

MY LAUNCH PLAN

SET MY GOALS

FINANCIAL GOAL

HOW MUCH MONEY WOULD
MAKE ME SUPER EXCITED
ABOUT MY SHAKLEE BUSINESS?

\$ _____ /MONTH

I'M GOING TO USE THE MONEY
I MAKE WITH MY BUSINESS TO:



MY OFFICIAL LAUNCH PLAN

WHEN



WHO

Create your list
of 20 and work
with your upline
to start Inviting
to your launch!

HOW

In person event?
Facebook party?
There are so
many ways you
can get started!

PARTY INVITES

Start your party
list now! Who do
you want to Invite?
Will It be In person
or online?

*Before launching your party or announcing your business, make sure you have downloaded the
Shaklee Share and Shaklee Connect apps!*

POST 1

Create a post on FB and IG to share
your excitement for your new
business & your 'why.' Share it with
your upline before posting. Let
people know you'll be officially
launching your business on _____
& ask if anyone would like an invite.
Share your post on your stories and
add a poll to see if anyone else wants
to join!

POST 2

Once your kit arrives, go LIVE and
"unbox" the kit. Take out each product
and show what the benefits are.. why
are you excited about using this
product in your daily routine? Choose
a specific product that you're the most
excited about & connect it to a
problem or challenge you're dealing
with. Set the stage for the 3rd & final
post. Build
up curiosity by saying, "I'll be
checking back in with the results!"

POST 3

On your final LIVE, share your
personal product testimonial &
any results you've seen. You can
do this anytime over your first 30
days, but should still not make the
post too salesy. Share! At the end
of the video, include a call-to-
action for people to message or
comment if they're interested in
trying the products themselves.

*Posting Is a great way to share what you are doing but don't forget that consistency In your stories Is
really Important too! Show up daily with 3-7 stories. Share your Life Shake, Meology, and a few other
things you care about for example: food, fashion, faith, & family!*

20 PEOPLE **YOU ALREADY KNOW** WHO WOULD LOVE THE PRODUCTS

Think of people you know who already care about wellness, may want to get healthier, have children, try to live a clean lifestyle, value quality supplements, might be stressed from having a lot on their plate, does a lot of laundry, eats organic or gluten-free, cares about their skin.... etc!!

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INVITE THEM TO MY LAUNCH

This script is a guide & meant to be made your own. I highly encourage you to send these as voice messages so they can hear your voice and inflection + excitement. Insert why they're on your list where and what products you think they would love! Example with Meology (my fave!)

"_____! I recently started working with Shaklee, a clean and non-toxic living solutions company and I am SO excited about it! I'm also a little nervous and it would mean the world to me to have your support! If I sent you an invite for my virtual launch would you come!? I'll be sharing my favorite products, why I love Shaklee, and even doing some fun giveaways!

Your Brand

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Stories Checklist

___ Meology	___ Strong CTA
___ Life Shake	___ Brand
___ Biz Opportunity	___ Brand
___ Brand	___ Brand
___ Brand	___ Brand