

The Network Marketing Company Worthy of the “All In”

By Richard Bliss Brooke

I like to gamble. Get me to a poker table or out on the golf course for some friendly betting, and I'm a happy boy. Now, if you were to ask me to wager on the future of Network Marketing, here's what I'd go "all in" on: that Shaklee will be a top 3 Network Marketing company in the world with sales over \$10 billion within 10 years. What makes me so sure? Three simple reasons: phenomenal products, the ownership and the credibility of the company.



How Do You Know If a Product Is Phenomenal?

The biggest downfall of most Network Marketing companies (95% I'd estimate) is they don't have products to back up their financial opportunities. Meaning, if there wasn't a financial opportunity attached to the products, nobody would buy them ... certainly not every month and not for the price charged. Only a fool would pay \$45 for a bottle of "XYZ" when it doesn't work any better than a \$15 bottle.

When a compensation plan is the only reason people buy the products, the business is not sustainable; there is no residual or Asset Income and there is no long-term value or integrity in building the business. One could also infer they are a pyramid scheme.

You can tell a product is phenomenal when the company has been around for decades; when **the product has created the reputation**; when you have thousands of loyal customers buying



the product FOR LIFE, absent of the financial opportunity. Companies with these kinds of products are NOT pyramid schemes.

Shaklee is one of perhaps 20 Network Marketing companies with bulletproof product integrity, one where you can build a sales organization without having to worry about the products backing you up. And what's really incredible, Shaklee has been this way from the very beginning.

Founded on Integrity



Dr. Forrest C. Shaklee was a true visionary. A chiropractor, naturopath and ordained minister, Dr. Shaklee believed that nature and “thoughtsmanship” could heal the body – a rare philosophy back in the early 1900s.

Dr. Shaklee’s vision and life’s work became one of nutritional healing of the body in harmony with nature. He manifested this vision with the launch of Shaklee in 1956, making a commitment to develop products that would improve the health of people *and* the planet.

Shaklee was the first company in the world to obtain climate neutral certification and totally offset its CO₂ emissions. In 1990, Shaklee’s nontoxic and biodegradable Basic-H[®] was chosen as one of the first official Earth Day products. Their list of environmental awards is a long one.



Shaklee products are backed by 71 patents and patents-pending, over 120 published scientific papers and presentations, and of course, 1.2 million distributors and \$7 billion in commissions paid.

These are products that NASA has taken into space; that the first American used to ascend Mt. Everest without supplemental oxygen; and that continue to make a difference in the lives of millions of athletes and everyday people around the globe.

The Renaissance Couple

When I was on the board of the Direct Selling Association, I'll never forget my first impression of Roger Barnett. It was 2004 and I was sitting in a meeting when this classy-looking man entered the room. The president of the DSA introduced him as the new chairman and CEO of Shaklee and started listing off all his accomplishments: undergrad from Yale, Harvard MBA, Yale Law, founder and CEO of Beauty.com, Arcade.com, I could go on.



I was floored. I kept thinking, "Network Marketing has finally come of age ... where smart, wealthy people really understand it! They're going to clean it up and do it right, and they're going to do it big time. They're going to make it a trillion-dollar industry! He is the first. He is the Renaissance Man of Network Marketing."



Turns out, I was right, except it wasn't just Roger ... it was also his wife, Sloan.

If you've never read the 2007 *New York Times* article "Eco-Socialites Make Cleaning Green a Priority," I encourage you to check it out. It epitomizes what both of the Barnetts have brought to Shaklee and how they've continued to build one of the most historic and credible brands of our time.

Wanting to introduce her friends to a line of non-toxic cleaning products, Sloan hosted a "Tupperware-style" party in her five-story Georgian mansion off of Madison Avenue. Her guests included Renée Rockefeller, Valesca Guerrand-Hermès, Melania Trump, and Jessica Seinfeld.

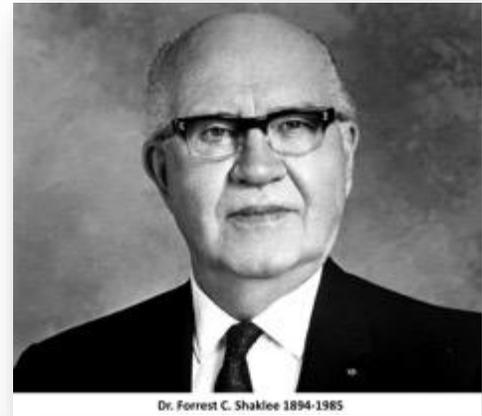
Think about it: she invites these guests to learn about green cleaning and the *New York Times* covers the party. Come on! That had never before happened in the history of Network Marketing!

What Does This All Mean for Your Future?

When Dr. Shaklee founded the company, he shared with his sons, "We'll teach some and they'll teach others."

That's the beauty of geometric progressions in Network Marketing. You teach a few, who teach a few, and if you're consistent in your invites and have bulletproof products to back up your financial opportunity, you can build a sales force of 500+ people in just a few years.

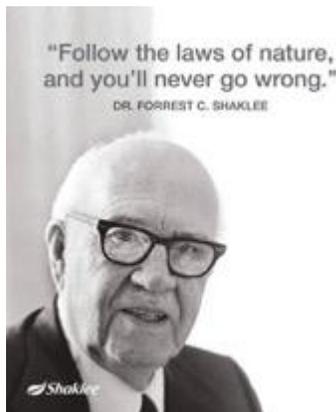
When you have 10–30 people in your sales force that are as ambitious and on fire as you are, what happens then? They have their own vision, motivation and leadership, so eventually, what YOU do as the founder of the sales organization doesn't matter anymore.



You can get distracted, you can semi-retire, you can take care of your family members if they get sick, you can do *whatever*, and your team still grows. Why? Because people keep buying the products. Your income keeps coming in, and that's the true freedom that Network Marketing offers. It's not that you totally ignore your business. You still show up and champion your team. You just don't have to drive the growth every month. Your leaders are driving it for you.

Now you have what we call Asset Income ... income that can be worth 200 times the monthly cash flow. And that is worth playing for.

Shaklee Distributors Are in a Unique Position ...



So many Network Marketers make the mistake of "selling the shine." They talk about the allure of fancy cars, the beachfront home, the mega dollar signs ... you know, the things that make the other person feel a bit icky.

Not you. As part of Shaklee, you're in a unique position to introduce people to your opportunity. You have a company with phenomenal products and an incredible history to share. You have a culture that, like the products, is transparent, authentic and honorable. You have renaissance leaders creating the change the industry needs.

This is what can take
Shaklee – and you –
all the way to the top.

I'd bet on it.

-Richard Bliss Brooke

