

Shaklee Integrated Wellness Program™

FOR FITNESS TRAINERS, STUDIOS, GYMS, AND OTHER SMALL BUSINESSES

Business Growth Opportunity

the
wellness
industry

Obesity has been a health problem across North America. The rate of obesity grew steadily from 1987 to 2007. Over 72 million Americans, 6 million Canadians, are considered clinically obese. As a result, fitness and weight loss has been growing in popularity according to *Fitness Industry Analysis 2015 – Cost and Trends*. The *Statistical Portal*, reported the number of health clubs and fitness centers in the United States in 2013 rose to over 32,000, with over 6,000 in Canada for a total of 38,400 in North America. Membership also rose in the United States to just under 53 million and was worth an estimated 25 billion US dollars.

In recent years there has been a rise in the number of boutique fitness studios and gyms such as – Zumba®, Yoga, Pilates, CrossFit® and body boot camps. Also, there has been an explosion of spas, foot massage, nail salons and other type of studios focused on wellness. But many of these businesses do not have a wellness program that includes education or products related to **healthy nutrition, weight-loss, healthy cleansing and sports nutrition** as part of their offering.

Imagine the growth your business could have by recruiting studio owners or fitness instructors into your organization and helping them implement a wellness program as part of their services. They can develop a Shaklee business within their own business, and with the right effort, can even become Shaklee Business Leaders.

We have developed the **Shaklee Integrated Wellness Program™ (SIWP)** that will help you recruit studio owners and trainers by showing them how they can incorporate the program into their business and help expand their business outside their four walls, possibly increase their customer retention and create another income stream.

What Is The *Shaklee Integrated Wellness Program™*?

It is a **comprehensive wellness program** that provides studio owners or fitness instructors with the **education, tools, and support** they need to create awareness and education among their existing and future clients regarding:

- **Healthy Nutrition – Shaklee Life Plan** is the result of the foremost scientific research and decades of studies, designed to bring you the essential nutrients for a healthy life.
- **Healthy Weight** – Lose the right kind of weight. Shaklee 180™ is a revolutionary weight-loss and weight-management program with products designed to help you lose fat not muscle.
- **Healthy Cleansing (available 2016)** – Products that help support healthy digestive function and get your eating habits back on track or used as a pre-weight loss cleansing program.
- **Sports Nutrition** – Products that help athletes perform their best before, during, and after workouts.



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program
basics

Support

The program also provides support with the necessary tools to help run a Shaklee business within their current business:

- **Entry Kit** with a variety of Shaklee 180 and cleansing products.
- **Personal Web Site** (PWS)
- **Shaklee Connect™ Mobile App** – manage your business on the go.
- **Training and education** by the Shaklee Medical Professionals.
- Potentially lucrative **compensation and leadership plan**.
- Personal and **professional development**.
- **Incentives, luxurious trips, and recognition**.



How Do You Approach a Studio?

Ask to speak to the studio owner, introduce yourself, and simply ask the following questions:

1. **Do you currently have a wellness program as part of your business?**
 - If the answer is “yes,” continue to “a” and “b” below...
 - a. *“Excellent! What parts of your program are working best for you?”* (Take notes so you can reference them when creating “similarity.”)
 - b. *“If there were two or three things things you could integrate into your current wellness program to make it the best program possible, what would they be?”* (Take goodnotes here! This is key information you will use to help create the partnership.)
 - If the answer is “no,” continue to #2 below
2. **Have you considered incorporating a wellness program as part of the services that you offer?**
 - If the answer is “yes,” continue to #3 below.
 - If their answer is “no,” ask the following question... *“I’m sure you have a reason for not having done so yet; would you mind sharing with me what has prevented you from doing so?”* (You will use their answer/reason to get the prospect to open up and evaluate the Shaklee program by showing them that our program is the solution; without the reason that has prevented them from moving forward.)
3. **Do you think your current clients might benefit from a wellness program that includes education on different wellness topics?**
 - If the answer is “yes,” continue to #4 below.
 - If their answer is “no,” ask the following question... *“I’m sure you have a reason for feeling this way; would you mind sharing with me what that is?”* (You will use their answer/reason to get the prospect to open up and evaluate the Shaklee program by showing them that our program is the solution; without the reason that has prevented them from moving forward.)



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4. **Would you be open to learn how the Shaklee Integrated Wellness Program™ can help you increase retention of your client base, grow your business outside your four walls, and create another income stream?** (Creating another income stream is perhaps a new concept to the business owner, so introduce it last as to not create a “difference.”)

- If the answer is “yes,” continue to “a” below.
 - If their answer is “no,” ask the following question...“I’m sure you have a reason for feeling this way; would you mind sharing with me what that is?” (You will use their answer/reason to get the prospect to open up and evaluate the Shaklee program. Show them that our program is the solution.)
- a. If possible, schedule a time to do a **formal opportunity presentation** using the Power Point and script provided in **MyShaklee.com**

How Can the Program Help Retain Clients?

In the fitness industry, clients tend to move around from one studio to another. Also, some may move out of town. Once this happens, the studio owners or trainers lose their clients.

Once a client begins consuming Shaklee products and becomes a Shaklee member, the studio owner or trainer will continue to **receive an income stream** as long as the Shaklee member continues to purchase product – it does not matter if they move to another studio, change trainers, or move out of town or state.

The results clients can achieve while using Shaklee products may be greater than results with exercise alone. Therefore, the better the results, more people notice, and the bigger opportunity for new referrals. In turn, this can **increase the studio owner or trainer’s client base**.

How Can They Take Their Business Outside of the Four Walls?

It’s like creating a network! They can expand their business outside their four walls by inviting other studio owners or trainers to join as Shaklee Distributors and become Business Leaders.

- They will begin building a **Network of Business Leaders** and create an organization, which can yield income through the Shaklee Dream Plan and *FastTRACK*. – Explain the income opportunity, including *FastTRACK*.
- As these studio owners or trainers see the **BIG picture of the business opportunity**, they may have a future Master in the making.

business
expansion

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How Will the *Shaklee Integrated Wellness Program™* Help Create an Income Stream?

The studio owner or fitness instructor can create income by sharing the benefits of the wellness program with the current and future client base, and encourage other studio owners or trainers to do the same:

- **Create awareness by education.** Focus on the importance of good nutrition and supplementation as the foundation for optimum health and encourage clients to get on a monthly Shaklee Life Plan, which will generate monthly revenue. Offer AutoShip.
- Offer **weight loss competitions** every 90 days. Offer the Healthy Weight program
- Create awareness on the importance of occasionally cleansing the body to support good health. Offer the Healthy Cleansing program.
- Share an overview of the **income opportunity** if a percentage of their current client base were to become members and begin using one or more of the programs on a monthly basis.
- Share the **Leadership income opportunity** by reaching other studio owners and/or trainers to do the same and create a network.



How Does the Shaklee Business Work?

We recommend you share the following video which will give a simple explanation:

- <http://www.shaklee.tv/how-the-shaklee-business-works>



The Shaklee Business

Also share other videos that you feel would tell the **Shaklee story and credibility**

- <http://www.shaklee.tv/the-chairmans-message-2015>
- <http://www.shaklee.tv/the-shaklee-difference-7-minute-version>
- <http://www.shaklee.tv/forrest-c-shaklee-innovation-center>



Message from Roger Barnett



The Shaklee Difference



Shaklee Innovation Center



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earning
opportunity

How Do They Get Paid?

There are 9 ways to earn in Shaklee:

SAVE

- 15% discount on products as a Member – Personal Consumption
- Plus an additional 10% on AutoShip (selected products)

EARN UP TO

- 16% profit (Price Differential)*
- 20% bonus on Personal Group Sales†

ELIGIBLE FOR

- Earn Leadership and Infinity Bonuses from Organization: 6% to 14%
- Earn monthly Car Bonus: \$225 to \$600
- Earn Sponsoring Bonuses:
 - GOLD Bonus: \$50, \$100, or \$150
 - Power Bonus: 15 points = \$150
- Earn Incentive trips to exotic locations – Bali, Tuscany, Hawaii, etc.
- *FastTRACK*‡ (Up to \$89,000 plus potential for unlimited matching bonuses)

See the *Shaklee Dream Plan Rewards Brochure* for more details.

Earn from Personal Sales

Example of Potential Earnings from Personal Retail Sales to Customers

Product	Qty Sold	Price Differential* Earnings	Volume Bonus 2000 PGV 20%†	Total Potential Earning	Total PV
Shaklee 180™ Turnaround Kit	2	\$37.82 x 2 = \$75.64	188.78 PV x 2 = 377.56 x 20% = \$75.51	\$151.15	377.56
Life Plan 30 days	5	\$33.10 x 5 = \$165.50	171.10 PV x 5 = 855.50 x 20% = \$171.10	\$336.60	855.50
Vitalizing Plan 30 days	5	\$21.46 x 5 = \$107.30	112.10 PV x 5 = 560.50 x 20% = \$112.10	\$219.40	560.50
Essentials Plan 15 days	5	\$11.74 x 5 = \$58.70	61.44 PV x 5 = 307.20 x 20% = \$61.44	\$120.14	307.20
Grand Total		\$407.14	\$420.15	\$827.29	2100.76

*Price Differential – This is the retail profit that you make on product sales. You buy the product at one price and you sell it at another and you make the difference.†Must have a total of 2,000 PGV in volume sold in Personal Group ‡\$5,000 OV is required to earn *FastTRACK* bonus and must be a GOLD Ambassador.



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Rewards – All levels



Rank	AVERAGE*	Monthly Car Bonus†	2015-2016 Incentive Trip‡	FastTRACK Rewards†
DIRECTOR	\$9,509		 San Francisco Bay Area	
SENIOR DIRECTOR	\$11,847	\$225 TO \$250		UP TO \$1,000
COORDINATOR	\$21,134		 Los Cabos	UP TO \$3,000
SENIOR COORDINATOR	\$35,701	\$325 TO \$375		UP TO \$5,000
EXECUTIVE COORDINATOR	\$56,205		 Tuscany	UP TO \$10,000
SENIOR EXECUTIVE COORDINATOR	\$53,868	\$400 TO \$450		UP TO \$15,000
KEY COORDINATOR	\$93,810		Hometown Celebration	UP TO \$15,000
SENIOR KEY COORDINATOR	\$119,018	\$450 TO \$500		UP TO \$15,000
MASTER COORDINATOR	\$126,662	\$500 TO \$600	 San Francisco	UP TO \$25,000
SENIOR MASTER COORDINATOR‡	\$262,388			
PRESIDENTIAL MASTER COORDINATOR‡§	\$626,265	Car keys		

*Includes all Dream Plan rewards. Based on 2014 earnings. The typical participant in the Shaklee Canada Inc. Compensation Plan earns an average of \$223.44 per year. However, participants at the Business Leader level earn on average \$9,509 a year, and can earn over \$126,662 a year at the top levels. Earnings were calculated on a monthly basis of those Business Leaders in the achieved rank. Results will vary with effort. Shaklee Canada Inc. does not guarantee that any particular income level will be achieved. †There are additional requirements for each of these incentives. See the 2015–2016 Shaklee Incentives Booklet at MyShaklee.com for full details. For qualification of FastTRACK rewards from Coordinator to Master Coordinator, additional requirements apply. For FastTRACK at Coordinator, an Organizational Volume (OV) of 5000 must be achieved. For FastTRACK at Senior Coordinator, Executive Coordinator, and Senior Executive Coordinator, OV Outside the Largest Leg of 5000, 10,000, and 15,000, respectively, must be achieved. FastTRACK cash bonuses are paid over time. See official FastTRACK rules at MyShaklee.com for details. ‡These ranks have not been achieved in Canada yet. Figures based on U.S. 2014 earnings. §Two Master Coordinator legs are required.

For full requirements, see the Statement of Privileges and Responsibilities of Shaklee Family Members and the 2015–2016 Shaklee Incentives Booklet at MyShaklee.com.

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why
Shaklee

What Kind of Support Can They Expect?

- Shaklee is more than just a way to earn money. We are a diverse community of like-minded people who share the belief that together, through small positive steps taken consistently, we make a **huge difference in the health of people and our planet.**
- When you choose to build a business in Shaklee, you are **independent but not alone.** You are part of a team with support from mentors, other team members, and the Shaklee Home Office.
- In nearly 60 years of continuous operations, Shaklee has **paid over \$7 billion in commissions** to its Distributors without missing a month. \$2.2 billion of that has been paid out in just the past 10 years, representing over 30% of commissions paid in the entire 58-year history of Shaklee.
- Over the past 10 years, Shaklee has doubled in size and is rapidly approaching **\$1 billion in global sales** for the first time in its history. This is important because so many companies out there are popping up and then disappearing from the scene. Shaklee is not only here to stay, we are growing.

Support Tools

- **Distributor GOLD Plus Studio PAK (\$649) #79376 English | #79377 French**
Contains a variety of products and tools designed to get their business launched.



- Includes all products and tools pictured above
- 6 free months of a Personal Website (online store)
- 1 free registration to **Shaklee Live** – our annual global conference
- 2 free registrations to a **Regional Conference**
- Access to international sponsoring opportunities, **GOLD and Power Bonuses**, other leadership bonuses and **FastTRACK**

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Program Support and Tools

These are downloadable tools which have been specially designed to support studio owners and trainers. Available in English and French.



To access go to:
MyShaklee.com and search
Shaklee Integrated Wellness
Program

Presenting the Shaklee Integrated Wellness Program™ Opportunity

- Distributor Guide – this document
- Opportunity Power Point Presentation (PPT) with Script
- Prospecting Postcard

Healthy Weight

- Distributor Selling Guide
- PPT with Script
- Information Card
- Consumer Brochure
- FAQs
- Poster
- Invitation Flyer
- Meal Planner Sheet
- Wellness Profile – Before, During, and After
- Nutrition Guide
- Success Stories – for display
- Shaklee 180 Tab – Recipes, articles, exercise routines, and educational videos

Sports Nutrition

- PPT with Script
- Distributor Selling Guide
- Information Card
- Poster
- Invitation Flyer

Education and Training

- Personal and professional training and development by experienced mentors (upline)
- Training by Shaklee doctors and scientist at Shaklee Regional and Shaklee Live events and special meetings*
- Webinars & Conference Calls

Business Management

- Shaklee Connect™ App
- Access your account history, information about each of the members in your group – what they are purchasing, how much, etc.
- Tools to communicate with your clients, members, etc.
- Promotion and Incentives tracking tools

Incentives and Recognition

- Opportunity to qualify for New Directors Conference and visit the Shaklee World Headquarters near San Francisco
- Opportunity to qualify for trips to exotic locations around the world
- Promotions based on volume growth and other indicators
- Star Achiever's recognition

contact
US

<p>EARNING OPPORTUNITY SUPPORT - For questions regarding title, pricing, appointments, volume grace months, forms, processes, the <i>P & R</i>, promotions, incentives, and changes to accounts.</p>	<p>CANADA@SHAKLEE.COM Mon-Fri: 8 a.m. to 8 p.m. ET Phone: 888.574.2553 Fax: 800.281.4160</p>
<p>PRODUCT ORDERS - For questions regarding orders, shipping, returns, product experience reports, Member status, Member applications, and missing products should be submitted via Ask a Question. Make sure you have your member ID or your order number handy to resolve your issue quickly!</p>	<p>1.800.263.6674 Mon-Fri: 8 a.m. to 10 p.m. ET* Saturday: 10 a.m. to 7 p.m. ET</p>
<p>PRODUCT SUPPORT TEAM - For questions about products and ingredients from our nutritional, personal care and household lines.</p>	<p>MEDICALAFFAIRS@SHAKLEE.COM CANADA@SHAKLEE.COM Mon-Fri: 8 a.m. to 8 p.m. ET Phone: 888.574.2553 MAIL: Shaklee Canada Technical Support 3100 Harvester Road, Unit 7 Burlington, ON L7N 3W8</p>

*Hours are extended to midnight ET for product orders on the first and last business day of the month.

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share and
sponsor

Ask the Owner to Allow You to do a Demo at his/her Studio

There are several ways you can introduce Shaklee into a studio:

1. Set up a table with a **sampling** of Shaklee products and offer samplings of Shakes, Bars, Energy Chews, Performance, Teas, etc.
2. Conduct mini **educational seminars** for clients using the PPTs available. Create awareness of the importance of good nutrition through the importance of protein and nutritional supplements in the diet. Educate those who are interested in losing weight about the difference between the Shaklee 180 Program versus others. Emphasize leucine.
3. Conduct **one-on-one consultations** with clients.

Once you acquire your first clients and they begin to see improvements in their health or weightloss, you will have a better chance of getting the studio owner to become a distributor.

Recruiting the Studio Owner or Trainer

Ask for feedback

- Do you see this fitting into your business?
- Do you see how this could benefit your business and create another income stream, retain clients, and expand your business outside of the four walls?
- When can we get started?

Register Your Studio or Register as a Trainer!

CoreTEAM

- Be part of the **Shaklee Integrated Wellness Program™ Builders CoreTEAM – SIWP Builders CoreTEAM**
- What is SIWP Builders CoreTEAM? It is a special group of Shaklee Distributors and Business Leaders who are focused on building their Shaklee business through fitness studios, gyms such as – Zumba®, Yoga, Pilates, CrossFit® and Body Boot Camp, spas, foot massage, nail salons, and other type of studios focused on wellness.
- Participate in monthly educational webinars and/or conferences, where you will hear from the most successful Shaklee business builders, our group of scientists and physicians.
- Please register today and be part of the **SIWP Builders CoreTEAM**.
- **Registration Site:** <http://secure.lenos.com/lenos/shaklee/FitnessWellnessStudio/>

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APPENDIX

How You Get Paid – Definitions

GOLD Bonuses*

This is one of the first ways you can earn money in Shaklee. For each GOLD Plus PAK Distributor you **personally sponsor**, you earn a **\$100 GOLD Bonus**. For each GOLD PAK Distributor you personally sponsor, you earn a **\$50 GOLD Bonus**. This bonus is paid to you for sharing the Business Opportunity with others.

Power Bonuses

Next, you are eligible to **earn points** toward Power Bonuses each time you **personally sponsor** someone into your Shaklee group with a specified product purchase level in the month you sponsor and in your first three full months that follow. Each and every time you accrue **15 Sponsoring Points** during your eligibility period, you earn a **\$150 Power Bonus**. You also get a new three-month eligibility period for Power Bonuses EACH time you increase in Business Leader rank.

Price Differential

This is the **profit** that you make on product sales. You buy the product at one price, you sell it at another, and **you make the difference**.

Personal Group Bonuses

When you and all the people in your Personal Group, including customers, generate a certain volume of product sales each month, you earn a **monthly bonus on the sale of these products**.

FastTRACK Bonuses*

Next, you can earn extra bonuses and rewards by reaching certain Business Leader ranks in a specified *FastTRACK* time frame, starting with Director. This is a lucrative

Shaklee incentive that offers up to **\$34,000 in your first 18 months** as a Business Leader with the potential to earn **up to \$89,000** in *FastTRACK* bonuses, on top of all other compensation.

Incentives

Similar to the Power Bonus point system, you can earn points in our Points Program toward **exotic luxury trips** and fabulous rewards sponsored by Shaklee **each year**.

Car Bonuses

Reach 3,000 Personal Group Volume and personally promote a new First Generation Director (who generates 2,000 or more PGV), and you can begin to qualify to earn a **monthly Car Bonus** toward a new car **for up to three years**. The monthly Car Bonus payment you can earn increases when you climb the ranks in Shaklee.

Leadership Bonuses

Once you reach the level of Director and you begin to develop other Directors in your organization, you earn a **monthly bonus** on the volume of **each Business Leader up to six generations** under you, depending on your rank.

Infinity Bonuses

Infinity Bonuses are **earned monthly** up to 8% on the volume of **ALL Leaders** in your organization **to infinity**, based on your rank and the rank of your Leaders – beginning with the rank of Senior Coordinator. There are no limits to the number of Leaders you can be paid on!

*You must be a GOLD Ambassador to earn, GOLD, *FastTRACK*, and International Bonuses. You become a GOLD Ambassador by purchasing one of the GOLD PAKs.