

# “How To”

## IMPROVE THE HEALTH of your Shaklee® business by running your own ...

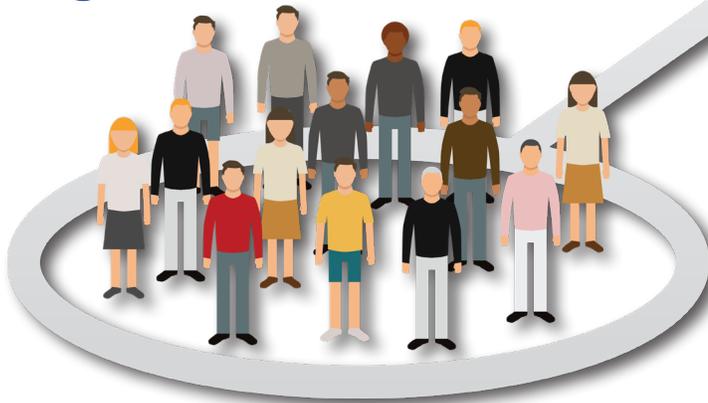


Promotional ideas!

Putting your group into motion!

How to utilize technology!

Working beyond!



## “Health Gain” or “Weight Loss” group!



## Improve the Health of Your Business with a “Weight loss” or “Health gain” group!

*If you've ever considered running a group to build your Shaklee® business, there's never been a better time!*

**The holidays can be a perfect time to reach out to your group, and start them on the path to better health. . .**

- Before the holidays, people want to stay on top of their health & weight. You offer support & strategies for success.
- After the holidays, you have the answer to “how can I structure and keep new habits for better and long-lasting health.”
- YOUTH® customers are often ready to take the next step to be as healthy on the inside as they look on the outside. A healthy-living group is the perfect add-on to their program.

### Before you start:

**1.** The success of the group is directly connected to the energy and belief of the leader! That's proven. Work on yourself - you should be enthusiastic about whatever group you are running. Choose a topic that really excites you!

2. Establish your purpose. Take time to write out a clear statement of your goals for the whole group, and your expectations of the individual group members. Give a copy to each group member.

3. Keep a written copy as a check-point for your planning.



## Promotional Ideas:

4. Give your program and marketing materials a professional look to increase their perceived value.

5. Strategize your invitation process with intriguing conversation starters.

6. Choose multiple methods for inviting: Social media, text messages, private messenger, newsletter, postcard, emails, phone calls, newspaper ads

## Tips for Running a Successful Group:

7. Using your goal check-sheet, plan all meetings before you begin the course.

8. Individualize each group meeting with a special topic that is helpful and exciting.

9. Be the host/hostess who knows everyone's name and is delighted to welcome them to the group. Get out of your comfort zone to put people into the comfort zone of your event.

10. Make it FUN! People stay with the group when they feel included and valued, and when they receive new knowledge in a light hearted setting.



# Suggested Conversation Starters

“Preparing for a successful conversation is like following a good recipe. Read the directions, gather the “ingredients,” test it. Make any necessary corrections for the next time.”

- Nedra Sahr

Conversation Starters

## Conversations can begin anywhere:



- At a Holiday Event
- In the Office
- Coffee Hour at Church
- Chatting with a friend

## Use 21st Century Communications as you talk to people:

You know how . . . ?

What if . . . ?

If I . . . ?

Would you . . . ?

*(See Presidential Master Coordinator Carolyn Wightman's presentation on <http://presidentialmasterbuilders.com>.)*

# EXAMPLE 1

**You know how** it's so hard to keep from gaining weight during the holidays?

... **Listen!**

**What If** there was a safe, simple program that really could work?

... **Listen!**

Sounds like you may be ready. **If I** could show you what's working for me **Would you** be interested in taking a look at it?

**When** do can we get together? Either in person or on Zoom.



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# EXAMPLE 2

**You know how** we turn the calendar ahead one year on January 1st?

... **Listen!**

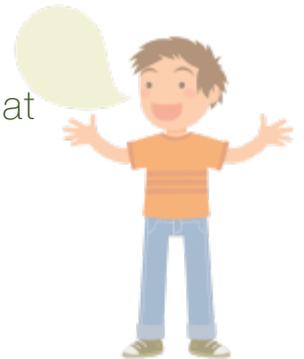
**What if** we could turn the scale back 5-9 pounds?

... **Listen!**

**If I** could show you some folks who've done exactly that

**Would you** be interested in taking a look at it?

... **Listen!**



# EXAMPLE 3

You know how people make a resolution to drop weight on January 1<sup>st</sup> and it only lasts until January 15<sup>th</sup>?

... **Listen!**

What if there was a healthy plan that helped you shed 7 pounds in 7 days and then keep going until the weight was gone.

... **Listen!**

If I could show you stories of people who have done just that

Would you be interested in taking a look? ... **Listen!**



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## ANSWERING MACHINE MESSAGE

Hi Mary....It's Nedra

I'm beginning a new chapter in my health journey (in \_\_\_\_ weeks)

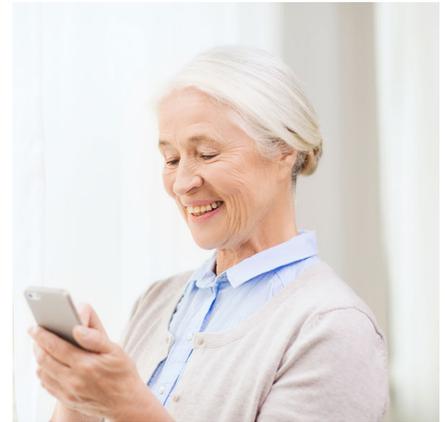
Want to join me?

Give me a call!



# EXAMPLE TEXT MESSAGE

Hi Mary. You mentioned you wanted to get off sugar and improve your health. I've got an idea. 😊



## About The Author

Nedra Sahr, MS, CNS, LN, is a member of the American College of Nutrition, a Field-Science team member of Shaklee Corporation and a Shaklee Key Coordinator, along with her husband, Gene.

They live in Eliot, ME where you'll find Nedra hiking and kayaking in the summer and snow-shoeing, cross-country skiing and hiking in the winter.

She enjoys encouraging people to Live Younger Longer through adopting wholistic life-style practices!



*If you'd like to learn more about the Fresh Start Cleanse - "Coaching The Coach" training program, please visit: [www.freshstartprogram.training](http://www.freshstartprogram.training)*