

OPA Call

December 9, 24

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- Imagine that it's December 31, 2025 And you have reached your desired goal?
 - What would that look like?
 - How would you feel?
 - What will you do with the extra money?

Here are some fun facts about me....

My family is like a multi level marketing business

We have 7 children k'h and with our grandchildren we are have exponential growth k'h.

In the past I have been working in the accounting divisions of many companies

I was a life guard

I was a doula

Now I'm a networker and am building my business to reach my next levels, which is ultimately Presidential master

6 of our children are married, our youngest son is in Rabbinical college and instead of feeling like an empty nester I take pride and joy in my Shaklee business.

I found Shaklee in 1988

And we became Master Coordinators after Roger purchased the company in 2004

Our agenda for tonight

- Here's what I won't do,
 - Confuse you
 - Gonna teach you any new programs
- Learning how to think objectively
- Branding yourself, by honing in on your target market
- Creating a rhythm for your business that can create growth in 2025

How To Think Objectively

Distinction in Thinking

- Right & Wrong
- Judgement
- Certainty
- Decision
- What works and what doesn't
- Evaluation
- Clarity
- Choice

Right or Wrong VS. What Works and What Doesn't

- Right & Wrong thinking is black and white thinking.
- It cuts you off from possibilities
- It's my way or the highway which doesn't serve well as a leader
- What work & what doesn't work
- Gives possibilities
- Make you realize that there not just one answer to solve a problem
- It calms the emotions
- You can think more clearly
- Everyone has a different style

Here's an example

- As leaders of our teams we may feel that we have to be right and are quick to point out the weaknesses in Teammates.
- Especially when we are used to doing something that works well for us.
- To be an effective leader we need to understand our teammates and to be open to ideas, open to discussion of what works better and to determine what doesn't work for that ambassador
- Asking question is much more effective. You will get a better understanding of the people who you are working with.
- Share the example that I had with the lady who wanted to send out post cards to let people know about her Shaklee business instead of inviting by phone.

Judgement VS. Evaluation

- Finality – no possibilities
- Negative
- Emotional charge
- Harsh

- Constructive
- Multiple answers
- Evaluation is objective
- Question process, what worked, what didn't, what can I do better?

Here's an example

- Sometimes when we are working with customers or ambassador we maybe quick to judge their work or that lack there of.....
- Asking question will help you evaluate what's happening and thus your ideas may be more tailored to them

Claude.ai example for Miriam Kahana

I want to get a good hook that captures the attention of moms trying to manage their life

Let me help you brainstorm some compelling hooks to reach moms looking for life management solutions.

Could you tell me a bit more about what you're creating - is this for an article, advertisement, social media post, or something else? Also, what specific aspect of life management are you focusing on (e.g., time management, household organization, work-life balance)?

This will help me suggest hooks that are both attention-grabbing and relevant to your target audience.
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I would like to use the hook as a name for a newsletter

Let me help you brainstorm newsletter names that would resonate with busy moms. Here are some potential hooks that capture both the challenges and aspirations of motherhood:

1. "The Balanced Mama" - Suggests achieving harmony without perfection
2. "Motherhood Simplified" - Promises to make life less complicated
3. "The Mom's Playbook" - Implies practical strategies and insider tips
4. **"Chaos to Calm" - Speaks to the transformation moms are seeking**
5. "Motherhood & Method" - Suggests smart systems for managing family life
6. "The Intentional Mother" - Appeals to moms who want to be more purposeful
7. "Mom Life Mastery" - Empowering without being overwhelming
8. "The Modern Mama Minutes" - Implies quick, actionable content for contemporary moms
9. "Grace & Grit" - Acknowledges both the strength and struggle of motherhood
10. "The Mom Edit" - Suggests curated, streamlined solutions

Which direction appeals to you most? I can help brainstorm more options focusing on specific themes or tones that resonate with your vision.

Certainty VS. Clarity

- I'm right and you won't change my mind
- You close yourself off from opportunity and learning
- Let's us get answers that we can evaluate and go from there.
- Ask clarifying questions
- Lets us get new information

Here's an example

- Customer with rosacea, who says that she tried everything

Decision VS Choice

- You allow circumstances to dictate your outcome
- you become a slave
- Sounds final

- You evaluate and then you choose to do what's right for you.
- You choose freely

Honing In on Your Target Market
AKA Branding yourself, You Inc...

Branding yourself

- On the a recent field call Jeff Hill shared the following quote from Maya Angelou

“Don't make money your goal, instead pursue the things you love doing and do them so well that people can't take their eyes off of you.”

- To me this depicts Branding yourself

Branding yourself

- Blue Acura MDX
- Shaklee has over 300 products. Maybe now with Pomifera over 1,000 products. It's a jumble.

Branding yourself

- Not everyone is your prospect
- Attract your perfect prospect
- You need to solve the specific problems of your perfect prospect
- You are perceived as a valuable resource by your prospect and you can them even if they don't buy or join.
- In today's day it's not only about our products that can solve problems it's also about ideas, encouragement, and support.

Branding yourself- We can work in so many different markets

- Weight-loss
- Metabolic health
- Digestive health
- Hormonal health
- Woman's health
- Children's health
- Teenage health
- Men's health
- Effective workouts
- Senior health
- Menopause
- Post menopause
- Heart health
- Healthy aging
- Healthy home
- Cleansing
- Home based business
- Healthy skin
- Aging skin.....
- Athletes

So you may ask.....

Shaklee has over 300 products. Will my target market get to buy only the products that is for their TM?

You prospect for with your TM.

Once they become happy customer, it will be the ambassadors responsibility to educate these customers about other Shaklee products that can be helpful to them.

Where to market your TM

- Social media of course
- Whatsapp status
- In-home events
- Wellness groups
- Newsletters
- Asking for referrals, who do you know who?

Step by Step how to create your target market

1. Choose a market of people who you want to talk to.... Who do you want to do business with?
2. Why?
3. Fill out the columns in the grid, what are your TM, problems, fears, wants, dreams and lingo

Step by Step continued

- Fill in the following blanks
- I help.... Gender/age/demographics..... **I help tired and stressed moms**
- Who have problems/fear..... **regain their energy**
- I help them by.....
- So they can, what benefits will they have **function at their best.**
- My Target Market statement is:
- I help tired and stressed moms regain their energy and function at their best.

FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW ADD-INS ACROBAT QuickBooks

Cut Copy Paste Format Painter

Font: Calibri 11pt, Alignment: General, Number: General, Styles: Conditional Formatting, Cell Styles, Insert, Delete, Format

Clipboard, Alignment, Number, Styles, Cells, Editing

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	TM: I help tired and stressed moms regain their energy and function at their best.													
2	Target: The people I work with are: Mothers between the ages of 20-40													
3	Problem: Who have problems/fears: are overwhelmed and have little energy													
4	Solution: I help them by: holistic products and strategies													
5	Benefit: So they can? Be patient and do what's important to them.													
6	Problems	Fears	Wants	Dream	Lingo									
7	Tired	losing patience	Physical energy	Being a fun loving parent	Momlife									
8	Irritable	not being able to manage	Sleep well	To achieve inner peace and joy	overwhelmed									
9	Anxious	scared of not coping	emotional energy	Create a loving and happy home	exhaustion									
10	Overwhelmed	Fear of not being good enough	take care of duties gracefully	Be present for their children	Energy									
11	Stressed	Fear of health issues	mental clarity & focus		Balance									
12	Active				Self care									
13	Panicy			To leave a positive impact	Resilience									
14	Overworked				Wellness									
15	Impatient				Calm									
16	Emotional stress				Fulfillment									
17	Low physical energy				Busy									
18	Can't think clearly				Responsibilities									
19	Large responsible load													
20	Tension headaches													
21														
22														
23														
24														
25														
26														

Create different TM statements

1. Mothers who are sick and tired of being sick and tired and what good energy so that they can raise their children patiently.
2. Mothers who have growing families that don't get to sleep much. Yet want to have enough energy to function at their well during the day.
3. Mothers who eat more, sleep less, yet have no energy. I found a products that can give you great energy to help you cope.
4. I help tired and stressed mothers regain their energy & function at their best, even without a full night's sleep.

Variations continued

- I help busy and overwhelmed moms who are neglecting their health, yet have a desire to have good energy so that they can cope better.
- I help active moms who are often tired and stressed yet need the energy to manage their day well

Here's a little secret

- First I worked on the grid by myself, then I asked chatgpt for help.
- I did the same thing with my TM statement.
- However I did not start my research with ai because I wanted this to come from my heart

Creating a Rhythm For Your Business That Can Create Growth in 2025

Why do we procrastinate?

“Procrastination isn’t caused by laziness. We don’t postpone tasks to avoid work. We do it to avoid negative emotions that a task stirs up like anxiety, frustration, confusion and boredom.”

~Adam Grant

Get ready for 2025

Now is the time to Ask yourself the following questions

- What worked in 2024?
- What didn't work in 2024?
- What can I do it differently in 2025?

Get Ready for 2025

Create a Rhythm for your business

- 50 minutes working on my training
- 50 minutes working on a carefully chosen program
 - Always know where you left off and where you are picking up when you return to you work
- 1 out going phone call a day
 - Choose what type of calls you want to do
 - I'm working on sending out texts 2-4 times a month. I only want to send to those what want it (permission marketing)
 - In this phone call I'm also asking questions like, who do you know?

In 2025 I will add:

1 Post a day

Between 2 and 4 texts a month to customers featuring products, Shaklee discounts, new products, & events.

Let's wrap this up

- Evaluate your thinking.
- Think about your Target Market.
- What will your rhythm for 2025 look like?