

Shaklee®

NEW AMBASSADOR

Getting Started Right

Welcome

We're so excited to have you as our newest Ambassador!

As a new Ambassador, it is important to us that you see success quickly as you get started. That is why we have this Getting Started Right training.

It has been designed specifically for you to help you begin sharing Shaklee with others in a simple and natural way.

It should take you about 10-15 minutes to go through this training.

The most important thing to do after you go through the training is to follow the steps outlined here and take action to start sharing Shaklee with others. This will give you invaluable experience and help you start earning extra income*.

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

Getting Started Right

Do the following two things within the first 30 hours after you enroll:

- Schedule a Getting Started Right call with your sponsor
- Complete the Getting Started Right training in this booklet

THE GOAL: GET GOING AND SEE SUCCESS QUICKLY

As a new Ambassador, we want you to see success quickly. A good goal is to help your first few customers with a Ready Set Wellness bundle within a few weeks of starting your business so that you earn your first commission check and, even more importantly, start to get some invaluable experience as an Ambassador.

What is a Getting Started Right Call?

It is important that you connect with your sponsor quickly after you enroll for a Getting Started Right call. This call is designed to help you be successful. On the call you will:

- Talk about and set some initial goals
- Identify some consistent time each day for your business
- Learn about additional training and support
- Ask questions

The Ready Set Wellness Bundle

As you start helping people get started with Shaklee, you always want to try to help people get the Ready Set Wellness bundle.

It is the best way for anyone to start experiencing Shaklee with our most clinically proven nutrition system in creating the foundation for a longer, healthier life.

The bundle is an incredible value and is only available for purchase one time—when someone enrolls! Don't let them miss out on it!

Curate Your Bundle in 3 Simple Steps



01
STEP

Take the Meology™ Assessment.

OR

Don't want to personalize your vitamins?

Try our Vitalizer™ option.



02
STEP

Choose your Life Shake™ to replace one meal every day.

A meal-in-a-glass that tastes like a treat with 20g protein, 6g fiber, and 24 essential vitamins and minerals per serving.

Pick your plant protein source from one of five flavors.



03
STEP

Choose your boost to enhance your wellness routine.

One of our best sellers for a boost of energy, immunity, organic greens, or beauty or a jump start to weight loss.

How to Start Sharing Shaklee: S.H.A.R.E. System

Start sharing Shaklee by sharing why you're excited to be with Shaklee with people you already know. Specifically, people who you already have a connection with, people who trust you, and, in most cases, want to support you.

Sharing Shaklee is a simple five-step system we call our SHARE system:

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

This training is designed for you to start using this simple system and help your first few people as you get going. Now, a concern you may have as you get going is: "The last thing I want to do is try and sell something to someone I care about."

So, let's talk about it.

You should always honor and respect the relationships you have with the people in your life and sharing Shaklee should never be done in a way that would harm those relationships.

It is normal for us to share things we like with the people around us. So, don't try to 'sell' a Ready Set Wellness bundle (or your favorite products) to someone; instead, share in a natural way why you got it and what excites you about it and then offer to send them some information so they can check it out for themselves.

After they get the information, you'll invite them to experience Shaklee with you, if they're interested.

You will get a variety of responses. Some will be interested right away, some won't be interested, and some will want a rain check. If you reach out to 10 people, expect 1 to be interested, 5 to not be interested, and 4 to be people you'll reach out to again later. The more people you start conversations with, the more success you'll see.

Following the SHARE system will help you have productive and positive conversations.

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

01 STEP

Start New Conversations

To start having conversations about Shaklee, do these two things:

1. Make an announcement post on social media
2. Share your excitement directly with the people you know

The goal here is to have conversations where you can share what you're excited about and offer to send the person information so they can check it out for themselves.

HOW TO: SOCIAL MEDIA ANNOUNCEMENT POST

In your social media, use the following template as a guide for your announcement post:

- **I'm so grateful that** _____
(something that made you decide to change)
- **I have been feeling** _____
(an issue you were wanting to solve)
- **So, I've changed** _____
(what you did to change)
- **What's exciting is** _____
(the benefits you are seeing or hope to see)
- **You should do this with me!**
(let them know you want to help)

IMPORTANT!

Reach out to anyone who likes or comments on the post, reach out to them through direct message or text if you have their number. Thank them for their comment/like, try to start a conversation, and then offer to share information.

It might sound something like this:

“I just wanted to say thank you for your comment on my post. It meant a lot to me!”

Wait for them to respond or a day to pass, then:

“I'm trying to get some people together so we can all support each other (and have more fun!) as we focus on our wellness. Can I send you some info on those products to see if you have any interest?”



HOW TO: SHARE DIRECTLY WITH PEOPLE YOU KNOW

Don't count on your social media announcement post alone to start conversations. With people you already know, you should also reach out to them directly. Ideally, this is an in-person conversation, a phone call, or a voice message sent by text message or through social media.

It doesn't have to be a big conversation. In your own words, say something like:

“I decided that my health and wellness wasn't where I wanted it to be, so I decided to do something about it. I got this amazing, personalized nutrition system to get me started that I've heard great things about. I'm super excited! And, I know it would be even more fun, and I'd be more committed, if I could do it with other people. Can I send you some information on the products so you can take a look and see if you have any interest?”

or...

“You've always been so supportive, and I appreciate that so much! I'm going to start a new wellness program and I'm trying to find some people to do it with me. It is a personalized nutrition system that is clinically proven and I know a lot of people who've had a great experience with it. Can I send you some information on it so you can take a look and see if you have any interest?”

That's how you'll start to share Shaklee with the people you already know.

Whether it is on your announcement post or in a direct conversation, the key in this step is to share your excitement and then offer to send them information on the Ready Set Wellness bundle.

What are you excited about that you could share?

TIP: A good rule of thumb is to reach out to 5-8 people you know each day and start these conversations. Write down a list of people you can reach out to and keep track of their responses so you can follow up with them.

STEP 2

Help Them Get Information

When someone accepts your offer to learn more about the Ready Set Wellness bundle, you will help them get information by sending them the Ready Set Wellness video and booklet.

These two tools will explain everything about what is in the Ready Set Wellness bundle and how someone will benefit from it. It also shares more about who Shaklee is and our mission and philosophy for helping to improve wellness.

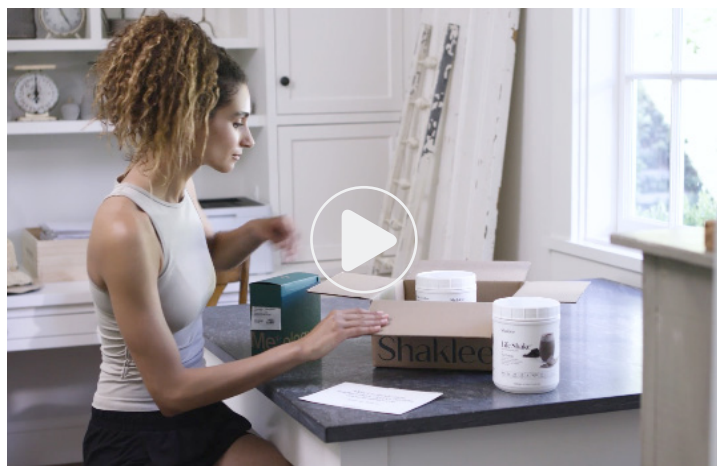
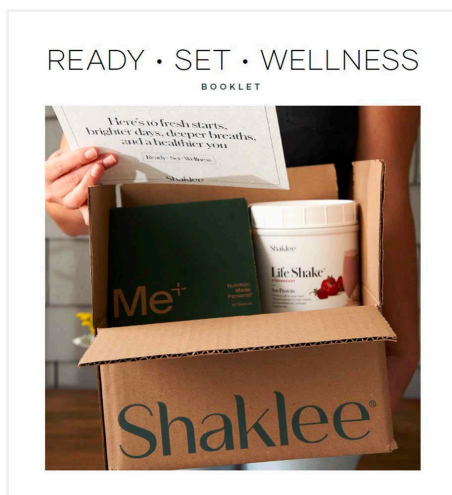
After reading this booklet, the person will have everything they need to know about the Ready Set Wellness bundle to make an informed decision about whether the bundle is for them. The tools do the work of explaining things for you, so make sure you use these tools!

When you send them the tools, say something like:

“Here is the information on that bundle I was telling you about. It should have all the information you need. Just so you know, I got the [INSERT BOOST NAME] in my pack because [INSERT WHY YOU CHOOSE THE BOOST]. It’s such a good deal and such an easy way to get started on improving health and wellness. I hope you feel the same after looking things over. It would be fun to do this with you! I’ll check back in with you [later today/tomorrow] to see what you think.”

The key in this step is to mention again why you’re excited about it and then to let them know you’re going to follow up with them.

Tip: Copy and paste the links to the Ready Set Wellness video and guide to your phone or computer so you can quickly share them.



03

STEP

Ask Them To Get Started

After you share the overview with someone, give them some time to look it over and then reach back out to them if they don't reach out to you first. This step of the SHARE system is important, it is where you ask them to get started. Don't shy away from this step. Just keep it simple and confidently ask them to get the Ready Set Wellness bundle!

Say something like:

“Hey there! Did you have a chance to take a look at that information I sent over? Are you ready to get that bundle and get started with me?!”

or...

“Just circling back! I hope that information I sent was helpful. I'd love it if we could do this together. Do you want me to send you a link for those products?”

Again, it doesn't have to be complicated. Keep it simple!

If they say 'yes,' send them the link to get their Ready Set Wellness bundle on your Ambassador Website. It is important to use this link because it is how our system knows to pay you the commissions when they purchase. The next page shows you how to find this link.

If they don't say yes or if they have questions, go on to Step 4.

As you send the link, include a simple message that will let them know what to do, mentioning the 5 minutes it will take to do the assessment to personalize their bundle.

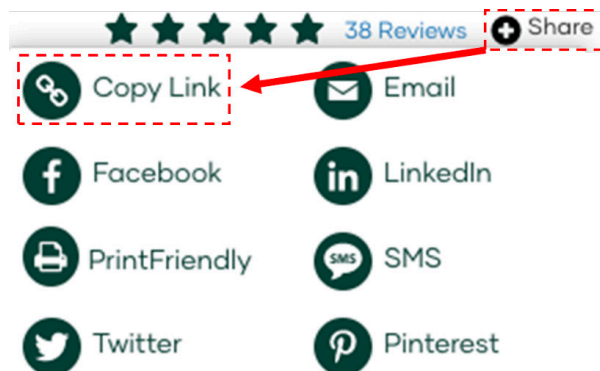
That message might sound something like:

“I’m so excited for you and happy that we can do this together! You’re going to love it! I’m going to send you a link that will take you to the website to get the products. Once you’re there, click on the green button at the top of the page. Just so you know, there are three steps that should take you about 5 minutes or so to complete to get it personalized just for you. The website will guide you through it. If it would help, I’m glad to get on the phone right now and walk you through it or you can do it on your own and let me know if you have any questions. What would be best for you?”

How to find and share your link

1. Go to the Ready Set Wellness Bundle page on your website
2. To the right of the bundle image, you’ll see a ‘Share’ link. Click on it.
3. Click on ‘Copy Link’
4. Now you have it!

Tip: As a time-saver, save this link on your phone or computer so you can quickly copy and paste it in an email, text message, or direct message.



04 STEP

Remind Them Of Their Why

After you ask them to get started, it's common for the person to have some questions. Don't get flustered!

Whenever someone has a question or concern, it is an opportunity for you to build trust. Offering to find the answer for them is part of that, but a bigger part of that is you continuing to share your belief and confidence in the Ready Set Wellness bundle and how it will help the person.

If they ask you something you're not sure how to answer, that's ok! You'll get to know the answers as time goes on. For now, tell them you don't know the answer, but if it is important to them, you can find it out. And then contact your sponsor or Shaklee's Customer Service for help.

Important!

After you get the answer, you'll go back to Step 3 and ask them to get started again.

It might sound something like this:

“That's a really good question! I'm not sure of the answer right now, but I can find out for you. Do you mind me asking if ___ is the biggest thing holding you back from getting started?”

[they reply]

“Great! I will find that out for you right away. I don't have all the answers. I just know that these products have been amazing for me, which is why I'm recommending them to you. I've never had a personalized solution like this and the quality is amazing. I think it would be awesome if we could do it together and help each other stay on track to level up our health and wellness!”

[you get the answer to their question]

“Here is what I found out for you. [Answer to their question.] I hope that helps! What do you think? Can I send you a link for those products so we can do this together?”

WHAT IF THEY DON'T RESPOND?

If they don't respond or get back to you right away, it's ok! Check back in with them in another few days. You could say something like:

“Hey there! Just touching base! Wanted to get your thoughts on that info that I sent. LMK!

or...

“Not trying to hassle you...I just wanted to make sure you'd gotten the info and am wondering what you think. Thanks for checking it out!

Follow up three times and if they still don't respond, let them know you're going to stop following up with them but that you're always happy to help, and then try to end the conversation by reaffirming the relationship. Something like:

“Hey again, I feel like I may have caught you at a bad time. Life can be crazy, and I don't want to be bothering you about this. If you do have any questions about the information I sent, you can just reach out to me whenever. I appreciate you and hope you're well!

WHAT IF THEY SAY THEY AREN'T INTERESTED?

If they get back to you and say that they're not interested or if it isn't a good time for them, that's ok! Don't stress about it or take it personally. It's just part of sharing with others.

Just make sure to express gratitude for their willingness to take the time to look at it and let them know that you're always there if they change their mind (which they might do down the road as they see your experiences). Ask them if you can share future offers with them in case they might be interested and, if you feel it is appropriate, you can ask them if they know of anyone who might be interested that you could reach out to.

“No problem at all, I really appreciate you getting back to me and letting me know. And thank you for taking the time to look at that information. If you ever change your mind, please let me know. These products are a game changer and I know you'd love them. From time to time there are great promotions that the company offers. Do you mind if I shoot them your way when they happen in case it is something you'd like to take advantage of?

05

STEP

Earn Supplemental Income*

Every time you help someone get started with a Ready Set Wellness bundle (or with a \$150 in other products), you'll earn a \$25 Star Bonus. These bonuses are paid daily.

If you earn three Star Bonuses in a month, you'll qualify for our Star Club Bonus and earn an additional \$75 on top of the Star Bonuses you've earned, for a total of \$150!

There is no limit to the number of Star Bonuses or Star Club Bonuses you can earn in a month.



You may also start to earn income from other features of the Ambassador compensation program. Make sure to watch the Ready Set Wellness compensation video for more details. The video can be found at <https://events.shaklee.com/ready-set-share>

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

CONGRATULATIONS!

You're Ready to Go!

Congratulations! You've completed your Getting Started Right training!

You've now got everything you need to start sharing Shaklee with people you already know. So, don't hesitate—jump in with both feet and get started!

Set a goal to help at least one or two people get started with a Ready Set Wellness bundle within the next few weeks. Keep following the steps of the SHARE system we've outlined in this training for your first month.

By the end of your first month, we want you to have:

- Earned at least one commission
- Had a positive, personal product experience
- Started to use the Daily Activity Tracker
- Received, or will receive shortly, your next Loyalty Order

WHAT'S NEXT?

In a few weeks, after you've completed this training and have had the experience of sharing Shaklee, you'll be ready to start using our Daily Activity Tracker.

This tracker outlines the specific activities to do each day to keep following the SHARE system and building a stable, rewarding, and enjoyable business for the long run.

The Ready Set Share system training will be emailed to you directly in a few days, or you can download it anytime: <https://events.shaklee.com/ready-set-share>

Ok! You're all set with everything you need to get started! Getting off to a quick start in sharing Shaklee is the best thing you can do for your business right now. Use the training in this guide to help you and jump in!

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 it's 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."

APPENDIX

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 to sell products on Amazon without authorization. The company tries to manage this because they have no way of ensuring the product being sold on Amazon is really a Shaklee product unless it is purchased from the Shaklee store on Amazon or through an authorized Ambassador like me. 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 place.

"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! :)"

First 30 Day Action Plan

On your Getting Started Right call, your sponsor will review the First 30 Day Action Plan with you. If, for some reason, you don't have a Getting Started Right call, you can use this action plan on your own to help you as you get going.

My Why:

Take time to identify a meaningful purpose, or a 'why,' for your business. This needs to be something meaningful to you that will help you stay committed during the initial learning curve. This might be challenging at first. Most people aren't used to articulating or thinking about a purpose like this. Using questions can help.

Why: I want to earn more money

Questions: How will more money impact your life? How will it make you feel if you were able to make that additional income? What will you be able to do if you made that additional income that you can't do now?

Why: I want more time with my family

Questions: When you have more time with your family, what will you be able to do? How will you feel being able to be home / go on vacation, etc?

My First 30 Day Goals:

Set some initial goals for your business. What would you like to have happen in your first 30 days? Knowing this will help you stay focused as you get started.

My Time:

Identify 'business hours' each day when you can work on your business. Typically, a regular 60-90 minute period each day is ideal. However, finding smaller pockets of time sprinkled throughout the day is also a solution. The key thing is consistent, daily action on your business.

My Commitment:

This is to help you identify the potential obstacles you face as you get going and have a game plan on how you will overcome these obstacles.

Getting Going:

This last section is designed to help you get into action quickly by focusing on some short-term outcomes that you can be accountable to. The Getting Started Right training will help you achieve these things.

First 30 Day Action Plan

My Why

My First 30 Day Goals

- I want to earn _____
- In my first ____ days, I want to have helped ____ people with a RSW Bundle
- I want to have had ____ experience with the product
- _____

My Time

How much time each day I will dedicate to my business and how I'll find that time:

My Commitment

Potential obstacles I'll face and how I'll overcome them:

Getting Going

- I will be using a wellness group to invite people to.
- I will complete the Getting Started Training by _____
- I will make an announcement post on social media by _____
- I will earn my first commission check by _____

Helping People Once They Get Started

After someone has successfully ordered their bundle, it is important to help them have a great experience. Improving their wellness with Shaklee products will happen when they use the products consistently to facilitate healthy changes in their lives. As an Ambassador, you play a critical role in that process by ensuring they are using the products, enjoying them, and are paying attention to the results they are seeing. This will also help them to order again in the following month and for months and years to come. As an Ambassador, your earnings will compound as you have more and more people using Shaklee products each month.

Ideas to help them have a good experience:

- Create a Facebook group that people can join as they purchase, where they can stay connected to you and other people who are focused on improving their wellness
- Schedule a weekly call or text touch base to check in and see how they're doing
- Make sure to use the Ready Set Wellness tools available to you to support them

Ready Set Wellness Tools

- Eat Well Guide: This is also one of the tools included in the email they receive after purchasing their bundle. It is a simple, but powerful, resource to help them prepare healthy meals. It includes things like recipes, shopping lists, and simple food swap ideas that will be very helpful to them in building healthier eating habits.
- Ready Set Wellness page: This website is full of resources to help them succeed. They will receive an email connecting them to the site, but you can also share it with them.