

Setting Goals in your Shaklee Business

We must personally choose to commit to our goals, over and over for many years. Committing to a dream is NOT a one-time occurrence.

I do believe that as we all move along in this great Shaklee business, whether we are very new to Shaklee or "old timers" still chasing the dream, we must learn some lessons about our goals.

For over 38 years I have seen many highly capable people come into this great business we call Shaklee. I have often wondered why in the world they didn't do what they wanted to do. If I have had one person tell me they were going to be Master Coordinators, I have had at least a few hundred. What the heck happened? They seemed serious. I know that most of them were what I call high potential people and very capable of pulling it off. Why then do most people fall short of their goals?

I believe I know a big part of the answer to the above question. I have been discouraged and very disappointed, many, many times. At one point I wondered if we would EVER be able to have the kind of business that other Shaklee leaders had. I had doubts. I questioned myself as I would drive to do a meeting. This was a frequent mental exercise the first 5 to 7 years. **But I did keep doing what I felt was the right things to do in order to build. I didn't care who was President of Shaklee. I didn't care what problems we faced. My commitment was to become a Shaklee Master Coordinator.**

Why did I continue? Because I never had one day go by when I didn't think about being at the Master Coordinator rank. I committed to my goals over and over. I wanted to do it. It was a huge challenge and I wasn't willing to give in and quit.

Listen folks, please listen. The one thing I know is that you will have to commit to your goals over and over and over and over again; maybe for years. If you have a dream, commit to it. It is not a one-time occurrence.

—Gary and Faye Burke

WIN WITH INSPIRED PEOPLE

I know the people reading this message want their business to grow. **What does it really take to get things moving the way you want them to? Is it getting a new program? Is it revisiting an old program? Or, is it getting some new people into your organization who are inspired about Shaklee as a future?**

The answer is obvious isn't it? I know you know the answer. I have known for many years that if I want to grow our organization I have to get out and do the things I probably don't like to do.....such as prospecting. When I find a person or couple who are excited about Shaklee it really doesn't make a hill of beans difference what program I follow.

I will step up to the plate and tell you what you need. You need to start talking to people about this great company, products and THE OPPORTUNITY. **Don't even think about**

stopping your prospecting until you have 3 to 4 very inspired new people in your group. Your business will change for the better so fast it will make your head swim.

Changing programs every 6 months or so is deadly for an organization. I've seen many leaders do this and their group gets confused and the effort stops. **I've never seen a group get confused because they found a few inspired people.**

How to find a few inspired people? This is a good question and I feel I have part of the answer. **ARE YOU INSPIRED?** I know that I am and I will find 3 to 4 inspired people who want Shaklee as their future. I am committed to do this.

It is your responsibility to get yourself motivated or inspired about your future. Once you do this, believe me it becomes easier to keep your business on track for growth.

—Gary and Faye Burke

7 Keys to Shaklee Success

Faye and I are often asked about our keys to building our Shaklee business. One foundational key was simple. **We had excellent leadership which provided a clear process to follow.** We trusted our leadership, believed in the process and followed it. Thirty-eight years later, we still trust essentially the same process.

We believe the following 7 Keys were essential to our success.

1. Develop the skill to have clear goals
2. Stick to the fundamentals
3. Teach the kind of **Attitude** it will take
4. Develop the skill to help people see clearly what it is they want and why
5. Learn how to show people how to get what they want through Shaklee
6. Have consistent effort
7. Invest in yourself

1. Develop the skill to have clear goals

I was 31 years old when I was sponsored into Shaklee and knew nothing about goal setting. My view of a goal was, "I think I'll do". I had never read anything nor had a class on goals. Even though my sponsor talked about goals at his home meetings, I had still had never seen an outline or article about how to approach goal setting.

2.

So, I decided if goals were really important to success in Shaklee, I had to learn about goal setting. I started to build my personal library of books and tapes on goal setting and success. For years, I read and listened to everything I could get my hands on having anything to do with being successful. I studied the material; outlining the best; then put into action what I was learning. I set written goals and created a strategy or plan to follow.

When we sponsored into Shaklee, we knew we wanted to become Master Coordinators, be debt free and to live a lifestyle we would enjoy. While those were important goals to us personally...the goals that would make a difference in the growth of our business were:

sponsoring

personal group volume

meetings

product events

developing downline sales leaders

I quickly learned setting goals was easier than achieving them. Goals must be motivating to insure success. We found the following 6 criteria helpful to insure greater goal achievement:

- Measurable - very specific
- Demanding - to motivate me to do the very best I can.
- Achievable - to challenge but NOT frustrate.
- Written - to avoid losing track of them.
- Deadline - to give a sense of urgency. Long term and 90 day goals.
- Flexible - when conditions change we can adjust our strategy and plan - not abandon them.

We constantly kept our goals in our sights; we referred to them often. We knew when we met our goals of sponsoring, volume growth, meetings & product events conducted and building downline leaders, we would be on our way to Master Coordinator.

3. Stick to the fundamentals

I have an extensive athletic background. I participated in multiple sports year-round from elementary through college and beyond. Each of the many coaches I've had over the years preached **fundamentals!** I'm a **BIG BELIEVER IN FUNDAMENTALS!** I don't care what you might try, there will be fundamentals to learn in order for you to be successful.

The great Shaklee business is no different than anything else. There are fundamentals to learn. If you work at these fundamentals, become effective with them and then teach them to your group, you will experience a high level of success.

4.

On the other hand, to ignore the fundamentals, to jump around doing something different every few months, will set you up for frustration and will dim your belief in achieving your dream. In Shaklee, Builders and Sales Leaders ignore the fundamentals at their own peril. They lose confidence when their business is not grounded in sound fundamentals or principles. I have seen leaders find themselves in this position and the results are always predictable. Confusion and doubt creep into their minds, then growth doesn't happen, then more jumping around, then more confusion and doubt. And on it goes.

I believe the fundamentals include:

- A prospecting plan
 - Learn how to contact and invite
 - Set appointments
 - STP-STP-STP-STP
- o See the people
- o Show the plan
- o See the people
- o Show the plan
 - Give a Presentation which tells The Whole Shaklee Story
 - Follow-up and follow through
 - Build belief
- o attend & conduct meetings,
- o listen to webcasts,
- o set up 3-way calls,
- o Conference calls,
- o CD's,
- o conversations
 - Meetings
- o Weekly SPOM's
 - o in-homes,
- o area
- o regional – training!
 - A positive attitude
 - Persistence , a never quit view
 - Keep yourself motivated
- Keep everything as simple as possible
- Learn to recognize, understand and respect differences in people
- o people willing and serious and do it
- o people who just won't or can't do what they say they will do

3. Teach the kind of attitude it will take

In athletics as well as in Shaklee, there is a common principle to develop a winner:

- In athletics, you win with inspired, motivated people
- In Shaklee, you build with inspired, motivated people

I have always felt Shaklee is an attitude business. It's important to take responsibility for maintaining your own good attitude. Do whatever it takes to protect it. If you hang around with people who criticize, complain, cast doubt and whine about everything that comes up, they will bring down your attitude. Don't let others steal your dream.

Six reasons why winners win.

1. Attitude
2. Persistence
3. Willing to work hard – effort
4. Courage
5. Competition – compete with yourself
6. They handle adversity well

The people with these 6 qualities don't lose sight of their dream.

4. Develop the skill to help people see clearly what it is they want and why

It seems to me when we are working with people who have a desire to have a different future, we need to help them understand that knowing WHY is very important.

In over 38 years I have never heard someone say they didn't want what Shaklee offered. Everyone, and I do mean everyone, wants what Shaklee offers. An unusual lifestyle, control of time, feeling of tremendous accomplishment, helping people, friends all over the country, and for many, many leaders, an income they only dreamed about.

I've observed hundreds of people in this business and in my opinion the reason people don't seem to get what they say they want is because they don't have a strong enough WHY? How serious are you about wanting the kind of future that Shaklee offers? What is it you really want and WHY do you want it? Is your WHY strong enough to help you get through the disappointments, down times and some adversity you might face? Is your WHY strong enough to motivate you to take action on your goals every day?

We did the following to help people discover their wants and why:

- We learned to ask good questions.

- We talk about their future – hope is an incredible emotion.

- Used examples of other's success in Shaklee.

- We encourage them as much as possible.

5. Learn how to show people how to get what they want through Shaklee

We always have to remember when we are talking with a prospect that **it's about them not us**. It's about them, not even Shaklee. I feel once we know someone is serious about what they want, it is our responsibility to show them how they can get it through The Shaklee Dream Plan.

In my opinion, it is vital to keep everything as simple as possible. When I sit down with a good prospect to give a simple opportunity presentation, I want them thinking, **"I can do that!"** I'm not there to impress them with a complex 40 page presentation. I want the prospect thinking, **"Me too!" not "So what!"** Believe me, simplicity draws people to Shaklee. Complexity might impress but it doesn't seem to generate involvement as much as simplicity.

Current bonus recaps are a wonderful tool for showing people what is possible. For over 25 years we have printed a few sheets with various examples of Shaklee success to provide proof that what we say about our great Shaklee opportunity is true. When we first looked at Shaklee we wanted to know "...is it really true what they say about earnings?" We use these examples of those who earn over \$10,000, as well as \$40,000, \$75,000 and up to \$500,000 annual income to demonstrate to new people that, "...yes, it really is true what they say!" Most examples are very part time. In fact, many people earn full time incomes from a part time effort.

The next **most effective and powerful way to show a new prospect what is possible is to tell stories.** Because there is such an abundance of success in Shaklee, we never run out of true and realistic stories of success by ordinary people just like themselves. We never need to embellish...to over inflate stories of success in Shaklee.

There are stories about the wonderful results people have had with our great products.

There are stories of how people got started with absolutely nothing and built for themselves a wonderful future.

There are stories of how people wanted more time for themselves as well as financial freedom.

Stories are more powerful than loads of facts.

6. Have consistent effort

We learned very early that meetings would be a major key to building a substantial business. Our sponsor held weekly meetings. His sponsor held **weekly meetings**. So, we have held weekly meetings in our home for over 38 years. Simple meetings where the entire Shaklee story, company history, products and earning opportunity are always presented. I have never done a meeting without talking about the earning opportunity.

Then, we felt that our decision to follow the interest helped us to grow our business exponentially. When we found someone in Wisconsin, Illinois, Indiana, Iowa, Texas, and they wanted to build, we traveled to meet with them, their prospects and to conduct meetings in their homes. In the beginning, we traveled by car. Later on we were able to fly. This turned out to be our key for building a large organization. In simple terms, we went where the interest was and the people were serious.

Another piece of this puzzle was to **maintain a positive outlook, no matter what!** It was very clear to me that being positive, talking about the future, giving people hope for their

future, was the only way to go. I must also say that I didn't always feel positive as I was driving to give a presentation, but I developed a personal rule that in my opinion was one of the smartest things I did. My rule is very simple: **I can be at my very best for any 60 to 120 minutes regardless of how I feel.**

The final thing we did for being consistent with our effort was our work habits. We have worked hard at this business because I knew in my heart that we could grow it to whatever size we chose because good solid activities creates opportunity. Keep in mind, this is a tremendous opportunity, it doesn't always come easy, but if you will give it your best effort, whether it is part time or full time, you will never regret it because you will have helped a lot of people along the way as well as create a lifestyle for yourself that is incredible.

7. Invest in yourself

One reason you will want to invest in yourself is the chances are great no one else will have the interest to do it for you. I read books, purchased tape albums and videos, went to seminars and workshops, and studied success.

When the person gets better, the business will always get better. Invest in yourself.

Do what it takes to get to meetings, local, area, regional and national. This is your investment in you and your future. Remember, nothing gets better with neglect.

—Gary and Faye Burke