

~ Great Ways to Expand your Business with *The Mini Dream Book* ~

- * Include with all FastStart orders
 - * Use with Project MAHMA
 - * Give to and review with every new Shaklee customer
 - * Pass them around at in-home meetings so each person can follow along
 - * Create an incentive for new people to show it to 5 or more people
 - * Share with current customers to show them the "new" Shaklee
 - * Show current customers how they can get their products free
 - * Share them with business builders to show them an easy way to grow
 - * Tuck into orders or use as a mailer
 - * Carry in purse or pocket so you're ready for every opportunity
 - * Pull out and share with others at sporting events, playgrounds, etc
 - * Leave on tables in waiting rooms
 - * Use in a door hanger promotion in targeted neighborhoods
 - * Insert in greeting cards or thank you notes
 - * Use anytime, anywhere to answer the question, "How does Shaklee work?"
 - * Use it to get referrals - "Would you please look at this little book and tell me if you know of anyone who may be interested in an opportunity like this."
 - * Use at Business Networking events
 - * Use with Welcome Wagon type programs
 - * Use it with the question, "Does your family belong to any discount buying clubs? I've just joined a program that saves me money on products my family uses every week PLUS offers many additional benefits. May I show you how it works?"
- * And finally, here are some great ideas from
Master Coordinator, Geneva Cartwright ~

"I ordered 50 *Mini Dream Books* and will be using them with all our new people. Some will be sent out of town. I will call each person and take the time to go over the presentation with them while we're on the phone. Other copies will be shared at our weekly meetings. I will give each person a *Mini Dream Book* and then read through the presentation as they follow along with me. I'll suggest they each take a few books with them and see how many presentations they can do with people that week. I believe these books are an excellent way to get people to change brands and understand how they can build a successful business by doing these simple presentations. Thanks Betsy and Ginny for making the *Mini Dream Book* available to us again."