



NEOLIFE®

Shake & **LEARN**



Shake & Learn FAQs

W

HAT IS A SHAKE & LEARN?

A Shake & Learn is a fun and relaxed way to help your friends, family, and acquaintances feel better, look better, and live better. They'll get educated on the three biggest missing links in our diet and how NeoLife solutions to help end the trend of poor health. They'll also get to sample deliciously healthy shakes and bars, as well as other NeoLife favorites!

This easy-to-follow guide will help you host a successful Shake & Learn. It includes helpful tips and scripts for a fun and successful event.

WHY ARE SHAKE & LEARNS SO SUCCESSFUL?

- First of all, doesn't it just sound fun? Who doesn't want to sample delicious shakes and smoothies while discovering practical knowledge on how to end the trend of poor health? Answer: crazy people. Only crazy people wouldn't want to do that!
- Potential customers are much more likely to come to a person's home they know rather than to a hotel or conference center.
- When inviting guests, tell them to come hungry and they'll leave satisfied after sampling delicious shakes and other health products, plus they'll go home with their favorite recipes. People rarely cancel when it's a dinner invite. When inviting, you'll ask them if an emergency arises to let you know as soon as they can so that you know how many shakes to prepare.

WHO HOSTS A SHAKE & LEARN AND WHY?

1. **Club Members:** A Shake & Learn is a perfect avenue for a Club Member to share good health with friends and also earn free product through our 3 for FREE Program.
2. **Promoters:** A Shake & Learn is a great opportunity to help a Promoter launch or continue to grow their business through introducing the products and NeoLife Club expansion in a fun and relaxed way. Of course, a Promoter should also aim to get their products free within their first month, or better yet, their first week.

WHAT ARE THE GOALS OF A SHAKE & LEARN?

- Help guests experience NeoLife's life-changing products.
- Help the host get their 3 for FREE!
- Encourage everyone to join as a Club Member or Promoter.
- Challenge everyone to join the 30-Day Be Your Best Challenge.
- Get those who aren't interested to support you by sharing referrals.
- Learn from your experience in order to improve and achieve better results the next time.
- Schedule at least a Shake & Learn.
- Have fun!

FAQS



ABOUT



PLAN & PREP



INVITE



PARTY



FOLLOW-UP

WHERE DO YOU CONDUCT A SHAKE & LEARN?

Basically anywhere. Use your imagination. People usually have them at a Club Member or Promoter's home, pool side, clubhouse, country club, office, gym, salon, etc.

WHAT TIME SHOULD IT START?

Ideally around mealtime, but anytime works. If it's held in the evening, 7:00 PM seems to work best in most areas. Guests should arrive no later than 6:45 PM. Do your best to encourage people to be on time so they don't miss out on the shakes and/or interrupt the event.



WHAT ARE THE BEST NIGHTS FOR SHAKE & LEARNS?

We've found that the weeknights, Tuesday through Thursday, tend to be most convenient for most people's schedules, but any evening works.

OTHER THAN EVENINGS, WHAT ARE SOME GOOD ALTERNATE TIMES TO CONSIDER?

Weekday breakfasts and luncheons, or Saturday mornings and afternoons work great as well. Keep in mind that anytime you can gather one or more guests is a good time. In fact, Sunday afternoon can be a great time since most people are free.

DO I NEED TO BE AN EXPERIENCED PROMOTER TO CONDUCT A SHAKE & LEARN?

Absolutely not. Many successful Promoters and even Club Members have conducted their first Shake & Learn on their own either by simply playing the Web Health Talk (found at shareneolife.com) or by clicking through the easy to follow PowerPoint.

HOW SHOULD I DRESS?

Business casual attire is generally recommended, but we encourage you to dress for your audience and the context of the event. You can never go wrong wearing NeoLifeGear!



Plan & Prep

B

elow is a comprehensive checklist of everything you will need. All of the literature, business tools, and resources referenced below can be found in the **NeoLife Back Office**.

Login from **office.neolife.com** > click on **Tools** > click on **Business** > and scroll down to find the **Shake & Learn Tool Kit**.

- **2 OR 3 OZ. SAMPLE CUPS:** You want them small enough so that they can sample each of the flavors and have them add up to a full serving.
- **ADEQUATE PRODUCT SUPPLY:** Make sure you have enough product on hand so that each guest receives approximately 1/3 a serving of each NeoLifeShake flavor and 1/4 of each NeoLifeBar flavor.
- **BROCHURES:** Make sure you have enough Pro Vitality, NeoLifeShake, NeoLifeBar, and NeoLifeTea brochures, along with NeoLifeShake Recipe booklets and Challenge flyers to hand out to everyone at the end of the night. Note: Read directly from the brochures when explaining the products. That way, the guests know where to find the information, and it keeps the process simple and duplicable.
- **3-DAY DETOX:** We recommend having 3-Day Detox sets on hand so people can start immediately while waiting for their Health Packs to arrive.
- **PROMOTER APPLICATIONS:** Print out Club Member/Promoter applications to hand out at the end of the meeting so your guests are encouraged to enroll as either a Club Member or a Promoter. Place the brochures and applications in an easily accessible, yet out-of-sight, location until the end of the Shake & Learn.





ABOUT



PLAN & PREP



INVITE



PARTY



FOLLOW-UP

- **BEFORE & AFTER PICTURES:** Be prepared with before and after pictures that have been printed and placed in 3-ring binder so guests are able to see real results from real people. Note: weight loss and fitness testimonies are included in the Shake & Learn Tool Kit.
- **WEB HEALTH TALK:** Make sure you have everything you need to play the Web Health Talk (found on shareneolife.com), or present the Power Point for your guests at the Shake & Learn. You can connect your laptop to almost any TV; simply visit your local electronics store to buy an adapter. Whatever way you decide to present the Health Talk, do a test run to ensure you have it in working order.
- **MUSIC:** Play some soft background music to create a welcoming atmosphere.
- **NAME TAGS:** If you are expecting more than 3 guests, it is advisable to have name tags.
- **SEATING:** If you only have a few guests, you can hold it in the kitchen or a breakfast nook. If you have a larger group, have everyone sit in the living room. If you have more people coming than your seating allows, do not set up additional chairs in advance. Instead, when you are ready to begin, ask people to carry a chair in from the kitchen or dining room, etc. This fosters a more comfortable and exciting atmosphere and helps prevent the possibility of having extra chairs out for guests who don't show up.
- **PRODUCT DISPLAY:** Have products and brochures set aside for a display, but do not set them out until you are ready to begin talking about each of them. This prevents people from forming an opinion or asking questions before the presentation.
- **CHILDREN & PETS:** It is advisable to make childcare arrangements in advance for young children. You might arrange for the children to be at a friend's home or otherwise occupied. Pets should be kept away from guests.
- **GUEST LIST:** Invite and confirm who's coming to the party so you can provide the appropriate quantities of products and tools.



Invite Everyone



INVITE YOUR FRIENDS:

For best results, we recommend picking up the phone with enthusiasm and inviting people. Just ask yourself, would I be more inclined to respond favorably to a Facebook invite, an Evite, or a personal phone call? You can also send a Facebook message, text, or Evite as a nice follow-up to your call.

Below are simple scripts to use when inviting your guests. We encourage you to tweak these to fit you; everyone has their own unique way of communicating and wording things. Read the script out loud, practice with them, make sure it feels/sounds natural to you. Always remember: This is **YOUR** business and there is only one rule; **BE YOURSELF**... Be Your Best self.

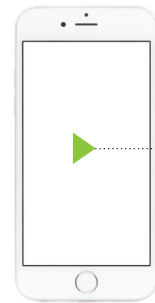
[YOU] as Host & Presenter:

Hi [friend's name]! How are you? Possibly chat for a minute... I'm having a Shake & Learn at my house on [date] at [time], and I would really love for you to come.

– OR –

[YOU] as Host Only:

Hi [friend's name]! How are you? Possibly chat for a minute... I recently attended a Shake & Learn and it was so fun and interesting that I've decided to host one myself! Are you free on [date] at [time]?



[GUEST] What is a Shake & Learn?

[YOU] It's a fun and informal educational event where you'll discover the three missing links in our diet and solutions for better health.* In the process, you'll learn a bit about the basics of whole food nutrition. There will also be yummy whole food samples of NeoLifeShake and NeoLifeBar, etc. So come hungry!

NeoLifeShake supports weight loss, maintaining a healthy weight, building lean muscle or just creating a quick, healthy on-the-go meal.* If anyone likes the products and wants to buy something, they will have the option to do so at the end, but there's absolutely no pressure to do that. In fact, feel free to leave your credit card at home. Just come, relax, learn, and have fun!

[GUEST] Well... I don't know... I'll have to get back to you about it because...

[YOU] Okay, I completely understand. I'm trying to get a solid headcount though, because I need to know how many people to prepare for... So can you let me know by [give a date within three days of you calling them] please?

Give them a chance to respond here...

Meanwhile, I'll put you down as a maybe, and if I don't hear back by then, I'll give you a call to check in. Sound good?

[GUEST] That sounds like fun! Yes, I'd love to come!

[YOU] Great! I'll put you down as a YES and please do me a favor and put it on your calendar. If something comes up, please let me know at least 48 hours in advance, if possible. We need to know how many are coming so we can have enough food for everyone.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

[GUEST] Are you doing this as a business?

[YOU] as a Promoter:

Yes, I've been a member of this wellness club for [amount of time], and I have really been impressed with their products, as well as other club benefits. Recently, I decided to become a Promoter. Shake & Learn events are an enjoyable, relaxing way to spend time with friends and have fun learning about nutrition and whole foods as well as how to End The Trend of poor health.

[YOU] as a Club Member:

No, we aren't selling these products. I just attended a Shake & Learn myself recently, learned so much, and was so impressed with this company and their products that I decided to host one for my friends. These events are such a great way to spend time with friends and have fun discovering how to protect our health as well as contribute to ending the trend of poor health. If, after trying the samples, anyone likes them and wants to purchase something, they can use my wholesale membership link, and if I refer three people, my products are free each month. BUT, do not feel pressure to buy anything. Just come, relax, learn, and have fun with us.

TIP: Watch the video 6 Steps to turning a "No" into a "Yes" which can be found in the Back Office under Business. If they say "No" to your invite, follow the steps laid out in the simple video and script.

SUGGESTED FOLLOW-UP INVITE

Modify the following template to fit whichever mode of written invite you decide to use, as well as to reflect your personal communication style:



You're invited to a Shake & Learn!

When: _____ (Fill in date/time**)

Where: _____

What: It's a fun, informal, educational event where you'll discover the three missing links to your diet and solutions to Ending The Trend of poor health, while also sampling delicious health products! Come hungry and leave satisfied.

NeolifeShake supports weight loss, maintaining a healthy weight, building lean muscle, or simply being used as a quick, healthy on-the-go meal.* If you're not a big fan of shakes, no problem, there will be other health products to sample. If anyone likes the products and wants to buy something, they will have the option to do so at the end, but there's absolutely no pressure to do that. In fact, feel free to leave your credit card at home. Just come, relax, learn, and have fun with us. You'll find the Shake & Learn to be informative, and you'll go home with your favorite recipes as well as practical ideas for improving your family's health.

If you haven't already RSVP'd for the event, please do so ASAP so I'll know how many people to prepare shakes and bars for.

**We recommend you block out an hour and a half for the event.

Get Your Party On!



Shake & Learn can be something as simple as presenting the product catalog while sampling shakes. However, most successful Shake & Learn events involve one of the following options:

OPTION A: Plug & Play the Health Talk webinar video found at www.shareneolife.com
You can play it on a TV, smart phone, tablet, etc.

OPTION B: Present the Health Talk PowerPoint (found in the Promoter Back Office under Shake & Learn Tools) on a laptop connected to a TV or projector.

One could even flip through the PowerPoint on a tablet or print out the slides and create a flip chart

OPTION C: Modify option A or B, to fit your style

Below, is a simple step-by-step plan to help you keep your Shake & Learn on time and on task for optimal results.

I. NEOLIFESHAKE & NEOLIFEBAR PREP

- NeoLifeShake: Blend one serving of each flavor of shake with 8 oz. water and ½ cup ice cubes. Pour 2 oz. into each cup.
- NeoLifeBar: Cut each bar into four pieces. Pass around on a plate and encourage each person to sample one square of each flavor.
- Optional: Some Promoters choose to offer samples of NeoLifeTea, Tré Nutritional Essence and Omega-3 Liquid.

II. GREET GUESTS

As people arrive, keep the conversation casual (ex. “How are you doing?” “Can I get you some water?”) Try to avoid giving away the information that will be shared in the presentation.

III. WELCOME & INTRODUCTION

Welcome everyone to the Shake & Learn. Start off with something like...

“I’m so glad you all could be here tonight to learn how to better protect you and your family’s health and help end the trend of poor health.”

Then launch into your 2-minute testimony (see template for developing your personal testimony in the Getting Started guide). Wrap up intro with...

“That’s why I’m so excited to share this information with you all. So, let’s get started and then we can taste those delicious shakes & bars afterwards!”

STEP-BY-STEP

IV. PLAY HEALTH TALK VIDEO

If you choose to play the video at www.shareneolife.com, it will be around 30 minutes long. If you choose to present it yourself, using the Health Talk Power Point, we recommend you take no longer than 35 minutes.



V. SAMPLE TIME!

Blend up some NeoLifeShake, pull out your NeoLifeBar samples, and let the tasting begin! Have fun with this part. Also, remind everyone that the shakes are healthy and mixed in water, yet still taste great! After each shake, have everyone vote on his or her favorite. Don't be afraid of having people voice their likes and dislikes; you'll find that most people really enjoy at least two of the flavors.

Remind them that everyone will get to take a NeoLifeShake Recipe booklet home with them which will help them turn three flavors into at least five different shakes.

The bars can be prepped for sampling ahead of time so all you have to do is pass them around. However, there are two basic options when it comes to serving the shake samples:

- If you are playing the Health Talk video or doing the Shake & Learn by yourself, we recommend you wait until the end to prepare the shakes and bring out the bar samples.
- If you have a helper, they can mix the shakes as you go through the Health Talk and sample them throughout the 2nd half of the presentation.

Tip: Try not to have the shakes ready too soon and left sitting out a while; they taste best fresh and still chilled.

VI. WRAP-UP & THANK YOU

In closing, we suggest you do the following:

- Thank them all for coming out.
- Pass around the binders with before and after pictures as well as application forms and brochures. As you pass out the order application, ask them to let you know whether they want to join as a Club Member or Promoter and which Health Pack they want to start with. If they choose Promoter, encourage them to choose the Senior Manager Kit with the biggest savings.
- Suggest they also purchase a 3-Day Detox so they can cleanse and reset while waiting for their Health Pack to arrive. We recommend selling at retail unless they purchase a Health Pack.
- Let them know that all of our products are backed with an unconditional money-back guarantee.
- Remind them that we're on a mission to End The Trend and would love to have them join our cause by hosting a Shake & Learn for two or more people at their home or office. In the process, they could potentially get their products for free with our 3 for FREE Program.
- Encourage them to join the Be Your Best Challenge as they wait for their Health Pack to arrive. You can help them enter using NeoLife App on iPhone.
- Finally, don't be shy about going around and individually helping them fill out their order application. With our Customer Satisfaction Guarantee, they have nothing to lose and everything to gain.



Follow-up



Once someone makes the decision to become a Club Member or Promoter, it is now very important to nurture the relationship. The key to success in this business is loyalty and repeat orders, not just one time impulse buys. Here are some rules to follow for effective follow-up:

FOR NEW CLUB MEMBERS:

1. Send a text or email “thank you” notes to everyone who attended. Send within two days after event. Also explain how they can get their 3 for FREE and offer to host a Shake & Learn for their friends.
2. Make it a point to check in every month to thank them for being a loyal customer, tell them about upcoming product conference call and events which might interest them in learning more about other products they might not have tried yet. Encourage them to join the Be Your Best Challenge.

Tip: To be sure you remember to check in monthly, make a note with the person’s name in your calendar every 30 days, from the time you last spoke.

FOR NEW CLUB PROMOTERS:

1. Send a text or email “thank you” notes to everyone who attended. Send within two days after event and make an appointment to walk them through their Promoter Kit and Getting Started guide, in person or over a video call. Help them schedule four Shake & Learns. Offer ongoing support and help them talk to their first prospects.
2. Set up weekly calls with each of your Promoters at a time that is convenient for both of you. This is where you offer support and encouragement to keep them motivated and moving forward towards their goals.



ABOUT



PLAN & PREP



INVITE



PARTY



FOLLOW-UP

“ We all have possibilities we didn't know about. We can do things we don't ever dream we can do. ”

– Dale Carnegie



NeoLife International HQ

3500 Gateway Blvd
Fremont, CA 94538
Sales Support:
800.432.5842
Fax: 510.440.2818

L.A. Distribution Center

(Customer Pick Up)
4650 S. Eastern Ave.
Commerce CA, 90040
Phone: 323.727.5007

NeoLife Emails

Inquiries - info@neolife.com
Challenge - challenge@neolifeclub.com
Signups - signup@neolife.com



NeoLife.com

