



Creating Your Share & Care Story

What is the Purpose of Your Share & Care Story?

Having an effective L'BRI Share & Care Story may inspire guests at Shows to love the products, want to share them with their friends by hosting a Show and excite them about what the L'BRI opportunity has to offer them. Your Story is about you; however, **its primary purpose is to help you identify guests who may be attracted to take a closer look at the L'BRI opportunity.**

Why Write and Memorize Your Story?

The value of writing your Story is that it gives you a way to study it. The more familiar you are with sharing your Story, the more comfortable, confident and enthusiastic you'll be when telling it. You'll be prepared and won't ramble on.

Your Story needs to be both interesting and brief. Too much detail will simply bore your guests and they will lose interest. Your Story should reflect how your guests can achieve success with L'BRI in situations similar to theirs – such as stay-at-home moms, retirees, students, single moms, full-time workers. **Remember the purpose of your Story is to excite guests about the opportunities that are available to them as a Consultant and to help you identify who may want to take a closer look.**

Memorize your Share & Care Story to ensure you mention all the key points. Review your Story with your sponsor and upline Executive Manager for help and suggestions.

What are the Four Major Points?

There are four major points you want to cover when sharing your Story:

1. Share: How you were introduced to L'BRI.
2. Share: Your personal product testimonial.
3. Share: Why you decided to become a Consultant, and what you are enjoying about it.
4. Care: Your invitation for guests to look at the L'BRI opportunity so they can see how they would benefit from becoming a Consultant. Ask the question!

Here's an example of an enthusiastic, compelling Share & Care Story:

1. **Share** – How you were introduced to L'BRI
"I would like to take a moment to share with you how I was introduced to L'BRI. I was at a Show just like we are today. I went primarily to support my friend who was the hostess. I wasn't having any major issues with my skin at the time except for a few newly formed lines that were beginning to become a concern. After trying the products at the Show and learning all about them along with the fact that they were aloe-based, I decided to give the skin care products a try. I was amazed that in just a couple of days I could already see a difference."
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2. **Share** – Your personal product testimonial

“My skin looked smoother; it felt much softer, and it just started to appear fresher looking to me. Then after about 4 weeks I noticed that my fine lines were much softer and some were actually gone. People started noticing too and giving me compliments on my skin.”

3. **Share** – Why you decided to become a Consultant and what you are enjoying about it.

“I decided to become a L'BRI Consultant because I was so impressed with the L'BRI products that I wanted to share them with others. I believe every woman should be able to use the best products on her skin, and I believe L'BRI is the best.

After learning more about the L'BRI opportunity I realized that I could earn some extra income which our family certainly would benefit from. That extra income has allowed me to remodel my old, out-of-date bathroom into a beautiful spa-like room that I love to bathe and relax in. Many L'BRI Consultants work a full-time job and enjoy fitting L'BRI into their life. Others are stay-at-home moms who love getting out of the house as well as bringing in extra money to help out with the monthly budget.

Having that extra income really makes a difference. I'm so grateful that my friend invited me to become a Consultant, and now I can share L'BRI with others.”

4. **Care** – Ask the Question:

“So, I just have to ask, ‘Who would enjoy an extra \$500 -\$1,000 a month to help out with the family budget?’ Raise your hand.” After this question is asked, don't say another word.

As guests reply, simply say, “I'd love to share with you how L'BRI could help with that.”

At checkout/ordering time, refer to what they said they would do with an extra \$500-\$1,000 a month and invite them to learn more by getting together with you.

Additional Tips:

- Use descriptive adjectives that will describe your transformation to paint a picture for the listener, such as: soft, smooth, clear, radiant, firm, beautiful.
- Avoid words that might concern or intimidate others because they don't understand their meaning in L'BRI such as: **start a business, be your own boss, join my team, sign up.**
- At the beginning of your Show, invite everyone to watch what you do. Remind them that not only is being a L'BRI Consultant fun, but anyone can fit L'BRI into their life and work it alongside their other commitments. Some guests will certainly watch you, so make your job look fun and easy!
- At some point during your Shows, share the benefits of L'BRI by briefly reviewing the opportunity side of the Booking/Opportunity Slide Presentation Tool that came with your L'BRI Showcase.

Your L'BRI Share & Care Story is a valuable way to inspire guests at Shows to love the products and share them with their friends by hosting a Show. It is a way to share what the L'BRI opportunity has to offer them. **Always remember, its primary purpose is to help you identify guests who may be attracted to take a closer look at the L'BRI opportunity.** Care enough to offer an invitation to take a closer look to find out if L'BRI could be a good fit for them.