

Summer Success



Keep filling your L'BRI profits bucket with cool summer cash!

Take this quick Summertime Success QUIZ. Answer true or false.

1. When you drive through your neighborhood at night, all the lights are OUT because EVERYONE is on vacation. True or False?
2. When you go to the mall, ALL the stores that sell skin care and glamour products are CLOSED because NO ONE wants to use skin care in the summer. True or False?
3. In the summer months ALL of the recognition pages in Wings Newsletter are empty because NO ONE has Shows or sponsors in the summer.

HERE ARE THE ANSWERS:

1. **FALSE** – Not EVERYONE is on vacation at the same time!

Do you know 10 people who are on vacation right now?

Do you know 5 people on vacation right now?

If someone is NOT on vacation, they NEED a place fun place to go... like a L'BRI Show!



Take this quick action step: Offer a gift to your Hostess if, while she is inviting her friends to her Show, she finds 10 of them are on vacation the day of her Show.

2. **FALSE** – Stores remain open in the summer and spotlight summer skin care and updating makeup for a fresh summer look! Most women need to adjust their skin care and makeup during the warm summer months. You can provide a great service recommending the changes they need. One of the special benefits of hosting a L'BRI Show is getting a free makeover... customized for summer!

3. **FALSE** – Consultants and Leaders have had personal RECORD breaking sales and sponsoring in summer months.

EVERY month can be a BAD BOOKING month... OR... a GOOD BOOKING month. *It is depends on your attitude and perspective!*

January... right after the Holidays OR... use gift money to buy a new skin care treatment

February... weather is bad OR... great time to increase winter skin protection with new moisturizing treatment products

March... people are thinking about taxes OR... great time to lift your spirits and treat yourself to a wonderful skin care set

April... people are busy with Spring/Easter break OR... great time to renew skin care regime and colors for spring

May... lots of school activities OR... great time for L'BRI gifts for Mother's Day, graduations, bridal shower, wedding gifts

June... vacations, graduations, weddings OR... great time to give skin extra softening and sun protection, and gift giving

July... 4th of July holiday OR... great time to look your best from head to toe for all the fun summer parties

August – kids go back to school OR... great time to get away with friends and have some fun

You get the idea!

HERE ARE 4 ACTION STEPS YOU CAN TAKE RIGHT NOW TO TAKE YOUR BUSINESS UP, UP AND AWAY!

1. **THINK SUCCESS** - You can see how that your attitude and perceptiveness really determine which months YOU decide are GOOD months to book. And really, EVERY MONTH is a GOOD MONTH to book a L'BRI Show!
2. **INVITE CUSTOMERS TO BOOK** - Let everyone know how fun it can be to get friends together during the summer months. Some customers may have family members visiting and L'BRI Show is a nice way to treat their special guests to a free "L'BRI face lift" or a summer makeover.
3. **SUMMERIZE YOUR SHOWS** – Turn your summer Shows into a casual, relaxing event for guests. Ask them to wear sandals and try some of the L'BRI products on their legs and feet. Add summertime props to your product display. Highlight the wonderful L'BRI body care products.
4. **HAVE SUMMER CELEBRATIONS** - Before making booking calls, select two dates to have fun get-togethers in your home. When a customer says she isn't able to have a Show of her own, invite her to attend one of your Summer Celebrations. This gives you an opportunity to build stronger relationships with your customers. Serve light refreshments, add summertime props to your product display and demonstrate the great L'BRI summertime products. Select a model and give her a "summer look". This lets everyone see what a summertime Show looks like and how fun it can be to get their own circle of friends together during the summer.



SUMMER MONTHS CAN BE AS SUCCESSFUL AS YOU WANT THEM TO BE!

The more Shows you have in the summer, the more sales you'll have, the more people you'll meet, and the more people you can invite to become a Consultant. And that means the bigger your PROFITS!