

# **A Visual Concept of Re-Directing Spending**

By Pat Bolotin - October, 1997

*The following is a visual that we have used at our Business Opportunity and New Member Appointments. We have found it to be extremely effective in helping people to understand the concept of re-directing their grocery spending. I would guess that it could be used effectively at a HHP as well.*

***I have 3 Grocery Bags sitting on the table in front of me. I start by painting a picture:***

***"Today, I was going to the grocery store to do my weekly shopping. Now, you know what happens when you go to the grocery store on an empty stomach. So, I stopped by McDonalds first! "***

- Show my hamburger that was purchased on Sept 13, 1995 - and it hasn't even gone moldy. I wondered just how much nutrition could be in that sandwich.

***I arrived at the grocery store and started at the breakfast aisle.***

- Carnation Instant Breakfast. (Pull it out of a bag) I looked at the label. Read the ingredients (sugar...etc)
- Then I needed some juice. "Orange Juicy Juice" (Pull it out of bag) and Read label: There is NO JUICE in Orange Juicy Juice - just chemicals!
- Also showed Kool Aid - more chemicals and sugar - no juice!

***Then I realized that I have a complete healthy breakfast at home:***

- Shaklee Slim Plan (Pull out of bag)

***We all need vitamins these days, so I stopped at the Theragran M counter.***

- Read label and asked myself: do we really need sugar, talc and shellac? I don't think we need more sugar and chemicals....
- Pull Vita Lea out of bag.
  - do dissolved vitamin test
  - pass out Burned Vitamin case.

***I Moved on to the meat counter and was ready to pick up a roast when I saw the Sept 97 Newsweek Headlines, "Meat, do you know what's in it?" - something about E-Coli. I passed that up.***

- Shaklee Slim Plan (pull from bag) has vegetable protein that would be assimilated in just 15 minutes.

***I needed a snack***

- I picked up a Richard Simmons "WOW" bar (pull from bag) ...More Sugar!
- decided to open a Shaklee Carbo Crunch Bar.

***By now, I felt it was time to hit the laxative aisle. As I was picking up the Ex-Lax, I noticed the full-page newspaper article: "Ex-lax causes cancer." They will exchange phenyl.... With senna! Hasn't this been in our Herb Lax for about 40 years?***

- pull the Herb Lax out of the bag

Visual of Re-directing your Grocery Spending

**We all have to clean our homes - whether we do it ourselves or have someone do it for us. So it was off to the Cleaners Aisle... the aisle you can find with your eyes closed. Just follow your nose to the ammonia, bleach and chemicals.**

Next bag holds Shaklee Cleaning products:

- Basic H
- Basic G
- Basic L
- Nature Bright
- Softer than Soft
- At Ease

*\*Note: At a HHP, I would do demos.*

**I walked to the beauty aisles.**

*The third bag holds Personal Care Products.*

**I picked up Dial antibacterial soap.**

- Question: **Do you know why we have an acid mantle on our skin?** Answer: **It is our first defense against bacteria. The pH on this is alkaline and destroys the acid mantle.**
- I decided to use Meadow Blend Bar with oatmeal and vitamin E that is soap free and pH balanced to the skin which means it won't destroy the acid mantle.

**I bought Arm & Hammer Toothpaste.**

- Read warning label: if children under 6 swallow, call poison control
- Reach into bag and pull out New Concept = no warnings!
- Show: Shaklee Shampoo, Desert Wind and a Shaklee Moisturizer

**Finally, we need water. And of course - we don't want to drink out of the tap, so we buy bottled water. Do you know that the regulations for Bottled Water are less than that of tap water? ... And in South Florida, we're downstream from everyone else. So...I didn't have to buy any clean, clear water. I just pour my tap water into my Shaklee Water Carafe and know that I'm getting clean, pure water.**

I close this by asking everyone: **"How much money are you spending weekly - and monthly?"**

- Everyone realizes they use these products and spend at least \$100 - \$200 per month.
- They've also seen that there is a difference in quality as well.
- Re-directing their spending now becomes as simple as calling 1-800 Vita Lea & the products arrive at their door.

*Now that people have the visual concept of re-directing their grocery spending, we use the Gary Burke Charts to show the power of MLM and exponential growth.*

☞ If everyone just re-directs \$100 per month, there are no limits with our New Shaklee Career Plan. ☞