

Health And Wellness

Business Evaluation



By Rachel Lane



Welcome Back!

I'm glad you are here! Let's review.

- You have worked through the Seven Considerations for starting your own business, and decided you want to be an entrepreneur.
- You have a good idea of your goals . . . what you want to achieve with a business.

The only question
now is . . .
what type of
business to start?



Maybe you have some ideas, but want to take a health and wellness business into consideration.

Maybe you still have no idea and are hoping this will be the one.

Whatever the case may be, let's look at whether a **health and wellness business** is a good fit for you.



Does it match your “Why”?

If you are looking for more income, more freedom, or more control in the workplace – we definitely offer the potential for all of those.

Income

Of course, no-one can expect to simply set up shop and start watching the dollars roll in! Any business takes work and is at the mercy of economic factors outside our control. Anyone trying to sell you easy money is probably not trustworthy. But a tremendous income potential is available. The *average* income for business builders is between \$42,000 per year all the way up to \$984,000 per year for top earners. Where you fall in that range depends largely on your own effort, and of course getting to that top level takes many years.

Freedom

This business is conducted mostly online. Some even operate entirely online. The freedom this affords goes without saying. You set your work hours and your workspace. You take time off when needed. You pursue your passions. You can work from home and raise your kids. You can work part time for extra money or full time to support a family. You can supplement retirement income. The list goes on and on.

Control in the workplace

This business belongs to you. Competition for positions based on who you know, where you went to school, where you live, or gender & ethnicity are not a part of your life any more. You will simply be rewarded for the work you do. And you will decide how your business operates. No committee meetings necessary to make everyday decisions. Your business will reflect you and your values.

An online health and wellness business fits my personal and professional goals. Yes ☐ No ☐

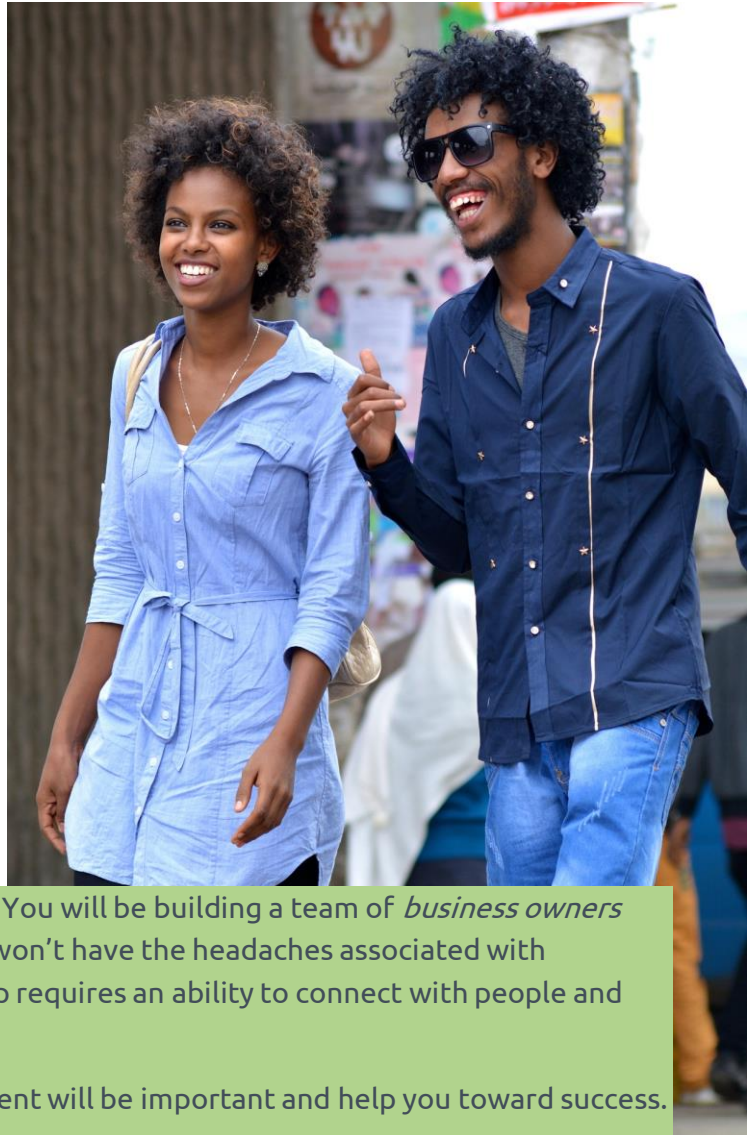


The Importance of People Skills

As we discussed in *Seven Considerations*, business owners need people skills . . . and running an online health and wellness business is no different, although the requirements are different in some ways and much reduced in others.

To be successful, ***you absolutely must have a desire to help others!*** This is the core of the business. I have seen some try to fake concern - with some results - but in the long run it is a fleeting prosperity which brings the whole industry down a notch.

You need to ***listen to people – to learn what they need – to build relationships.***



And you need leadership skills. You will be building a team of *business owners* rather than employees, so you won't have the headaches associated with managing a staff, but leadership requires an ability to connect with people and communicate well.

As a leader, personal development will be important and help you toward success.

I want to help others. I can listen to people's needs and develop relationships. Yes ☐ No ☐

Business Start-Up Statistics



In *Seven Considerations* you learned that 90% of start-ups fail.

I would love to tell you success rates for our Health and Wellness Business are higher – but they are actually lower. The fact is only about 5% succeed at this business.

The reason for this discouraging statistic is the ***sheer volume of people giving it a try***. It is an inexpensive and easy business to start and available to anyone, so lots of people join in. Too many get excited about the potential and think once they “sign-up” and maybe make an announcement to their friends and family – voila . . . all their dreams come true.

Some may have a more realistic idea of the work involved, but most lack people skills or business skills or both.

We do boast 2,000 millionaires and tens of thousands of successful business partners, but to be in that successful 5%, you need a different attitude.

Having worked through *Seven Considerations*, and now taking time to carefully consider this business, I believe you have greatly increased your odds of success . . . if you decide it is right for you.

I understand this is a real business with real products for real people – not a get rich quick scheme. I want to establish a business that will accomplish my goals while providing a valuable service having a positive impact on others. I am willing to learn as much as I can and work for my success.

Yes

☐

No

☐

The Team and Supplier

We shift now to look at our supplier and its built-in team.



My highest priority is for the values of my supplier to align with my own beliefs, and for over 60 years, Shaklee's mission has been to provide a healthier life for everyone and a better life for anyone.



They accomplish their goal by making natural products that are so exceptional, you just have to share it. Every product that goes into every Shaklee bottle is designed to improve health, work without compromise, and be gentle on the planet.

Shaklee stands alone in so many ways

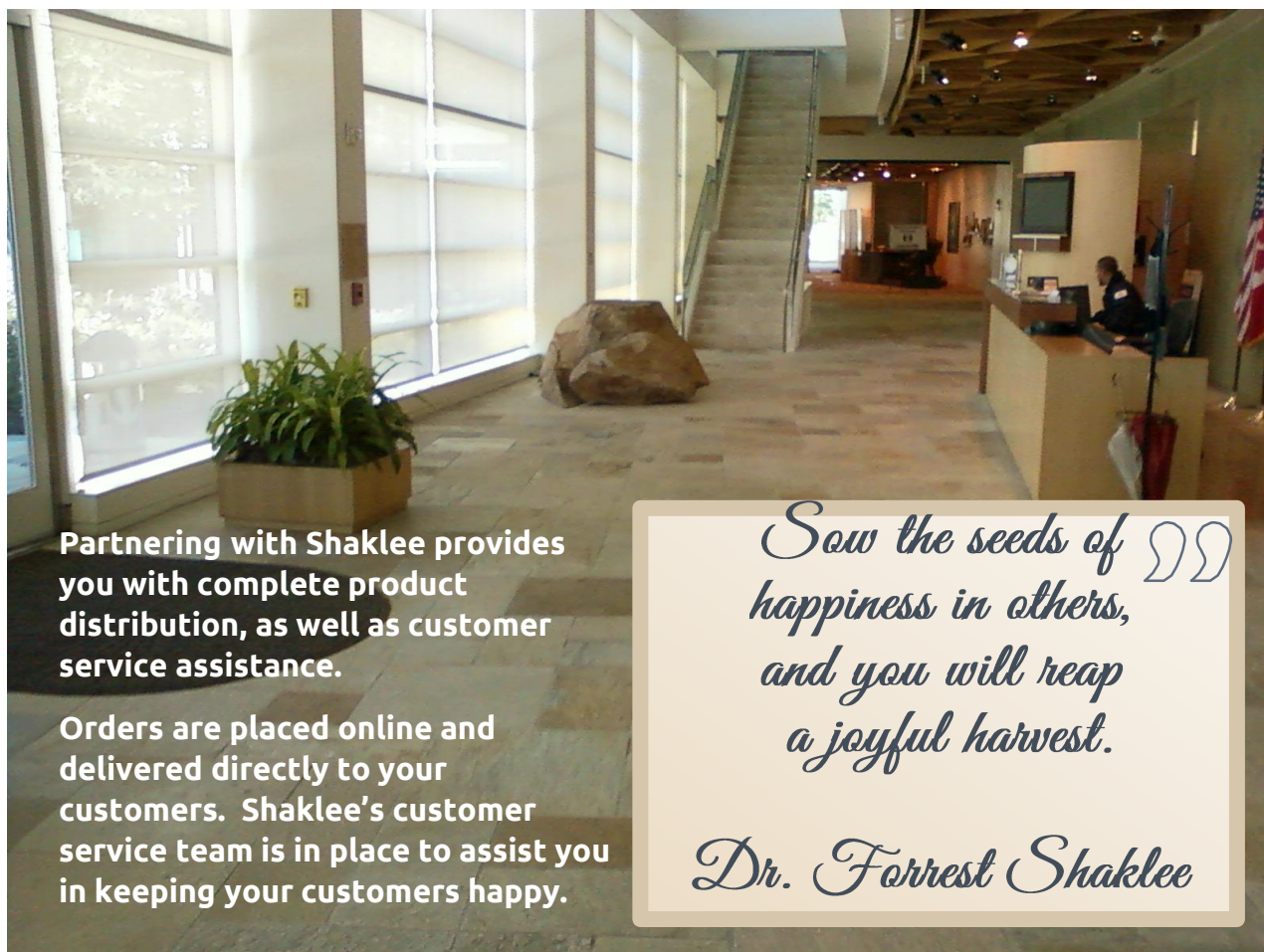
- Being the number one natural nutrition company in the US
- Becoming the first company in the world to be certified Climate Neutral™ (totally offsetting their carbon emissions resulting in a net zero impact on the environment)
- Powering 67 Olympic Gold Medals with Shaklee products (137 total Olympic medals)
- Investing over \$250 million in clinical testing, research and development
- Testing for purity and safety with over 100,000 quality tests each year
- Joining forces with explorer Jacques Cousteau, 2004 Nobel Peace Prize Laureate Dr. Wangari Maathai, and other earth advocates
- Winning awards for sustainable business practices and in green design for their world headquarters
- Recycling 1,000,000 pounds of cardboard from other companies

Shaklee's product lines include

- planet friendly cleaning products
- natural nutritional products (including weight loss and sports nutrition)
- nutritional skin and hair care products.

And Shaklee pioneered the fields of vitamins and environmental protection, successfully operating for over 60 years on the principal of the Golden Rule.





Partnering with Shaklee provides you with complete product distribution, as well as customer service assistance.

Orders are placed online and delivered directly to your customers. Shaklee's customer service team is in place to assist you in keeping your customers happy.

*Sow the seeds of
happiness in others,
and you will reap
a joyful harvest.*

Dr. Forrest Shaklee

Your business concerns will be establishing and managing marketing and administrative functions.

As the business owner, you will - at minimum - oversee and direct these activities. You may perform them yourself or outsource jobs you don't enjoy or excel at. In *Seven Considerations*, I mentioned hiring graphic designers, web designers, or bookkeepers as examples.

You will also be joining a team of business owners, all eager to help you get your business going. My job will be to train you in the business, provide a roadmap, and give guidance to your venture.

Some may object at this point because of Shaklee's multi-level business model, so I want to point out that most disapproval of MLM has to do with the "marketing" method, which is also often referred to as "network marketing" or "direct selling".

While most MLM is based on network marketing, it is not an actual requirement for a Shaklee business, and I don't use it.

I don't utilize the direct selling *marketing* model and my training will be similar to any other retail/product based business, with focus on advertising, providing value, and gaining customers who come to you.

However, the *product distribution* system of a multi-level manufacturer is *far superior* to standard retail distribution. Here's why.



Most objections to MLM have to do with the *marketing* method, which I do not employ.

The traditional retail structure keeps most of the wealth at the top and can only succeed when those at the bottom are trapped in low-paying, dependent jobs – endlessly trading time for money. One can move up the ladder, but cheap labor at the bottom must exist or the system will collapse.

By contrast, the multi-level structure really only works if all members have the opportunity to earn unlimited incomes and gain the freedom available through residual, passive income. Buyers are sellers and sellers are buyers – “bottom rung” members are not necessary for the system to be successful.

Neither system is sustainable without *quality products*. Opportunists use *either model* to make a quick buck while providing little or no value. When the quality of the products is equal, the multi-level system provides the most stability and opportunity.

I have researched and approve of Shaklee Corporation as my supplier. I believe I will be able to establish and manage the marketing and administrative functions of my business, utilizing Shaklee as my supplier, distributor, and customer service partner. Yes ☐ No ☐



Start-up Costs and Profitability

If you already have an idea of the income you desire and the amount you will be able to invest to get your business running – and you desire to proceed with starting a Shaklee Health and Wellness Business – I will work with you *individually* to create a plan to reach those goals within your budget.

Understand, as with most things in life, the more time and resources you invest, the greater and more quickly the return.



Since every new entrepreneur brings a different set of goals and circumstances to the table, there is no one size fits all investment requirement and profit projection.

But, to give you an idea of the range of start-up costs, you can start this business with as little as \$50 and a computer with internet.

However, my best recommendation is to start with \$1800, a computer, printer, tablet, cell phone, and reliable internet service.

I am able to afford the minimum start-up expense of \$50 and I own a computer with internet service. Yes ☐ No ☐



So . . . Now is the time for a decision

*Look through your “yes” and “no”
answers.*

What story do they tell?

If you answered *any* question with a “no”, I would advise *against* a Shaklee Health and Wellness Business. I thank you for taking the time for my questionnaire and would ask you to consider passing it along to anyone else you think might be a better fit.

If you answered “yes” to all five questions, I would invite you to [contact me](#) for the next step.

I will get you registered with Shaklee, get you started on your business training, and walk you through the business start-up process.

If you still need some time to think about it – take all the time you need. Consider your options. If you decide later on down the road this is what you want, I’ll still be here.

Space is not limited and
time is not of the essence!

