

SHAKLEE • SINCE 1956

AMBASSADOR TRAINING GUIDE

The 5-Minute Conversation System

Help People First. Build Trust Second. Grow Your Business Naturally.

PROVIDED BY

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Version 1.0 — A simple system you can use again and again to turn Facebook leads into friendly talks.

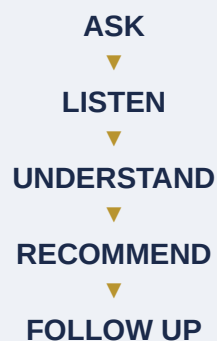
How To Use This Guide

This guide is built for one thing: to help you turn a Facebook lead into a friendly, five-minute talk.

You do not need a sales background. You do not need to be smooth. You just need to be a kind person who asks good questions and listens.

Read it once from front to back. Then keep it next to your phone. When a new lead comes in, open it up and follow the steps.

The Whole System In 5 Words



HOW THIS GUIDE IS LAID OUT

Each chapter is short and starts on its own page.

Gray boxes show you the exact words to say.

Cream boxes give you quick coaching to remember.

Checklists let you tick off each step so nothing gets missed.

The last few pages are a Cheat Sheet you can print and keep close.

THE ONE RULE THAT BEATS EVERYTHING

People do not like being sold. People love being helped.

If you ever feel stuck, stop selling and ask one more caring question.

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PART ONE

The Right Mindset

CHAPTER 1

Welcome — You Are Now a Helper

Congratulations. You are now part of something with deep roots. Shaklee has helped people live healthier lives for 70 years — since 1956. You are not selling a fad. You are sharing a company people can trust.

Here is the big idea this whole guide is built on:

REMEMBER THIS

People do not like being sold.

People do like being helped.

Your job is not to talk anyone into anything. Your job is to have great talks.

When someone asks for one of our guides, they already took the first step. They are curious. They want answers. They want someone who will listen.

That is where you come in. You do not need to know every answer. You do not need years of practice. You just need to care about people — and let 70 years of good science stand behind you.

Your One Job

YOUR MISSION

Help the person find out if Shaklee is a good fit for their goals.

That is it. No pressure. No chasing. Just helping.

Quick Takeaways

- ✓ You are a helper, not a salesperson.
- ✓ Caring beats convincing every time.
- ✓ A lead is a real person who raised their hand.
- ✓ You represent a 70-year-old company. That is a gift — use it gently.

CHAPTER 2

Why Shaklee — 70 Years of Trust

Before you ever talk to a lead, know why Shaklee earns trust. You are not asking anyone to believe a promise — you are handing them a track record. The plain facts, told simply, are the most persuasive thing you own.

THE FACTS (SHARE ONLY WHAT FITS)

- **Founded in 1956** by Dr. Forrest C. Shaklee. In 2026, that is **70 years** in business.
- Dr. Shaklee created the **first multivitamin in the United States** — over 100 years ago.
- In 2000, Shaklee became the **first company in the world to be Climate Neutral certified** and offset 100% of its CO₂ emissions.
- The **Landmark Study**, done with the **University of California, Berkeley**, was the first study of long-term users of multiple supplements.
- Backed by **120+ published scientific papers** and presentations, and **69 patents and patents-pending**.
- More than **100,000 quality tests** a year.
- Shaklee has gone to **space** — NASA's Mark Kelly took Shaklee Vitalizer aboard Space Shuttle Endeavour in 2011.
- Trusted by **world-class athletes**, including Olympic gold medalist rower Caryn Davies.
- The promise, in three words: **Safe. Proven. Guaranteed.**

WHY THIS MATTERS TO YOU

When a lead thinks "is this a scam?", you do not argue. You let the facts do the quiet work. Seventy years. First to do the right thing for the planet. Real science you can point to. That calms people faster than any pitch.

SAY THIS — ONLY AFTER YOU UNDERSTAND THEM

"Can I share one thing that gave me peace of mind?"

Shaklee has been around 70 years — since 1956. Their founder made the very first multivitamin in America."

Would it help to see the science, or would you rather just try a product and feel it for yourself?

COACH'S CORNER

Facts build trust. Bragging breaks it. Share the one fact that fits their concern — then ask another question.

The Landmark Study reflects Shaklee's published research; individual results vary. These statements have not been evaluated by the FDA; products are not intended to diagnose, treat, cure, or prevent any disease.

CHAPTER 3

How a Shaklee Lead Thinks

Every Facebook lead is a real person. They have goals, problems, dreams, and questions.

When they filled out the form, they were not asking to be pushed. They were asking for help. That changes everything.

Why People Click an Ad

People do not click because they want a sales pitch. They click because something grabbed them. Maybe they saw:

- ✓ Reach a healthy weight
- ✓ More energy
- ✓ Better everyday health
- ✓ Extra income
- ✓ Work from home
- ✓ More freedom
- ✓ A better future

Your job is to find out which one pulled them in. Never guess. Always ask.

What They Are Thinking Right Now

RUNNING THROUGH THEIR HEAD

"I wonder if this really works."

"I hope this is not another scam."

"I would like to know more."

"I wonder who will reach out to me."

This is why your first reply matters so much. (And it is why Chapter 2 exists — 70 years of history answers "is this a scam?" before you say a word.)

Why Fast Follow-Up Wins

Interest is highest the moment they ask for the guide. It cools off every hour after that. A fast, friendly reply tells them someone is paying attention, someone cares, and help is here.

Think about ordering something online. Would you rather hear back in five minutes or in three days? People love speed.

Why Questions Beat Speeches

Most people do not enjoy long pitches. But most people love talking about themselves. The more they talk, the more they trust you.

So instead of saying "Let me tell you about our company," you ask one simple question:

SAY THIS

"What caught your eye most...

the wellness side...

or the income side?"

Think of a good doctor. They ask questions before they give advice. Do the same. Ask. Listen. Understand. Then recommend.

Quick Takeaways

- ✓ A lead asked for help, not a pitch.
- ✓ Reply fast — speed builds trust.
- ✓ Ask first. People relax and trust you when they get to talk.

COACH'S CORNER

Your goal is not to impress people.

Your goal is to understand people.

CHAPTER 4

The 10 Golden Conversation Rules

Every good conversation follows these simple rules. Learn them once. Use them every time.

1. Smile before you text or call. People can feel a smile.
2. Ask more questions than you answer.
3. Use "this or that" questions. Not "Did you read the guide?" but "What stood out more — the wellness info or the business side?"
4. Never interrupt. Let them finish.
5. Keep your first call about five minutes. Leave them wanting more.
6. Never pressure anyone. People decide better when they do not feel pushed.
7. Ask one question at a time. Never stack three in one breath.
8. Listen more than you talk. The best Ambassadors are the best listeners.
9. Book the next step. Do not try to explain everything at once.
10. Follow up. Most people do not join on the first chat, and that is fine.

Checklist — Before Every Conversation

- ☐ Smile ☐ Slow down ☐ Have your questions ready ☐ Plan to listen
- ☐ Do not interrupt ☐ Take notes ☐ Stay curious ☐ Know the next step you will offer

COACH'S CORNER

Curiosity builds trust.
Pressure destroys it.

CHAPTER 5

The 5-5-5 Rule

This is the simplest speed rule you will ever learn. It can change your results fast.

Within 5 SECONDS — the guide is sent to them automatically



Within 5 MINUTES — you send your first friendly text



Within 5 HOURS — you have a 5-minute talk or set one up

Why It Works

The person is still thinking about your ad. They remember the form. They know your name. So the talk feels natural, not random.

Checklist — Your First Five Minutes

- ☐ Lead came in
- ☐ Guide was sent
- ☐ Send a personal text
- ☐ Use their first name
- ☐ Say who you are
- ☐ Mention the guide
- ☐ Ask ONE "this or that" question
- ☐ Stop and wait for their reply

Do Not Do This

- ✗ Send a long pitch
- ✗ Explain the pay plan
- ✗ Send three texts in a row
- ✗ Push them to call right now
- ✗ Drown them in info

Do This Instead

- ✓ Be friendly
- ✓ Be helpful
- ✓ Be curious
- ✓ Keep it short
- ✓ Let them do the talking

Your Very First Text

SAY THIS

Hi {{first_name}}, it's [Your Name].

I just saw your request for the Shaklee Healthy Living Guide. Welcome!

I was curious...

Were you looking more at the wellness side, or the income side?

(Then stop. Wait. Let them answer.)

COACH'S CORNER

The shorter your text, the higher your reply rate.

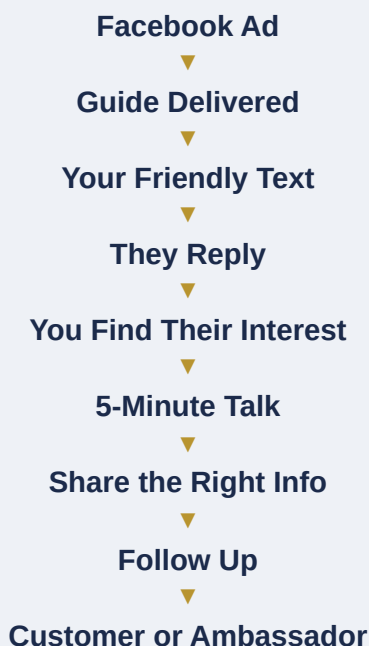
PART TWO

The Conversation System

CHAPTER 6

The Facebook Lead Journey

When someone asks for your guide, they already raised their hand. They said, "I would like to know more." Your job is just to walk them through the next few steps.

**NOTICE THIS**

There is no "SELL" box anywhere in the journey.
People buy on their own when they feel understood.

Quick Takeaways

- ✓ The lead already started the process by asking.
- ✓ You are a guide, not a closer.
- ✓ Every step just moves the talk forward one notch.

COACH'S CORNER

Do not think about enrolling people.
Think about helping people make a good choice.

CHAPTER 7

The Text Message System

Short texts get more replies. Long texts get ignored. One question. One purpose. Then wait.

Text 1 — Right Away (within 5 minutes)

SAY THIS

Hi {{first_name}}, it's [Your Name].

Thanks for asking for the Shaklee Healthy Living Guide. I wanted to welcome you.

I was curious...

Were you looking more at the wellness side, or the income side?

(STOP. Wait for their answer. Do not text again until they reply.)

When They Reply, Match Their Answer

IF THEY SAY "WELLNESS"

Great, thanks for sharing. Out of curiosity...

Were you hoping to boost your energy, support a healthy weight, or both?

IF THEY SAY "INCOME"

Great, thanks for letting me know.

Were you looking for a little extra income, or something that could grow into more over time?

IF THEY SAY "BOTH"

That is pretty common, actually.

Which would make the biggest difference for you over the next six months — better health, or extra income?

Text 2 — Learn A Little More

PICK THE ONE THAT FITS

Weight: "Thanks. Can I ask — what have you already tried?"

Energy: "What has been the biggest challenge for you lately?"

Income: "What is making you look for another income stream right now?"

(STOP. Wait.)

Text 3 — Find the Feeling

SAY THIS

"What has been the most frustrating part?"

(STOP.)

Text 4 — Paint the Future

SAY THIS

"If everything worked the way you hoped, what would success look like six months from now?"

(STOP.)

Text 5 — Move To a Call

SAY THIS

Thanks for sharing that. I think I know which info would help you most.

Would later today, or tomorrow, work better for a quick five-minute chat?

NOTICE THE PATTERN

You always give two choices: this OR that.

You never ask, "Can I call you?" — that invites a no.

COACH'S CORNER

The shorter your text, the higher your reply rate.

CHAPTER 8

The Five-Minute Phone Call

The first call is not a big speech. It is just a talk. Your only job is to understand the person. Five minutes. That is it.

Step One — Relax

Take a deep breath. Smile. You are simply talking to another person.

The Opening

SAY THIS

Hi {{first_name}}, this is [Your Name].

Thanks again for asking for the guide.

I only have about five minutes. I just wanted to learn a little about what caught your eye.

Sound good?

The Six Easy Questions

Ask one at a time. After each one, STOP and listen.

1. When you asked for the guide, were you more interested in better health, more income, or a little of both?
2. What caught your eye about that?
3. Can you tell me a little more?
4. What have you already tried?
5. What has been the biggest frustration?
6. If things worked out the way you hoped, what would life look like six months from now?

LOOK WHAT YOU DID NOT DO

You did not explain products, pay, bonuses, or ingredients.

The person talked almost the whole call. That is exactly the goal.

COACH'S CORNER

The person asking the questions controls the conversation.

CHAPTER 9

Your Discovery Question Toolbox

This chapter is your toolbox. You do not need all of these. Pick the ones that feel natural for each person.

Health Questions

- What interested you most — weight, energy, or overall health?
- If you could improve one thing first, which would you pick?
- What have you already tried?
- What has been the biggest challenge?
- What has been the most frustrating part?
- How would improving that change your day?
- Would feeling your best help you more at work, or at home?

Business Questions

- Were you looking for extra spending money, or long-term freedom?
- Would you rather start part-time, or build something full-time over time?
- What made you start looking now?
- If you earned a little extra each month, what would that let you do?
- Would paying bills, or building savings, make the bigger difference?
- How important is income that does not depend on one job?

Lifestyle Questions

- If you had more free time, how would you spend it?
- Would you rather have more time, or more money?
- What does freedom mean to you?

COACH'S CORNER

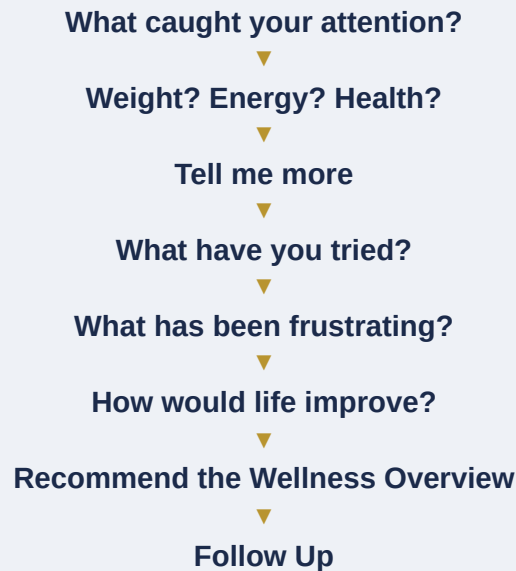
A good question opens a door.

Keep one or two of these on hand for every call.

CHAPTER 10

Wellness Conversation Flow

When someone cares most about their health, follow this simple path.



Example Talk

HOW IT SOUNDS

Them: "I want to reach a healthy weight."

You: "I appreciate you sharing that. What have you already tried?"

Them: (answers)

You: "That makes sense. What has been the biggest challenge?"

Them: (answers)

You: "Thanks. Based on what you shared, I think the wellness overview would answer a lot of your questions. Would later today, or tomorrow, work better?"

Quick Takeaways

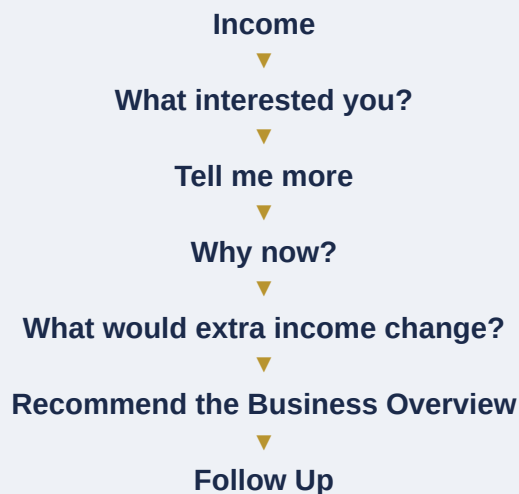
- ✓ Let them name the health goal — do not guess it.
- ✓ Two caring questions, then offer the overview.
- ✓ Always close with a this-or-that time choice.

Keep wellness talk about everyday goals like energy and healthy weight — never about treating, curing, or preventing any condition. These statements have not been evaluated by the FDA.

CHAPTER 11

Business Conversation Flow

When someone cares most about income, follow this path.



Example Talk

HOW IT SOUNDS

Them: "I would like another income stream."

You: "What interested you most about creating another income stream?"

Them: (answers)

You: "What would a little extra each month let you do?"

Them: (answers)

You: "I appreciate you sharing that. I think the business overview would answer a lot of your questions. Would this afternoon, or tomorrow morning, work better?"

COACH'S CORNER

Never rush to explain the opportunity.

The clearer you see what they want, the easier it is to point them the right way.

Talk about the person's own goals — never promise income. Shaklee makes no guarantees of earnings, and Ambassadors are not paid to recruit others. See Chapter 22 and Shaklee's Income Disclosure Statement.

PART THREE

Replies & Follow-Up

CHAPTER 12

Common Replies — Keep the Talk Going

A big mistake is trying to "beat" objections. Do not argue. Get curious instead. Ask another caring question. People relax when they feel heard.

"I'm just looking."

SAY THIS

"I completely understand. When you asked for the guide, were you hoping to learn more about the wellness side, or the income side?"

"I've tried everything."

SAY THIS

"I appreciate you sharing that. Out of everything you tried, what worked best, and what let you down the most?"

"I'm really busy."

SAY THIS

"I understand. Would mornings usually work better, or are evenings easier for you?"

"I don't have any money."

SAY THIS

"I completely understand. Is your biggest concern finding something affordable, or making sure it is worth it?"

"I need to think about it."

SAY THIS

"I appreciate that. As you think it over, are you leaning more toward the wellness side, or the business side?"

COACH'S CORNER

Curiosity keeps conversations moving.
Pressure ends them.

CHAPTER 13

Setting the Appointment

Never ask, "When are you available?" That makes them do the work. Give two easy choices instead.

Do Not Say

✗ "When are you available?" ✗ "Can I call you sometime?"

Say This Instead

OPTION 1

"I think the next step is just seeing how it all works.

Would later this afternoon, or tomorrow morning, work better?"

OPTION 2

"I'd love to show you exactly how this works.

Would lunchtime, or early evening, fit your day better?"

Sell the Value, Not the Meeting

SAY THIS

"I think you'll get your questions answered. It only takes about fifteen minutes.

Would today, or tomorrow, be better?"

Quick Takeaways

- ✓ Always offer two times, never an open question.
- ✓ Sell the value of learning, not the appointment itself.
- ✓ Keep the next step small and easy.

CHAPTER 14

Voicemail Library

Keep voicemails short, warm, and easy to reply to. Always end with a simple this-or-that.

Voicemail 1 — Welcome

Hi {{first_name}}, it's [Your Name].

Thanks again for asking for the Shaklee Healthy Living Guide. I wanted to personally welcome you.

Whenever you have a minute, text me back and let me know — were you more interested in the wellness side, or the income side? Have a great day.

Voicemail 2 — Check In

Hi {{first_name}}, [Your Name] here.

I just wanted to make sure you got your guide. I'd love to answer any questions.

Would later today, or tomorrow, be better for a quick five-minute chat?

Voicemail 3 — No Pressure

Hi {{first_name}}, [Your Name] again. No rush at all.

I just wanted to check in and see — is your biggest interest better health, or another income stream?

Whenever you have time, send me a quick text.

CHAPTER 15

Email Library

Emails work the same way as texts: short, friendly, and one easy question. Always ask them to hit Reply.

Email 1 — Welcome

SUBJECT: Welcome!

Hi {{first_name}},

Thanks for asking for our guide. I'm glad you reached out.

I was curious — were you more interested in better health, extra income, or both?

Just hit Reply. I'd love to learn about your goals.

To your success, [Your Name]

Email 2 — Quick Question

SUBJECT: Quick question

Hi {{first_name}},

One quick question. If you could improve one thing over the next six months, would it be your health, or your finances?

Just hit Reply. — [Your Name]

Email 3 — Still Thinking?

SUBJECT: Still thinking?

Hi {{first_name}},

I wanted to check in. Many people ask for our guide because they're after a better answer.

Shaklee has been helping people for 70 years, so you're in good company.

What caught your eye first — the wellness info, or the opportunity?

To your success, [Your Name]

CHAPTER 16

Messenger Scripts

Messenger is just like texting. Keep it warm and short.

First Message

SAY THIS

Hi {{first_name}}, thanks for asking for the guide. I wanted to welcome you personally.

Out of curiosity — were you more interested in the wellness side, or the business side?

Follow-Up

SAY THIS

Thanks for sharing. Can I ask — what interested you about that?

Move To the Next Step

SAY THIS

Thanks. I think I know exactly where to point you.

Would a short overview, or a quick five-minute chat, be more helpful?

COACH'S CORNER

One question. Then stop. Let them lead — you just hold the light.

CHAPTER 17

The 7-Day Follow-Up Plan

Most people do not say yes on day one. That is normal. Stay friendly and steady, and you will stand out. Here is your simple week.

1. Day 1 — Send your first text. Have your five-minute call if they reply.
2. Day 2 — Send a friendly follow-up text.
3. Day 3 — Call and leave a voicemail.
4. Day 4 — Send an email.
5. Day 5 — Reach out on Messenger.
6. Day 6 — Call again.
7. Day 7 — Send a final, friendly check-in.

Day 7 Check-In

SAY THIS

Hi {{first_name}}, just checking back in.

Would now be a better time to look at the wellness info, or the business side?

Either way, I'm here whenever you're ready.

Quick Takeaways

- ✓ A no today is often a not-yet.
- ✓ Steady, kind follow-up wins the long game.
- ✓ Always leave the door open and friendly.

CHAPTER 18

Daily Checklist & Weekly Scorecard

Every Morning

☐ Review yesterday's notes ☐ Reply to every new lead ☐ Send every first text ☐ Return every call

Every Afternoon

☐ Send your follow-up texts ☐ Make your scheduled calls ☐ Send your emails

Every Evening

☐ Update your notes ☐ Plan tomorrow ☐ Celebrate a small win

Weekly Scorecard

Write your goal, then your real number. What gets measured gets better.

Activity	Goal	Actual
New Facebook Leads		
Text Conversations		
Phone Conversations		
Appointments Booked		
Overviews Watched		
New Customers		
New Ambassadors		

COACH'S CORNER

Track your effort every week.

Steady effort is far easier to improve than on-and-off effort.

CHAPTER 19

Working Qualified Business Leads (Bonus Leads)

Not every lead comes from your Facebook ad. Some people asked, in the past, about starting a home business, making extra income, or working from home. We call these your Bonus Leads.

WHAT WE CALL THEM

Bonus Leads.

You may also hear them called Working Qualified Business Leads, or Qualified Business Opportunity Leads. They all mean the same thing.

They may not remember where they signed up, and they may not know you. That is normal. Your job is not to talk them into anything. Your job is to say hello, make them a little curious, and find out if they still want a better money future.

Your Mindset

REMEMBER

Never think they remember you.

Be friendly and tell them why you are reaching out. You are sharing an idea, not bothering them.

First Text

SAY THIS

Hi {{first_name}}, it's [Your Name].

I'm reaching out because you once asked about earning extra income from home. I wanted to say hello and see where things stand today.

Are you still looking for ways to earn extra income, or have you already found something you like?

(Stop. Wait.)

If They Are Still Looking

SAY THIS

Great, thanks for letting me know. Out of curiosity...

Would you rather earn extra income around your current schedule, or build something into a full-time income over time?

If They Found Something

SAY THIS

That's great to hear. Just curious...

Is it everything you hoped, or are you still open to other ideas if they offered something different?

If They Don't Remember

SAY THIS

No problem at all. Many people ask different companies over time.

I just wanted to say hello and see if earning extra income is still a goal for you.

Would you say that's still important, or have things changed for you?

The Five-Minute Call

SAY THIS

Hi {{first_name}}, this is [Your Name]. Thanks for taking a few minutes.

I understand you once asked about earning extra income. I was curious...

What first made you start looking for another income stream?

Pointing To the Overview

SAY THIS

Thanks for sharing that. Rather than explain it all over the phone, I'd love to show you a short overview.

Would later today, or tomorrow, work better for a quick look?

A Word On Bonuses

Shaklee offers bonus and incentive programs for Ambassadors who qualify, such as the Star Club bonus. Do not lead with bonuses — use them to add value after you learn what the person wants.

SAY THIS

Earlier you mentioned wanting another income stream. Besides the business itself, Shaklee offers bonus programs like the Star Club bonus for Ambassadors who qualify. Once you've seen the overview, I'd be happy to show you how those work.

Always be honest about bonuses. Ambassadors are not paid to recruit — bonuses reward real product sales and rank.

COACH'S CORNER

Say hello, tell them why you reached out, ask good questions, and earn a chance to keep talking.

PART FOUR

Print & Keep — Quick Tools

CHAPTER 20

The Pocket Cheat Sheet

Print this page. Keep it next to your phone. Follow the seven steps every single time.

STEP 1 — Welcome: "Thanks for asking for the guide."



STEP 2 — Discover: "Wellness, or the business side?"



STEP 3 — Dig deeper: "What caught your eye?"



STEP 4 — Now: "What have you already tried?"



STEP 5 — Feeling: "What has been the biggest challenge?"



STEP 6 — Future: "If it all worked out, what would six months from now look like?"



STEP 7 — Next step: "Would today, or tomorrow, work better?"

THE 5 WORDS THAT RUN IT ALL

Ask. Listen. Understand. Recommend. Follow Up.

ONE TRUST LINE TO KEEP HANDY

"Shaklee has been doing this for 70 years — since 1956." Use it once, gently, when someone worries it might not be real.

CHAPTER 21

Quick Question Bank

Stuck mid-talk? Glance here and ask the next caring question.

Openers (this or that)

- Wellness side, or income side?
- Better health, or extra income?
- Part-time, or full-time over time?

Go Deeper

- What caught your eye about that?
- Can you tell me a little more?
- What have you already tried?
- What has been the most frustrating part?

Future

- If it all worked out, what would six months from now look like?
- What would a little extra income each month let you do?
- Would you rather have more time, or more money?

Set the Next Step

- Would later today, or tomorrow, work better?
- Would a short overview, or a quick chat, be more helpful?

THREE THINGS TO NEVER FORGET

1. One question at a time, then STOP and listen.
2. Always offer two choices, never an open "when?"
3. If you feel stuck, ask one more caring question.

CHAPTER 22

Your Ambassador Commitment

Read this out loud. Then live it with every lead.

THE SHAKLEE AMBASSADOR COMMITMENT

I will treat every lead with respect.

I will ask thoughtful questions.

I will listen before I recommend.

I will never pressure anyone.

I will follow up with care.

I will keep learning and improving.

I will honor the 70 years of trust behind the Shaklee name.

I will help people first — because when I help enough people reach their goals, I will reach mine.

Final Thoughts

Every conversation is a chance to help someone. Some want better health. Some want extra income. Some just want hope.

Your job is never to push. Your job is to listen, understand, and guide them to the next step. Do that again and again, and you will build real trust — and a real business.

Welcome to Shaklee. Let's build something great together — on 70 years of trust.

IMPORTANT NOTE

This guide is a training tool for independent Shaklee Ambassadors, provided by LeadPowerAds.com. It is not an official Shaklee corporate publication.

Income and bonus examples are for illustration only. They are not promises of money. Shaklee makes no promises or guarantees regarding earnings; your results depend on your own skills and personal effort, and Ambassadors do not earn compensation for recruiting or sponsoring other Ambassadors.

Wellness statements have not been evaluated by the FDA. Products are not intended to diagnose, treat, cure, or prevent any disease.

Always follow Shaklee's official rules, product claims, and pay rules — and the advertising rules of every platform you use.

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