

NEW AMBASSADOR
PLAYBOOK

CONGRATULATIONS & WELCOME

CONGRATULATIONS ON YOUR DECISION TO JOIN THE AGELESS MOVEMENT! HERE'S TO CHANGING MANY LIVES, INCLUDING YOURS, FROM THE INSIDE AND OUT, AND HELPING PEOPLE LOOK, FEEL, AND LIVE YOUNGER LONGER.

Welcome to Shaklee! You've joined more than a company—you've joined a movement. For over 65 years, Shaklee has been the leader in science-backed wellness, sustainability, and opportunity. We're committed to a healthier planet and healthier lives. You've joined the fastest-growing team, full of industry leaders who are here to collaborate and help you win! You're not just joining any team—you're becoming part of a group that's on a mission to build to a billion, and change millions of lives. Through partnership, and with our proven systems, we'll leverage our collective experience and redefine direct sales. Through community marketing we're making wellness accessible to all while offering a proven business model that rewards your hard work with bonuses, incentives, and growth. Welcome to a community dedicated to helping people look, live, and feel younger, longer. Helping people prosper in physical health + financial health.

Start Here: Kick things off by watching [this one-minute video](#) that shares Shaklee's story and vision!

Whether you're here to improve your health, earn income, make a difference, or all of it, we're here to support you every step of the way. Welcome to the Shaklee family—let's make an impact together!

Your Onboarding Playbook:

This guide is here to help you launch your business with a clear, step-by-step plan. By following each step and working closely with your sponsor, you'll set a solid foundation for success and learn the essentials for growing your business confidently.

LOOK AT WHAT YOU'VE JOINED! →

Shaklee®

KEY DIFFERENTIATORS

- **A Modern Wellness company** featuring the most **clinically-proven** and **certified-clean** body, beauty, home and health products.
- Shaklee standards and screening go **beyond organic**, and are the most clinically proven with over 110+ clinical studies and hundreds of patents and patents pending.
- We're taking **sustainability** to the next level by expanding our carbon offset program, reducing packaging and shipping weight, and sourcing recycled or recyclable materials.
- A modern and **lucrative** compensation plan with **industry-leading payouts** for sellers and team builders (+\$92K in bonuses available).
- A **dedicated** owner/CEO with no outside investors or private equity partners. Committed to the model, trademarking community marketing.
- Access to the systems, support, coaching and community from the **most successful field leaders** in this channel to empower your own success.
- Double-digit year-over-year **growth**.
- Shaklee is built on the firm foundation of the original supplement pioneer, Dr. Shaklee. We are a special combination of **nearly 70 years of history and heritage, with the heart of a startup: ultra-modern technology and innovation** with a runway for growth in wellness--inside, outside, and in your home.
- What is a differentiator for you....

NOW LET'S GET YOU STARTED! →

START STRONG

DAILY TRAININGS FOR YOUR FIRST WEEK

Here are your three training videos to help you launch your business! Complete one each day in your first week of business!

- DAY ONE:** Product Training
- DAY TWO:** Pay Plan Training
- DAY THREE:** Your Plan Training

GET TO KNOW OUR AGELESS PRODUCTS











There's no need to get overwhelmed by our large product portfolio. Here's a main focus of inside/outside wellness that we lead with.

ON THE INSIDE

AGELESS

from the inside out

Our Shaklee FAVORITES

CLEAN + CLINICAL ON THE INSIDE:	CLEAN + CLINICAL ON THE OUTSIDE:
 <p>Vivix® Helps at the cellular level with anti-aging and inflammation. (27 global patents)</p>	 <p>YOUTH® Personalized Regimen Customize your skin care regimen (anti-age or hydrating). "Age index" showing clinical results while clean.</p>
 <p>Meology™ or Vitalizer™ Custom supplements and vitamins tailored to you. Incredible! OR try – Vitalizer™: clinically supported vitamins, minerals & more in one convenient daily pack.</p>	 <p>YOUTH Ageless™ Sculpting Wands Instantly firm & smooth. Relax a wrinkle in 15 minutes while rebuilding collagen.</p>
 <p>Life Shake™ Low-glycemic, plant-based protein shake that we all LOVE!</p>	 <p>Restore Body Serum Anti-aging for the body!</p>
 <p>Collagen-9™ The most complete collagen product, only one with all 9 essential amino acids. Or try – Up & Glowing: with collagen, vitamin C, biotin, and hyaluronic acid is FAB!</p>	 <p>YOUTH® Radiance C+E Capsules with 20% vitamin C and vitamin E plus raspberry cell extract.</p>
 <p>Cheer Up & Chill Out Strawberry gummies for stress relief and improved mood. The BEST!</p>	 <p>YOUTH® Lash Revitalizing and Conditioning Mascara Obsessed with both sides of the wand!</p>

ON THE OUTSIDE

WHILE YOU'RE LEARNING, LET'S GET TO WORK! →

PRE-LAUNCH

- Activate & Customize Your Storefront**
If you didn't enroll in Storefront yet, go back and do it, it's **FREE** for 90 days. [Here](#) is how to customize your storefront.
- Save your website links for easy access in your notes**
Grab your storefront (for customers) & custom join bundle (for ambassadors) links!
- Download the Shaklee Share & Connect Apps**
Access resources, graphics, links ([share app](#)) and manage your backoffice ([connect app](#))
- Take the Meology quiz for yourself (link in Share App)**
The advanced algorithm creates a personalized plan of supplements just for you.
- Learn how to Create a Custom Cart**
Share pre-built carts with potential customers so they can meet their wellness goals! Learn how [here](#).
- Set up Your Loyalty Order of \$100 between 1-15th**
Earn credits, easily meet your 75PV monthly to qualify for team commissions. Learn how to set yours up [here](#). Learn more about Loyalty Points for ambassadors + members [here](#).
- Connect Your Bank Account to Get Paid**
Set up your direct deposit in the back office under "Me" and Income
- Get plugged into Communities & Chats**
Join any communities or chats your support team has in place!
- Have a Strategy Session with your sponsor or leader**
Develop a plan to launch and create goals for your business!
- Schedule Your Launch**
Choose a date to start sharing your business, whether its a live video, virtual or an in-person event.

Monthly Income Goals:

90 days

6 months

12 months

STOP AND MEET WITH YOUR SPONSOR

LAUNCH

STEP 1: Create your List

Make a list of 50 or more people you want to share this with. Reach out to your top 10 WARM network to give them a sneak peek FIRST with [this](#) language.

"Hey ____! Wanted to get your eyes on a new business before I officially launch it - would you be open to taking a look?"

STEP 2: Warm up your Audience on Social

Post some "teaser" images & videos about "something is coming soon":

"New Chapter Loading..I'm stepping into a new chapter that's all about wellness, leadership, and opportunity. Stay curious... more to come soon!"

STEP 3: Launch on Social

It's time to "let the cat out of the bag" and share your story on social. Don't forget a call to action so you get comments from friends you can engage with and share more! [Here](#) are some examples for your "I've Joined" post.

"Stepping into a new chapter where financial health, wellness, and helping others come together. Drop 'INSIDER for more info!"

STEP 4: Invite to Your Launch Event

Message everyone who engages or comments on your post, and start reaching out to your list of 50 inviting them to your launch event with [this](#) language. Don't forget to promote your event on social! [Here](#) are images.

"Thank you so much for supporting my post! I would love to invite you to my grand opening where you can hear more! Can I send you over an invite?"

STEP 5: Host Your Launch Event

Decide between a virtual event, an in-person event, or live video. If you or your sponsor needs some ideas supporting your launch there, here is an [event tools kit](#) with a presentation and a script. The goal is to share your story, why Shaklee, and showcase the products + opportunity. Don't forget to follow up after the event with language for [here](#).

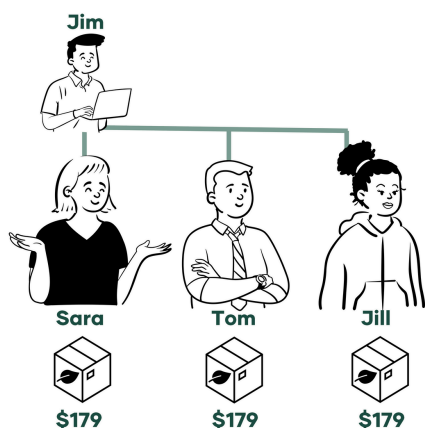
STOP AND MEET WITH YOUR SPONSOR

SET GOALS

AND FOLLOW THE 1-2-3 PLAN

STEP 1: Earn your 30 in 30 Bonuses

- The first way to earn income with Shaklee is generated when you enroll new retail customers, members or ambassadors.
- You'll earn 30% on the dollar amount of any new orders for THEIR first 30 days.



30 for 30 BONUS

30% on product purchases by new people in their first 30 days

Jim sponsored Sara, Tom, and Jill and they purchased a Ready Set Wellness bundle.

That's **\$537** in total purchases.
(\$179 + \$179 + \$179 = \$537)

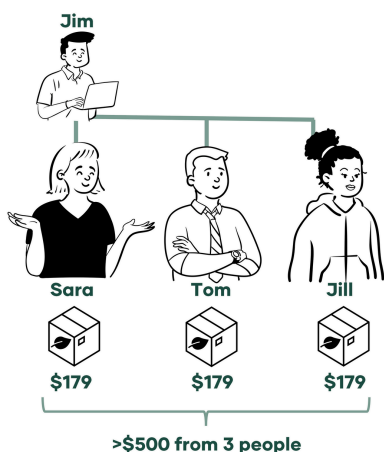
$$\$537 \times 30\% = \$161$$

Did you know?

You can earn 35% if you personally enroll \$7,500 or 40% for \$10,000+ from new orders in a calendar month!

STEP 2: Enroll 3 to Earn Star☆Club Bonuses

- Enroll 3 new retail customers, members or ambassadors in any calendar month which order a total of \$500 between them all.
- Earn a \$75 Star Club Bonus when you complete this action up to 15 times per month!
- Aim for 1 Star Club Bonus per week to earn \$900-\$1,200/month



Star Club Bonus

\$75 for every \$500 in purchases by at least 3 new people in a month

Because Sara, Tom, and Jill are new this month and have a combined order total of more than \$500, **Jim also earns one \$75 Star Club Bonus in addition to the 30 for 30 bonus.**

$$\$161 + \$75 = \$236$$

30 for 30 Star Club Total

Did you know?

You can also earn points towards an annual VIP trip by earning Star Club Bonuses each month plus quarterly giveaways! See Rewards [Here](#).

NOW LET'S RANK UP →

SET GOALS AND MAKE A PLAN

STEP 3: Achieve Director & Earn More!

Director is the foundation of your financial journey at Shaklee as once you achieve it you'll simply help others do the same! Below you'll find what is needed to become a Director - think of it as filling up each bucket by the end of a calendar month!



THE BENEFITS OF RANKING UP TO DIRECTOR

- Enjoy a bigger discount on product purchases (25% instead of 15%).
- Earn a Director Bonus on your entire team to the Next Director. This is where you start to truly grow a business and monthly income!
- Increased bonuses on our Level 1-2 team.
- Access to Shaklee leadership calls, exclusive events, and advanced training.
- Gain entry to qualifications for the really good stuff, like incentives.
- Exclusive gifting opportunities to yours Members & team through our site.

NOW LET'S LEARN HOW! →

DAILY ACTIVITY TRACKER

WEEK OF _____ STARS EARNED    

USE AND LOVE SHAKLEE M T W T F S S

USE MY SHAKLEE DAILY

SHARE SHAKLEE M T W T F S S

INVITE TO A TEAM EVENT OR YOUR LAUNCH EVENT
SUGGESTED LANGUAGE [HERE](#)

TELL SOMEONE NEW WHAT YOU'RE UP TO
SUGGESTED LANGUAGE [HERE](#)

FOLLOW UP WITH PEOPLE
SUGGESTED LANGUAGE [HERE](#)

ADD PEOPLE TO YOUR WELLNESS GROUP
SUCH AS THE DAILY DOSE OF WELLNESS

SOCIAL MEDIA M T W T F S S

POST ON SOCIAL
1 LIFESTYLE / 1 BUSINESS OR PRODUCT

SHARE ON STORIES
PRODUCTS, OPPORTUNITY, & COMMUNITY

SEND 5 RELATIONSHIP BUILDING DM'S

COMMENT ON 5 POSTS OR STORIES

RESPOND TO YOUR COMMENTS + MESSAGES

THIS WEEK'S PROSPECTS (PEOPLE I'M TALKING TO ABOUT SHAKLEE)

	M	A	F		M	A	F
1 _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	6 _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2 _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7 _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3 _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	8 _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4 _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	9 _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5 _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	10 _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

AT THE END OF THE WEEK, CHECK OFF IF THEY BECAME A MEMBER (M), AMBASSADOR (A), OR IF YOU STILL NEED TO FOLLOW UP (F)

SOCIAL MEDIA

HOW TO POST ABOUT YOUR NEW VENTURE

1. Build Suspense About Your Big Announcement

- Caption: "I've embarked on a new wellness journey, prioritizing my health like never before. Excited to share more soon! 🌿 Stay tuned for details. Comment 'INSIDER' to get the inside scoop!"
- Image: You enjoying a healthy activity, like sipping a nutritious smoothie or taking a peaceful walk.

2. Introduce Your Business Venture

- Caption: "I'm thrilled to announce I'm now an ambassador for the Ageless Movement! I'm ready to help others achieve their wellness goals. Want to know more? Comment 'INSIDER' below!" See examples [here](#).
- Image: A welcoming photo of you with Shaklee products or engaging in a wellness activity.

3. Share Personal Testimonials

- Caption: "Incorporating clean, clinically proven products into my routine has been transformative. Ready to ditch the bad-for-you chemicals? Comment or DM "SWAPS" below!"
- Image: A candid shot of you using a Shaklee product.

4. Highlight the Community Aspect

- Caption: "Wellness is more rewarding with a supportive community. Grateful to be part of a group that uplifts and motivates each other. Interested in joining us? Comment 'INFO!'"
- Image: A group photo from a wellness event or a virtual meeting screenshot.

5. Share Your Personal Motivation

- Caption: Share your personal story as to why you joined. "This journey has reignited my passion for wellness and helping others. Curious about what I'm up to? Drop the word INSIDER for info or send me a message!"
- Image: A reflective photo of you, with your kids/grandkids, perhaps journaling or enjoying nature.

6. Educate About Product Benefits

- Caption: "Did you know that the products you choose can significantly impact your health? I've made the switch to clinically proven, clean products. It's more important now than ever- what goes on your body, in your body, and in your home, matters!" Drop the word CLEAN for links to my favs!"
- Image: An image highlighting Shaklee's product benefits.

7. Encourage Engagement and Action

- Caption: "Ready to embark on a wellness journey together? Whether you're aiming to enhance your health or explore a new opportunity, I'm here to support you. Comment 'MORE' for details!"
- Image: An inspiring photo of you, possibly with others, showcasing enthusiasm and readiness.

BENEFITS

OF BEING AN AMBASSADOR

- **Earning Potential:** Ambassadors can become profitable right away and earn commissions and bonuses
 - 30% Commission on all new customer purchases within their first 30 days.
 - \$75 Bonus for every \$500 spent by three or more new customers each month.
 - 10–40% Commission on all purchases from returning customers.
 - Rank Up Bonuses
- **Support and Training:** Access comprehensive training, tools, and coaching to help you succeed.
- **Community:** Join a supportive network of partners and mentors dedicated to your success.
- **No Inventory Requirement:** No need to store products!
- **Digital Tools:** Utilize a personalized online storefront and mobile apps to manage your business efficiently.
- **Loyalty Rewards:** Set up a monthly Loyalty Order of \$100 or more between the 1st and 15th of the month to automatically join the Loyalty Rewards program. Earn points on your purchases, which can be redeemed for free products.

BENEFITS

OF BEING A MEMBER

- **15% Discount** on All Products
- **Free Membership** over \$50 (\$19.95 value).
- **Free Shipping:** Enjoy free shipping on orders over \$150, with a flat-rate shipping fee of \$8.99 on all other orders.
- **Loyalty Rewards Program:** Earn up to 15% back in Loyalty Points on qualifying orders, which can be redeemed for free full-size products.
- **Exclusive Promotions:** Access special promotions, including double points events and early access to new products.
- **Birthday Gift:** Receive a free gift with a Loyalty Order placed during their birthday month.

Earn Points

Get up to 15% back in points on qualifying orders.
1 Loyalty Point = \$1.**

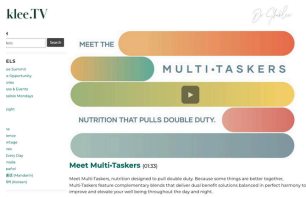
Redeem for Products

Redeem your points for free full-size products of your choice.**

Enjoy a Birthday Gift

Get a free gift with a Loyalty Order placed during your birthday month.**

RESOURCES AT YOUR FINGERTIPS

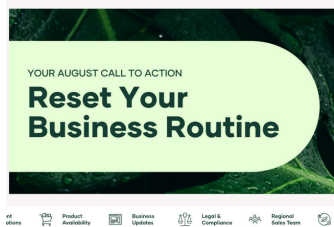


Shaklee.TV: Short product video features, ambassador stories, category content. Downloading available!



Shaklee Share App: Download from the app store and find posting ideas, images, and trackable links to share with prospects.

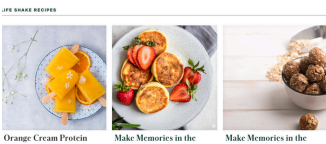
Shaklee Connect: The place to work your Shaklee biz from anywhere. Your customers can shop from this app too! Download from app store.



Shaklee News, Events + Promos: Stay up to date on all the latest offers, targeted content and contests at events.shaklee.com.



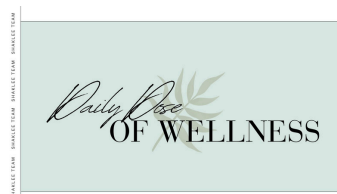
Naturally Blog: Our [blog](#) is filled with recipes, beauty tips, fitness and workout tips for you and prospects. Great social content resource too.



Shaklee Rewards: Click [here](#) to see all the rewards and incentives available to you and your team. Learn about the VIP Elite Rewards and Quarterly Incentives. Share Shaklee products and teach others to do the same to earn gifts and unique experiences and trips.



One Team Shaklee Team Page: Click [here](#) to join our team facebook page. This is where you'll get updates on weekly training calls and opportunity events.



Prospect + Customer Facebook Group: Click [here](#) to join the One Team prospect + customer page if you or your team doesn't already have one. Or use this as a template to create your own.. This is where your guests can learn more about Shaklee.

CONGRATULATIONS!

Congratulations on finishing the onboarding process! You've taken the first step toward building something truly meaningful, and we couldn't be more excited for you.

Keep dreaming big! The possibilities are endless when you put in the work, stay consistent, and show up for yourself and your goals. Whether you're here to make an impact, create financial freedom, or simply share products you love, this is the beginning of a journey that can transform your life and the lives of others.

Here are your next steps for success:

- **Stay plugged in:** Be sure to check your team page regularly for updates, resources, and inspiration.
- **Show up for trainings:** These will equip you with valuable tools to grow your business and build confidence.
- **Work closely with your upline sponsor:** They're here to support you every step of the way and help you reach your goals.

Remember, success doesn't happen overnight—it's built over time with consistent effort and belief in yourself. You have everything you need to succeed, and we are here cheering you on every step of the way! Now go out there and make your mark—you've got this!