perfect.

Not matter what you did today, I hope it was the perfect day for you and yours.



POST COPY :

When you're scrolling through IG and peep some fine lookin' babes on your company's page...

All mamas, in different seasons of their lives. All WOMEN helping women live their best life and all women who graciously love being part of a community where being recognized is the icing on the proverbial wellness (cake).

Our community is BEYOND (I never saw this coming, I never understood the impact of bringing together likeminded women to work together and make a difference) it is huge!



POST COPY :

I think my favorite part about wedding season this year is seeing ___ with her little besties! Us mamas have been friends since we were little so that makes it extra sweet. ____, your parties keep getting better and more and more beautiful – can't wait for the big day!!



POST COPY :

Umm...check out my sweet friend ___!!! I love so much about her! She is so authentic and is serious about living a healthy lifestyle with her family!

She wants to be healthy so she can be active for her kids, have the energy to take them to the park and teach them a healthy lifestyle! Don't we all want that??

She jumped back into the 30 Day Prove It Challenge and lost an additional 6.5 lbs and 4 inches in her first week on the cleanse*. The best part...is she feels amazing!

We have another group starting SOON!! If you are looking for a jumpstart, reply below or message me. I have 4 spots left!

*Lau FC, Sahr N, Carrillo-Massa M, Fyrberg C, Daggy BP, McManus F. Safety, tolerability and efficacy of a 7-day cleanse program: a pilot study. *Advances & Controversies in Clinical Nutrition*, 2015.]

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DAY 4: PERSONAL GROWTH

Share the things that you're learning, the improvements or growth you're seeing, or what you're doing to improve yourself as a person.

Ideas of things to share: something you learned, what you're doing for personal development, takeaways from an experience you've had, life lessons you've experienced



POST COPY :

The man who was the first ever to break the sound barrier was asked what did it feel like just before he did it---he said "EVERYTHING SHOOK" the cockpit shook like a 10 scale earthquake. THAT IS TRUE FOR ALL OF US—RIGHT NOW.

We are always on the brink of breaking through our version of the sound barrier...but what stops us is the WILD CRAZY scary shaking (aka obstacles and screw-ups)...Because we're terrified of the SHAKING COCKPIT.

Just before you are about to make a breakthrough is when you will be tested the most. Cheers to the wild ride—smile when you're being tested—because if you can make it through—you'll be forever changed on the other side.



POST COPY :

Did you know that hermit crabs have to find a new shell as they grow because they cannot inhabit one that is too small for them? They don't shrink themselves down to fit in and they definitely don't stop growing. They simply acknowledge the need for more, and abandon the shell that no longer fits to find a bigger, better one that does... with room to continue growing into.

Reminds me of what it felt like a year ago when I left my comfortable and safe business/company because I had outgrown the opportunity. I knew it was time to find a new home with room to grow and more opportunity to stretch myself. It is cool that we can be like hermit crabs and grow up and out instead of being made to stay small.

If you're forcing yourself to fit into something that is no longer serving you or you're feeling like you want more, we should chat.



POST COPY :

2 years ago we "WELCOMED HOE our Daddy" after 8 long months!

You know you've grown LEAPS and BOUNDS from your OCD, total type A, control freak personality when you kit shows you his misspelled sign saying 'do you like it?' moments before you leave for the homecoming... and instead of saying 'FIT IT!' you're like 'HOMEY – it's amazing and you're amazing, not get in the car, let's go get our 'hoe-dad!'



POST COPY :

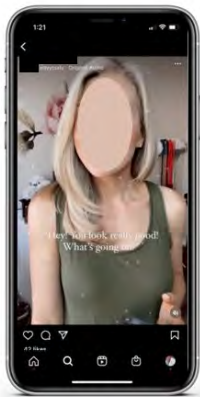
1. If you want to make everyone happy, don't be a leader. SELL ICE CREAM
2. Those who don't jump will never fly.
3. If you're too comfortable, it's time to move on...terrified of what's next? Then you're on the right track.

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DAY 5: BEHIND THE SCENES

Show who you are and the non-Shaklee things that matter to you. This will help your audience relate to you better and give you opportunities for new connections.

Ideas of things to share: Family, Pets, Everyday life, Daily Routine, Messes of the moment, how you incorporate wellness into a hectic life



POST COPY :
Hair wash day is a whole vibe.

Anyone else feel (and look) like a totally different person on hair wash days? My kids always ask if I did something special that day, or why I "look so nice"

I'm curious, how often do you wash your hair? I'm a twice weekly girl.



POST COPY :
When I grow up...I want to be one of our dogs! They have the best life!!!



POST COPY :
"Mom, can we borrow your masks?" Yep! At every slumber party they use my masks and skincare products. So much fun!! Such sweet girls!



POST COPY :
Our house is coming together!!! WE have one of the trees done and all the garland. It is beginning to look like Christmas! Does anyone else have their tree done?!

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DAY 6: FUN / HOBBIES

Share things that you do for fun to help people get to know you better and connect with you on other things that interest you.

Ideas of things to share: Hobby, Interest or passion you have, skill you've developed



POST COPY :
[LEISURE TIME]

I'm taking a "personal day" today which consists of a very hot and sweaty walk with two of my favorite dogs, a couple of appointments, online shopping and laundry.

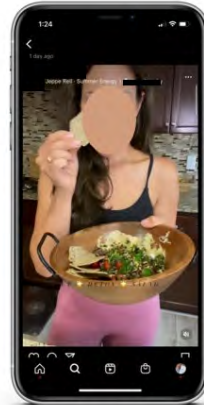
I love having the freedom to call the shots and take time off when needed!



POST COPY :
[OUTDOORS]

Few places are prettier to visit in the summer than the Oregon coast! So thankful for the amazing week we had and for the precious time with family.

Tip for if you go – make a point to ride horses on the beach in Nehalem Bay State Park; what an awesome experience!



POST COPY :
[COOKING]

One of my favorite summer salads!

- Chop up some kale and cabbage mix.

- Chop cucumber, tomatoes, olives

- Pour into a bowl and add some parsley on top

Dressing: lemon, EVOO, S&P, honey, Dijon mustard.

How I like to eat this: with hummus & sauerkraut on a high-fiber chip!



POST COPY :
[TRAVEL]

After 2+ long years of waiting, an unexpected pandemic cancellation, and lot of anxious anticipation...We finally made it to Sweden to visit my brother and his family! My heart could burst...family is everything and it's so special to finally be here with the people I love and have missed so dearly!

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DAY 7: AMBASSADOR JOURNEY

Share things that you do and that bring you joy from being an Ambassador.

Ideas of things to share: customer successes (ask permission to share), your current goals, your 'why', the experiences people are having in your wellness group



POST COPY :

Nothing beats seeing women win! Physically, professionally, financially, emotionally...all of it! In my job I get to see women win all the time and it is one of the MANY things that makes this such a fun and impactful thing to do each day!

Couple of things I want you to know:

1. You can win in business with me—in fact, you can get 50% off your business package through tomorrow.

2. I'm hosting another wellness reboot to help you feel amazing. Improved gut health, better sleep, more energy, and more. It is clinically proven to work!

Which one would you choose? Best part, you can choose BOTH! DM me for info!



POST COPY :

Why do you work so hard? Why do you set the alarm before dawn to help make an impact? Why do you make sure you're offering the cleanest path to wellness so your tribe can thrive? Why do you find multiple ways to LOVE it even when everything crumbles?

Because of her. Because of him.

My why is so big. It's 40lbs and filled with sass...it's 50 lbs...and also filled with sass.

They know I set out to MAKE A BIG DIFFERENCE. I'm so lucky I got a do over – to research the BEST OF THE BEST...to CHOOSE where I landed and where I'm planting incredible roots.

True personalized wellness. The real deal.

I've built an incredible team over these last 15 months – if you're looking for a mentor to weather the storm with, I've got a plan.



POST COPY :

Hey busy moms! I am in the school pick-up line in my workout clothes. I am going home to work for a bit, do homework and then off to cheer.

Does this sound familiar??

I also run a successful wellness business but I don't miss a thing with my kids! Let me know if you are interested in learning more.



POST COPY :

Maybe it used to be a novelty to start a business in direct sales...but if you've been to the gas pump or grocery store lately...you may realize the time for you might be now.

Costs of just about everything have increased rapidly and most people can't just ask for a raise.

Enter the side gig! Especially mine – Shaklee has been a reputable company for 66 years now with an amazing earning plan*. Over 300 products that you can trust to share. AND benefits to your own wellness in the process...you really can't go wrong.

Our products have a guarantee and our team is thriving. As things get more expensive, I feel more thankful than ever that I have this amazing business for myself and the opportunity to offer it to others who may benefit from something more.

Send me a message to chat more!

*<https://shaklee.com/income>

APPENDIX

TRAINING: ADDING NEW CONNECTIONS ON SOCIAL MEDIA

One of the most important things in the SHARE system is adding new people to your social media following and making new connections off social media. You will struggle to successfully follow the SHARE system daily if you aren't consistently adding new people to your network of connections.

Adding New Connections on Social Media

Social media is a sea of hundreds of millions of people and not all of them would be a good connection for you or your business. First, use the table below to create a simple 'avatar' to represent the type of person you want to connect with.

DEMOGRPAHICS	INTERESTS, HOBBIES, OR OCCUPATION	PERSONALITY TYPE	WORD THAT DESCRIBE THE PERSON	WHAT MAKES THEM TICK?	HOW CAN I BEST HELP THEM?
Age, marital status, kids, pets, education, social or cultural interests	What do they spend their time doing? What do they do for fun / work?	How would others describe their personality?	What words would people who know them use to describe them?	What are their priorities? What gets them excited? What worries them? What do they hope others see or don't see in them?	What would be their interests as a customer or Ambassador? What hesitation would they have?

Use the answers from the table to build a profile for the type of person you'd like to connect with. Then, when you're creating social media posts, TALK TO THIS PERSON IN YOUR POSTS! Give your profile person a name and when you're posting think...is this resonating with them?

Your posts will better connect with people and you'll have a better chance of making connections from your posts if you'll do this.

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Sample 'Avatar'



This is Kaitlyn!

- 35 years old
- Married less than 15 years, 2-3 kids
- Loves animals – has pets!
- Fun loving & carefree, but shy at first
- Stresses about random things
- Wants to tone up and lose 5-10 lbs
- Hates scary movies
- Feels like something is missing
- Loves her friends and the beach
- Likes being outdoors, but isn't 'outdoorsy'
- Loves to online shop, Amazon is her weakness
- Researches things like crazy, but then ends up buying on impulse
- Is worried that Shaklee products don't work like they say they do
- Concerned that people will judge her for doing her own business
- Chronic start-and-stop with wellness solutions she's tried
- Has a big heart and her husband doesn't want her to get taken advantage of.

Use Hashtags!

Hashtags are a great way to find people that fit your 'avatar' profile or that will have similar interests as you.

You can search hashtags of your favorite brands, activities, foods, teams, interests and more to find people who you have common ground with.

Look for people using those hashtags. Check out their profile and posts and if it seems like they'd have something in common with you, like the posts that resonate with you and follow them. Send them a quick message about what you liked from their post and see if you can strike up a conversation.

Something like:

"Hey there! You don't know me but I stumbled across your page as I was looking up black labs and it looks like you love your lab as much as I love mine! I'm trying to find a chew toy that can withstand her non-stop chewing without getting destroyed. Have you had any luck finding something like that?"

They may respond and they may not, but if they do, you've already got something in common that you can talk about and maybe build a connection where they'll follow you back and see your other posts and give you a chance down the road to introduce them to Shaklee.

APPENDIX

TRAINING: ADDING NEW CONNECTIONS OFF SOCIAL MEDIA

Building new connections with people off social media is also important. Many of these people you already know, but usually haven't spoken with in a while. Before you try to share Shaklee with them, make sure to find a way to connect with them first before trying to share Shaklee with them.

To help you identify people you can connect with off social media, use the memory jogger.

Write the names down and think of ways you can connect with them in an easy, natural way and then set a goal to make a certain number of these connections each week.

It can be hard to reach out to people and try to strike up a conversation.

For people who you run into often, try saying something like:

"Hey, you know I see you all the time, but I never really get a chance to get to know you better...and I feel like that's a miss on my part. Could we chat for a few minutes to get to know each other better?"

Or, if it is someone you don't see in person often, but want to reach out to them, maybe call or text them and say something like:

"I was just looking through the contacts on my phone and I came across your name...and I realized it has been a long time since we had the chance to connect. So, I wanted to reach out and say hello and see how you're doing!"

From there, get to know the person, get to know how things are with them, find things in common or of interest. Build connections and be genuinely interested in them.

They may ask you about what you do. If they do, don't rush to share Shaklee. Instead, talk about your interests and things first, mentioning that you're into wellness and trying to take care of yourself is a great way to potentially be able to share about Shaklee. But, don't get frustrated if you can't share Shaklee right away. These types of conversations may not give you a chance to share Shaklee immediately, but it will make future conversation opportunities easier where the chance to share Shaklee might come up.

Memory Jogger

Think of someone who...

- loves health or wellness
- you like being around
- seems to win at everything
- loves life
- loves adventure
- always give 100%
- believes in themselves
- is not afraid to try new things
- loves people
- is a good communicator
- has a strong sense of family
- is smart, but coachable
- looks for ways to improve their overall health
- is active in the community
- I respect
- attracts leaders
- shows concern for others
- is a professional
- active in clubs
- active in civic affairs
- is in a teaching position
- looking for more out of life
- is ambitious
- wants a financial safety net
- wants more family time
- is resourceful
- has done door-to-door sales
- owns their own business
- seems stressed out a lot
- wants more flexibility
- is considering a career change
- is an experienced sales person
- is just starting a family
- is starting over in life
- exudes credibility
- works with me now
- I see at the gym
- is into health & wellness
- is highly competitive
- is an old friend
- is health conscious

APPENDIX

TRAINING: S.H.A.R.E SYSTEM BEST PRACTICES

The SHARE system is an easy-to-remember approach to connecting with new people and helping them get started using Shaklee products.

The key activities for each step in the SHARE system are outlined in the Daily Activity Tracker. Use this tracker to do these activities daily and you'll see the results!

As you follow the SHARE system, here are some things to keep in mind.

Intent Matters More Than Technique:

You will get more comfortable and effective with the steps in the SHARE system by gaining experience doing the steps. There is no shortcut! But, while developing skill is important, it is your intent that others can sense that makes you effective. Your Shaklee business is a relationship-based business and people will respond to your sincere desire to help them more than anything else.

Before you try to share Shaklee with someone, take 15 seconds and in your mind visualize how they'd benefit from using Shaklee. How would it impact their life? Get yourself thinking about the other person and how it will help them before you share with them and you'll be in the right mindset to share with the right intent.

Let the Tools Do The Work

Use the Ready Set Wellness video and brochure to do the work of explaining the details of the Ready Set Wellness bundle. Your part is to share your excitement, personal experience, the support system in place, and to help them get started. You don't have to be the product expert to share Shaklee effectively, you just need to be a passionate user of the products and someone who offers to help others experience them for themselves.

Ask Questions

When sharing Shaklee, be curious. Asking questions communicates a sincere interest in the other person. Use questions to find common ground with someone you just met or to catch up with someone you haven't spoken with in a while. Use questions to discover if there is a need that you might be able to help them with. Use questions to make sure they're having a great experience using Shaklee once they receive their products.

Check out the next page for example language for questions in each step of the SHARE system.

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SHARE SYSTEM	QUESTIONS	IF THEY SAY 'YES'	IF THEY SAY 'NO'
Start new conversations	How have you been? How is the family? How was your vacation? I loved that recipe you shared on your post, where did you get it?		
Help them get info	Can I share some information with you to see if you'd have any interest? I think I have something that could help you, can I share some information with you?	Use the tools and send them the information via email, text or direct message.	"No problem! Can I ask why, just out of curiosity?" "No problem! If you change your mind, let me know. How's the family?"
Ask them to get started	Did you look at that information? Are you ready to get started? Do you have any yellow-flags about that info or can I send you the link to get those products? Did that information I sent miss anything that was important to you? Are you ready to get started?	Make it easy to get the products: Send them your link to the Ready Set Wellness bundle or build a cart for them and send it to them.	Review the 'Sample Responses to Common Questions' training in this workbook.
Remind them of the why	Is___the biggest thing holding you back from getting started?	Review the 'Sample Responses to Common Questions' training in this workbook.	Ask them what their biggest concern/question is. "I appreciate your honesty, do you mind telling me what is the biggest thing holding you back?"
Earn an income		N/A	

TRAINING: EXAMPLE LANGUAGE

Sample Responses to Common Questions

To help you answer some of the more common questions and responses people have, here is some example language for you to reference. Don't copy these responses exactly, use them as a reference and use your own words:

Q: Do I need to get all the products in the bundle, what if I just want_____

A: "Great question! You can just get _____ product and I'm more than happy to help you with that. I am recommending the bundle because it is the best way for someone to start with Shaklee and it is only available for you to purchase with your first order. It's our most clinically proven nutrition system to create the foundation for a longer, healthier life. Plus, the bundle is offered at a significant discount, and I wouldn't want you to miss out on those savings. It does have a money back guarantee as well, so you can get your money back if you figure out it isn't for you. What do you think?"

Q: The bundle is too expensive / is there a cheaper option?

A: "I want to absolutely do what is best for you, so whatever that is, we'll make it happen. I get where you're coming from, the cost was a concern for me as well. Here was what I considered that led me to getting the bundle. I realized that there were some small areas that I could trim back on that I wouldn't miss that much that would help me afford it. I take the shake instead of a meal, which helped lower my grocery bill, and I found that as I started taking the supplements in the bundle I had more energy and I've been able to cut out my afternoon coffee run. There were a few small things like that that I found that helped me be able to afford the bundle, and I'm glad I did. It has made a real difference for me. It was also a big deal to me that the bundle is only available on my first purchase, so I didn't want to miss out on the incredible value of the pack. And, with the money back guarantee, it just made sense to me to take advantage of the offer. Does that help you?"

A: "That totally makes sense, and I want to make sure we find a solution that is right for you, and that includes the price. I recommended the bundle to you because it has the key products that have been clinically proven to be the foundation for a longer, healthier life and I think it would be the best experience for you. Plus, the bundle offers the very best value on getting these products as you get started and it is only available with your first purchase so I don't want you to miss out on the incredible savings. There is a money back guarantee as well, so if you don't like it, I can help you get your money back. What do you think?"

R: Now isn't the best time for me.

A: "No problem at all. I appreciate your interest and its important to me that the time is right for you. I really do feel that you'd have a great experience with the products and I'd love to do this with you, when you're ready. I know we'll stay in touch about life and kids like we always do, but do you mind if I circle back with you in a few weeks/month to see if you're in a better spot to give this a try with me?"

R: Is this one of those MLM things?

A: I've had a few people ask me that before. Shaklee is the most clinically proven nutrition company in the world and a pioneer in wellness for over 65 years. I've used the products and love them, or I wouldn't be recommending them. Shaklee uses a social selling model, like a lot of companies, and I have started my own wellness business using Shaklee products to help people meet the physical needs of wellness. This allows me to earn a side income as I connect people to their amazing products and help them have a great experience.

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R: I found the products for less money on Amazon.

A: Did you make sure the product was from the Shaklee store on Amazon? I absolutely want you to get the best price possible, but just want to caution you that sometimes people will try and sell products on Amazon without authorization. The company tries to manage this because they have no way of ensuring the product being sold is really a Shaklee product. It's just important to me that you get the quality product you're expecting.

As you speak with people, if it becomes clear that they aren't ready to get a Ready Set Wellness bundle (or other products), make sure to thank them and keep the relationship in a positive

"Hey, I totally understand! Thank you so much for chatting with me about it. I'm always here to help if you change your mind down the road. :) So, how is the family?"

"No problem at all, thank you so much for getting back to me. I really value our friendship and appreciate you in my life! When can we go grab a coffee together?"

"Thank you for sharing that with me! I'm grateful for you and for our friendship. From time to time there may be a promotion or other offer that I have access to for people I know, would you mind if I shared it with you in case it might be of interest? [wait for reply] Sounds good! So, do you have any fun plans for the weekend, I want to do something! :)"

APPENDIX

TRAINING: EXAMPLE LANGUAGE

Reaching Out to People You Already Know

In your own words, and depending on the person and your relationship to them, you could say something like:

"So, this may seem a little out there, but I'm actually really excited about a side gig I just started. It's going to help me be more focused on my overall health and wellness by helping other people do the same thing. Since I'm just getting started and learning the ropes, I wanted to reach out to some people I know and I thought of you. I'm going to get a few people together to do this so we can support each other and have fun at the same time. We'll be using some amazing personalized vitamins and supplements. Can I send you some information so you can check it out and see if you have any interest?" [send Ready Set Wellness video and booklet]

"I know you're always looking for healthy, plant-based options for you and your family, so I wanted to share something with you real quick that I found that I've been loving. It's a super simple, fully-personalized line of supplements that are amazing. Want me to send you some info so you can check it out for yourself?" [send Ready Set Wellness video and booklet]

"Hey there! So, I just started my own wellness business and I'm putting together a small group of people looking to make some improvements to their health and wellness so we can support each other and have more fun. Your name came to mind and I wanted to reach out. In the group, we'll be using personalized vitamins and amazing supplements that are scientifically-backed and have been helping a ton of people see great results. Can I send you some information so you can check it out and see if you have any interest?" [send Ready Set Wellness video & booklet]

"I actually just started my own wellness business. I'm very excited about holding myself more accountable to improving my health and wellness by helping other people do the same. In fact, I have a goal to help 100 people this year see improved health and wellness with my help. There is a very simple way to start and I was wondering if I could send you some information so you could check it out and see if it would be of any interest to you." [send Ready Set Wellness video & booklet]

"I just started using some awesome personalized vitamins and supplements to start improving my wellness. It came in this great pack at a great price. I want to do it with you! Can I send you some info real quick so you can check it out and see if it is of any interest to you?" [send RSW video & booklet]

Responding to a Like, Comment, or View on Social Media

Someone likes or leaves a positive comment, send a DM like:

"Thanks for your support! It isn't always easy to share things like that! How are you doing? [try to start a conversation and look for an opportunity to offer to share more information about the RSW bundle]

"Thanks for your comment! I love connecting with people I don't know well. How long have you been interested in _____?"

"Thanks for your interest! I'm happy to send you that information. What would be easier, email, text, or should I just direct message you a link here?"

APPENDIX

TRAINING: EXAMPLE LANGUAGE

Bringing Up The Business Opportunity

"You've always encouraged me to dream big and so I took your advice and decided to invest in myself. I started a new wellness business that will allow me the time flexibility I need while also giving me an opportunity to earn extra income. I'd like to share what I'm doing with you, can we find a time to connect this week?"

"Hey _____, I have some news! I recently partnered with my amazing friend __[sponsor]__ at cutting-edge wellness company called Shaklee! I am really excited about this because it's going to give me a chance to focus on my wellness with safe, non-toxic, clinically-proven products AND empower me to help others do the same. When I sat down to think about who I'd want to link arms with, I thought of you! Can we hop on a phone to chat about this more and see what you think?"

"Hey_____, Do you have time to hop on the phone this weekend? I just partnered up with my amazing friend __[sponsor]__ at this cutting-edge wellness company called Shaklee! You know I am very mindful of my wellness products and health, and this partnership is going to enable me to use the best, clinically proven products out there and build an income at the same time. With things being as expensive as they are now, it feels like a good time to start and I'd love for you to be one of the first to join my team. Can we chat?"

"Hey_____, how are you doing? I hope you are having an incredible summer!!! So I'm opening up a spot on my team right now to help someone start their own Shaklee business and I think you would love this! Do you want to check it out?"

[if they ask what it is about]

I understand! This opportunity can be anything you want it to—a way to get more for your money, a hobby you do on the side, or even more—just depends on your goals.

Shaklee is a proven company but it's just getting started on social media—it's been super exciting being a part of that!

What other questions do you have? I am an open book! I would love to hop on a call with you! Do you have any time today?

[if they are hesitant to get on a call, but are open to more info]

Here is some additional info that people have found helpful! There is no minimum amount you need to sell each month to stay active. To get paid Shaklee does want you using the products for integrity purposes, so they require you to purchase at least 100PV- which is very simple to do with over 350 products (many of which you are most likely already using and can switch to your own wellness shop). :)

My goal is to help you earn as much income as possible. The compensation plan is very generous- it rewards you very well at the beginning and all throughout the plan. You have the opportunity to get paid to infinity which not many comp plans offer. You have 9 different ways of earning (car payments at an early level, next day bonuses, trips, etc.) Right now is the perfect time to get started because our company is just now launching on social media. So you will get the stability of a 65 year old company but it is like a brand new opportunity. I would be happy to send you a copy of the average earnings chart for you to review. Does this interest you?"