

## BOOK to LOOK

Shared by Vail Stephens, L'BRI Independent Consultant



I recently held my first L'BRI Show. It was a fun and successful evening. My sales were right at \$600 AND I got 5 bookings!

I worked with my Hostess to create a guest list that included women we knew would be good Hostesses themselves. We secured two bookings prior to the Show with women that were unable to attend. During the Show I used the **BOOK to LOOK** envelopes to get three more bookings from our nine guests.

This is what I did:

I set the table with a space for each guest that included a Beauty Profile and a catalog. I scattered five **BOOK to LOOK** envelopes down the center of the table along with some L'BRI body care products. I used our Show Cards as a cue to talk about bookings. It went something like this:

You may have noticed the yellow envelopes on the table. In each of these envelopes is a gift for you. I would like to invite each one of you to host a L'BRI Show for yourself and receive the generous benefits that are available. Inside each envelope is a special gift that I will bring to you on the day of your Show. You may only **LOOK** at the gift if you commit to **BOOK**. So, if you **BOOK**, you get to **LOOK**. I am not going to pressure you into booking a Show. It is not my style. As we continue through our demonstration, you may decide that you have a bigger wish list than budget, or you have special friends that you know would love to learn about L'BRI. At any time you can pick up an envelope. That will signal to me that you want to host your own Show and receive the same GREAT benefits as our host this evening.

Before we gathered here tonight, our Hostess helped me secure two bookings for Shows with friends that couldn't attend. For the first booking she will receive a \$50 Bonus. She can select any L'BRI she wants – anything from the catalog! Pretty great! For the second booking, she will receive \$75! That means a total of \$125 in FREE L'BRI product! I know it is amazing, but it gets better! The next person that picks up an envelope will bless our host with ANOTHER \$100 in L'BRI product for FREE! So far that is a total of \$225! And remember, this is IN ADDITION to the \$200 shopping spree for \$30 that she will get for having a \$500 Show! AMAZING!

At that point someone did pick up an envelope and we all let out a big Woo Hoo! I explained that the fourth booking would add ANOTHER \$150 in FREE L'BRI product! After showing the Facial Masque, another guest snatched up an envelope! Woo Hoo! By the end of the demonstration, one more envelope had been picked up. We celebrated each one! In my closing comments I reminded the guests that our Hostess was going to receive a \$725 shopping spree for \$30 for having a \$500 Show and 5 bookings. INCREDIBLE!

What's inside the envelopes? I purchased a few things from the L'BRI website. Cosmetic bags, tote bags and 2 oz. Body lotions. I used the Award Certificate in the Learning Center under the BOOKING tab. I cut and paste a picture of the item as well as type in the name of the gift.

The most important thing is to be excited! I am so impressed with the generosity of these bonuses. It is contagious!