



Shaklee
180TM

Specialist Start-Up Guide

All the essentials. Super-simple steps.

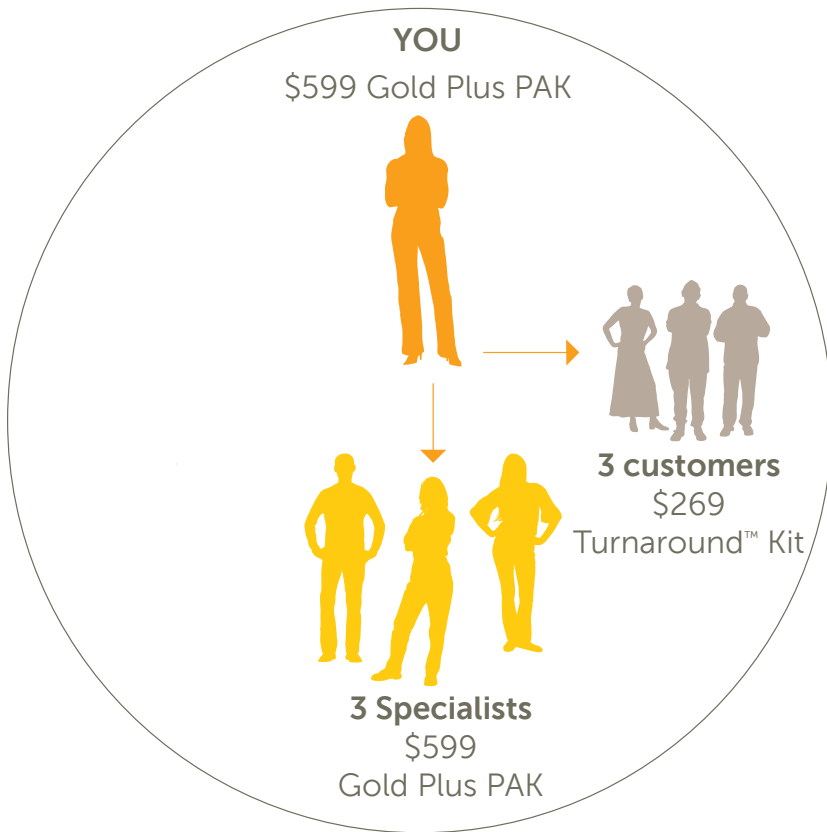


The key to rewards



Watch the
Key To Rewards
training video

1 Become a Director



You are a Director

Earn up to \$1,000!

Earn a trip to San Francisco!

- Qualifying expenses paid
- Trip for two
- Trained to grow your business

Receive two free registrations to the Shaklee Global Conference in Nashville worth \$500!

To maintain Director status, simply:



1. Help 3 customers get their product free
2. Place a personal order



2 Help your team become Directors

Add Directors to your team to earn income and rewards — plus do it quickly and earn more cash on *FastTRACK!*[™]

Add 2 Directors



\$22,000 average income*
\$4,000 extra cash bonus
Car Bonus
Trip to Carribbean

Add 3rd Director



\$51,000 average income**
\$30,000 extra cash bonus
Higher Car Bonus
Trip to Paris

Add 6th Director



\$203,000 average income***
\$50,000 in extra bonuses
Luxury Car Bonus
VIP trip to San Francisco

**TOTAL
EARNED WITH
6 DIRECTORS!**

Examples provided are for illustrative purposes. Additional organizational volume and maintenance requirements apply. See the enclosed 2012/2013 incentive and rules booklet for more details.

The average annual income in 2011 for the Business Leader ranks ranged from \$10,002 for Directors to \$597,671 for Presidential Master Coordinators. Average annual income for each rank is calculated monthly based on information reported on Form 1099-MISC for all U.S. Business Leaders who achieved the rank that month. The sum of these monthly averages is the figure reported. Results vary with effort. Shaklee Corporation does not guarantee that any particular income level will be achieved.



*This is the average income for the rank of Coordinator. Maintenance requirement applies.

**This is the average income for the rank of Executive Coordinator. Organizational Volume requirement is 20,000. Maintenance requirements apply.

***This is the average income for the rank of Master Coordinator. Organizational Volume requirement is 100,000. Maintenance requirements apply.

Define your WHY



Watch the
Define your WHY
training video

What motivates you? We call this your WHY. Once you know what it is, we can help you get there.

The primary reason I'm starting my Shaklee 180™ is:

The primary reason I'm sharing Shaklee 180™ is:

TIP

Writing down your WHY will help you stay motivated and increase your success. Be sure to post it some place you will see it every day.

Set your goals

My healthy competition goal

90 days from now I will:

180 days from now I will:

My financial goal

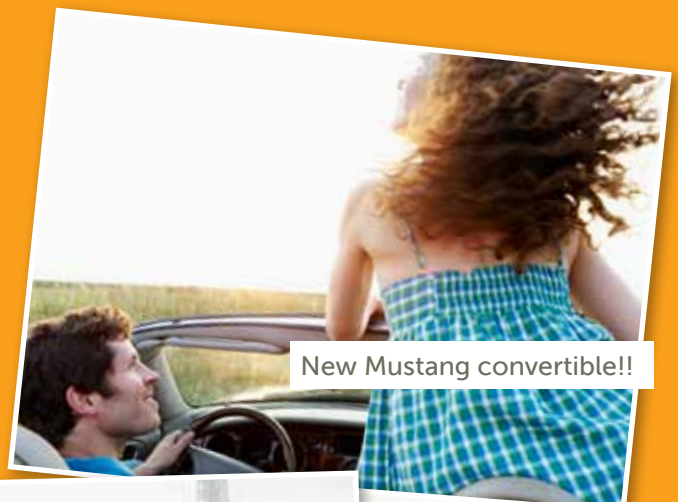
I would like to earn \$_____ per month

My 180-day plan

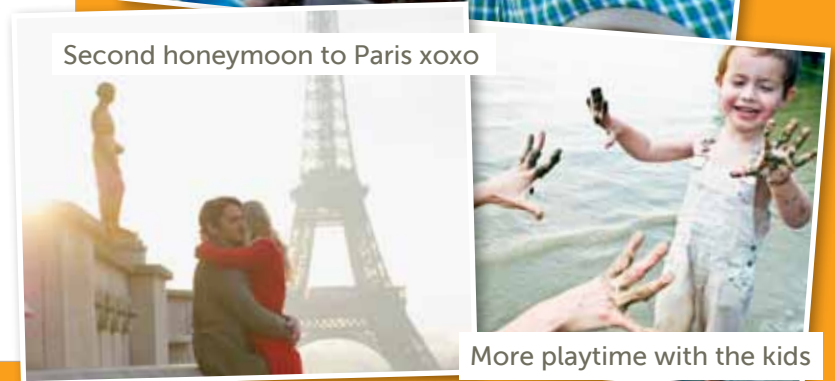
What will it take to reach my goals?

I will dedicate _____ hours each week to grow my business.

I will host _____ parties per month.



New Mustang convertible!!



Second honeymoon to Paris xoxo



More playtime with the kids

Make your list



Watch the
Make Your List
training video

Quickly write down 30 people you know. Don't worry about if they'll come to your party or not. Just write!

[illegible]

Now review your list and categorize each person 'A' or 'B.'

A – People with whom you have an influence.

B – People who you think will support you in your new venture.

BRAINSTORM TIP

Use your cell phone contacts and Facebook®* friends to jog your memory!

Set your party date

Choose a date within the next 7 days.

My first party is on _____

at (time)

Location:



*All trademarks are the property of their respective owners.

Marketing your party



Watch the
Marketing Your
Party training video

Following these steps will significantly improve your rate of success. More guests will join you in a 180 if you follow these super simple steps:

1 Let Shaklee 180™ do the inviting! Get at least 2 marketing tools to your guests before your party.

SHAKLEE 180 MARKETING TOOLS:



After-After™
Magazine



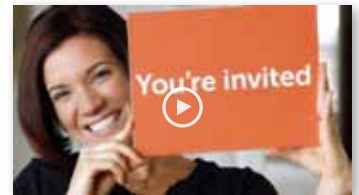
Your Shaklee 180
Website



Sample
mailers



Turnaround Call
925.924.3180



E-Invitation with
"You're Invited" Video

2 Follow the scripts below before sending out your tools:

Introduce

"Hi, (name) do you have a few minutes to talk?"

I am so excited about a new weight-loss program I found that is different from anything else I have seen.

My goal is .. [share your goal — for example: to lose the weight and to learn to keep it off].

Can I send you a (link to a THREE-minute video, product sample, etc.) and call you back tomorrow to see what you thought?"

Invite

"Hi, (name) what did you like best about what I sent you?"

We are getting together at my house for a Turnaround Party on (date) _____ at (time) _____, will you join me?

Great! I will send you an invitation and some more information to prepare you for what you will see." (Send second tool and an e-invitation)

If they ask questions:

"Sounds like you're looking for more information. Great, you need to check this out." (Send another tool and repeat invite call.)

Confirm

Hi, (name) I am calling to let you know I am so excited to see you tomorrow (date) _____ at (time) _____ at (location) _____. See you then!

If they can't/don't make it

Take the party to them — show them the Turnaround Today DVD

Invite them to your next party

Invite them to join you on the Turnaround Call 925.924.3180

Party countdown

Fill in dates and schedule time to send two tools to each guest working back from your party date.

Here's how one Specialist does it:

Date: 1/1	Date: 1/2	Date: 1/3	Date: 1/4	Date: 1/5	Date: 1/6	PARTY Date: 1/7
<i>Make a list</i> <i>Set a date</i>	<i>Make calls</i> <i>Email link to</i> <i>My Shaklee 180</i> <i>website</i>	<i>Make calls</i> <i>Mail After-After</i> <i>Magazines</i>	<i>Invite</i> <i>Follow-up calls</i> <i>Share tools</i>	<i>Follow-up calls</i> <i>Invite</i>	<i>Confirm all guests</i> <i>Start party</i> <i>preparations</i>	<i>PARTY!</i>

Now create your own schedule:

Date:	Date:	Date:	Date:	Date:	Date:	PARTY Date:

Support Team

Your Sponsor and Upline Business Leader are your main resources. Check in with them after you make your first call — and anytime you need an answer or advice.

Specialist

name

email

phone

Upline Business Leader*

name

email

phone

Success Calls

Each week you'll have an opportunity to learn from the pros.

Every Monday
7 p.m. (all time zones)
Dial In: 512.225.3211
Pin code: 951025#

Shaklee 180



Facebook



Twitter



YouTube



shaklee180.com



Shaklee@Email.com



1-800-SHAKLEE
1-800-742-5533

*Go to www.myshaklee180.com to find your Upline Business Leader

REFER 3 AND GET YOURS FREE*



Watch the
3 for Free
training video

Our 3 for Free program rewards you for sharing Shaklee 180™. Just help 3 people get a 180 kit of equal or greater value to your own, and get your next month's kit for free. If they keep on ordering, you'll keep getting yours free. Month after month. It's that easy.



+



=



YOU

Turnaround™ Kit
on AutoShip

3 FRIENDS

Each with a Turnaround™ Kit

FREE KIT

Your kit is **FREE** next month!

WILL YOURS BE FREE?

- ☒ **Yes**, I have a Shaklee 180 product kit on AutoShip.
- ☒ **Yes**, I have 3 customers this month who have purchased the same or greater Shaklee 180 product kit as me.

Congratulations - you will receive your Shaklee 180 product kit free the next month!

*To qualify for a free Shaklee 180 kit you must: (1) have purchased a personal Shaklee 180 kit on AutoShip during the calendar month; (2) have three (3) or more qualifying Shaklee 180 kit orders placed by customers (not Shaklee 180 Specialists or Distributors) in the same calendar month; and (3) the total sales volume for the three (3) Shaklee 180 kit orders must be three (3) times the volume of your own Shaklee 180 kit. Your free Shaklee 180 kit will be provided in the next calendar month's AutoShip. There is no PV on the free Shaklee 180 kit. Shipping, handling and applicable taxes apply. You may earn a maximum of two (2) free Shaklee 180 kits per calendar month. The free Shaklee 180 kit is for personal consumption only and not for resale. This offer is subject to change without notice.