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Get Your Shaklee Products Go Here:

<http://www.shaklee.net/mimc/>

Introducing Shakleebaby™ and Shakleekids™



**Introducing Shakleebaby™ - Always Safe. Always Gentle. Always Healthy.
Open Order 5/1**

Babies are the most precious gifts in the world. Keep yours happy and healthy with Shakleebaby. Safe, pure, and natural, our pediatrician tested baby care products are formulated to keep your little one's bottoms soft, itty-bitty toes clean, and growing body healthy.



Gentle Wash

Clean, fresh baby. This extra gentle wash is made with organic chamomile and lavender, pH balanced and sensitivity tested to shower even the most tender skin with love. 99% Natural; 76% Organic.

#30108 <http://www.shaklee.net/mimc/>



Soothing Lotion

So soft. Organic sunflower seed oil and shea butter moisturize, and organic chamomile and lavender soothe. 99% Natural; 87% Organic.

#30106 <http://www.shaklee.net/mimc/>



Diaper Rash Cream

Naturally soothing. Zinc Oxide protects baby's delicate skin from wetness, keeping skin healthy and dry, and helps heal diaper rash. Organic and natural oils keep skin hydrated and smooth while chamomile, aloe, and calendula extracts soothe. 99% Natural. 78% Organic.

#30109 <http://www.shaklee.net/mimc/>



Massage Oil

Perfect for massaging baby or moisturizing after a bath. With organic sunflower oil, lavender, and chamomile to moisturize and smooth. 99% Natural, 99% Organic.

#30107 <http://www.shaklee.net/mimc/>



Multivitamin & Multimineral Powder

One of the most comprehensive infant-toddler supplements available, it contains prebiotics to help promote a healthy immune system and bundles of vitamin D to support strong bones and teeth. Star-K Certified. *

#20057 <http://www.shaklee.net/mimc/>

* These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



Introducing Shakleekids™ - Supersmart. Supersafe. Supernutritious.
Open Order 5/1

Behold the powers of Shakleekids Mighty Smart and Incredivites! These dietary supplements are made with supersafe ingredients that bring out the best in kids, like rad vision, smart noggins, and a rockin immune system. *



Incredivites™

Shakleekids Incredivites is the first kids chewable multivitamin in the U.S. with lactoferrin, a protein that helps busy bodies' immune systems stay supercharged. Packed with 23 essential nutrients, it's one of the most comprehensive supplements available - with 600IU of vitamin D to support strong bones and teeth, and 100% of the daily value for vitamins C and E per serving. *

#20002 <http://www.shaklee.net/mimc/>

Note: Vita-Lea® Ocean Wonders™ will continue to be available.



Mighty Smart™

Shakleekids Mighty Smart is scientifically formulated with a power-packed blast of ultra-pure DHA. Essential for early brain development, this omega-3 fatty acid has been shown to support mighty memory, mad concentration, and fierce mind skills. Star-K Certified.

#20058 <http://www.shaklee.net/mimc/>



Educator Kit: Follow-Up Script

A few days after sending the initial approach letter to your teacher friends, you'll want to give them a call. The goal is to get an appointment to hand-deliver the Global Warming 101 educator kit. This face-to-face interaction will give you an opportunity to build rapport and answer their questions. The script could go something like this ...

Hi (teachers name)

"This is (your name) calling ... do you have a moment?"

"I mailed a letter to you a few days ago and I wanted to follow up to make sure you received it. Do you recall seeing the letter? It was about an arctic expedition called Global Warming 101."

If they say yes ...

"Great! As I mentioned in the letter, we have an educator kit that includes a map for your classroom. It's free of course ... and it's designed to work with *National Geographic* approved lesson plans you can use when you decide follow the expedition."

From here ... answer any questions they might have.

"When might be a good time to stop by for a few minutes ... drop off the kit and answer any questions you might have about how this works?"

"That works for me, I'll put it on my calendar and I look forward to seeing you then."

Bye bye!

Tips for making a successful follow up ...

There are a gazillion ways to make this follow-up call. We provided this simple script **ONLY** to give you an idea of how you might approach this call. We don't recommend you read this word for word.

When you make the call, use your own style ... and be authentic.

Before you make the call, imagine the teacher you're approaching right there in front of you. What would you say to them? How would you say it? Just free-flow and enjoy the conversation. You have something they will just love.

If it helps, we suggest you make up your own set of talking points.

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First, build rapport.

Meeting with teachers you already have a relationship with is easy. But occasionally, you'll be meeting those you don't know. The key is to build rapport as quickly as possible. The faster you can make a friend, the easier it will be to open their mind to what you have to offer. Do everything you can to make a connection. Try to learn everything you can about them and get into their world. When possible, try to learn as much as you can about them before you call. The more you know, the easier it will be to make the connection.

Who do you know that they know?

Even though you are offering them a great education tool, they could be a bit skeptical. The educator kit is your "reason" to make the contact. It's your door opener. But tread lightly until you build the rapport.

Why not just mail the packet to them?

Yes, you could do that and some teachers will probably ask you to mail it to them. Try not to let that happen. Try to get the appointment to drop off the map ... but you absolutely do not want to be pushy and come off like you're making a sales pitch.

Even if you get forced into mailing the information, you're still setting yourself up for a follow-up opportunity. Your goal should be to build a relationship and let Shaklee products come up naturally in the conversation.

Leverage the Law of Reciprocity.

This Law states that when you do something nice for others, they feel almost obligated to do something for you in return. You make this law work by being the giver. You have something they will want to use. If you make them feel they have to buy Shaklee products from you in order to participate in the education program, they may not be open to the idea. First things - first. If you build the relationship, you can be sure that you will have an opportunity to ask if they would like to learn more about the product.

Some thoughts to consider ...

Our unique relationship with Will Steger will be in place for the next three years. Two additional expeditions are already planned for '08 and '09. This means you have an even greater opportunity to establish a long-term relationship with any teachers you know.

(more)

To help continue the dialogue with your teacher friends, make a low-key effort to get their e-mail address and ask their permission to follow-up with additional information on Will Steger, the expedition, or anything else that might be of value to them in the educational process. You'll then have permission to send information on Earth Day initiative, the A Million Trees. A Million Dreams™ project and other Shaklee "green" initiatives.

Chances are some teachers will find unique ways to use this education. We will pass that information on to you and you can pass it on the teachers in your circle. Teachers are always open to fresh new ideas and are willing to share better ways to reach their students.

Let the packet help you do the work ...

It's important that you are seen as one who really cares about what we are doing for the teachers, the students, and the environment. The Global Warming 101 education packet is designed to allow you to approach the teachers in a low-key manner.

You can include the information detailing Shaklee's relationship with Will Steger and our unrivaled environmental heritage. It might also include the *press release* outlining the partnership between Will Steger and Shaklee. Print out any/all materials from the Business Reference Library at Shaklee.com that you think will be of interest to the teacher. In addition to this information, the expedition map contains the Shaklee logo. These maps will be in the classroom for four months or longer. Great exposure!

To download the *National Geographic* lesson plans, thousands of teachers will log on at www.globalwarming101.com. When they do, they will see the Shaklee logo prominently displayed. More great exposure. Those who click on the Shaklee link will be taken to even more information about Shaklee. (Note: You can always download the lesson plans yourself and present them to your teacher contact.

As you can see, you can rest assured your teacher friends will get the picture. If you have developed rapport, you win!

Here's the point ...

Through this educational process, your teacher contacts will be positively exposed to Shaklee in a number of ways. Although you do want to use this as a product selling opportunity, the real goal is a lifetime customer or sales leader. Your method of approach is the key to leveraging this unique opportunity.

When you consider the amazing fact that 39% of all Shaklee sales leaders are, or have been teachers, this educational alliance provides us with an extraordinary opportunity to enter into dialogue with any teacher, anytime, anywhere.

(more)

Imagine the doors that will be opened that have, till now, been closed. After all, what more can we as sales leaders ask for than an open door and an open mind?

One more thought ...

The development of the Get Clean™ kit could not have come at a more perfect time. When the time comes for you and your new teacher contact to sit down and take a real look at Shaklee, you have a very special package to show them.

After 50 years in business and many thousands of companies doing business in our industry, **Shaklee is the only company in the world that can tell this story!** We are “the original.” Although the business community is growing “greener” every day, we have the unique opportunity to own this space.

Remember that Shaklee Corporation was the **FIRST** company certified Climate Neutral™ with a net zero impact on the environment. Use that proud and momentous achievement in your discussions. After all, no other company in the world can say that, so why shouldn't you?

As amazing as it seems, our story is more relevant today than at any time in our history. The discussion around global warming, climate change and the thousands of toxic chemicals in products we are exposed to every day will only continue to grow. That means the opportunity for all of us in Shaklee can only get bigger.

Good luck!

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