

*Offering Catalog Shows is an additional and effective way to reach new customers. Your loyal customers are rewarded for collecting orders and connecting you to many of their friends, relatives, business associates, church friends and more. The possibilities are endless.*

## WHO TO BOOK

- Any customer who loves L'BRI, especially those who are unable to host a Show. You can say, "For customers like you who love L'BRI, I offer a special opportunity to get free and super discounted products for collecting orders from friends."
- Offer a Catalog Show to guests at home and virtual parties who are not able to host.
- You can also invite past hosts to share the L'BRI products they love with friends who could not attend their Party.
- Catalog Shows also make great fundraisers.

*TIP: You may want to loan a Catalog Show basket to all of your future hosts so they can collect outside orders from friends and family members who cannot attend. These orders will add to the success of their party and can increase their Host Rewards.*

## WHAT'S IN IT FOR THEM?

- Hosts who collect orders and connect you to their circle of friends, family and others they know can receive the same Host Rewards that are earned for other types of Shows. Plus, they have the joy of helping the people they care about discover products that are safe and effective.

## WHAT TO PUT IN A CATALOG SHOW BASKET:

- A note from you (See points to cover below.)
- A collection of samples
- Catalogs
- Why L'BRI
- Client Profile
- Current Product Specials flyer
- Client Receipts
- Current Host Bonus flyer
- Host Rewards brochure
- A Beautiful Way to Live brochure
- Optional testers - 2 oz. Hand & Body Lotion, Facial Peel are good choices

## POINTS TO INCLUDE IN THE NOTE FROM YOU

- "I'm so excited that you are hosting a L'BRI PURE n' NATURAL Catalog Show!"
- "Inside your basket/bag you will find..." *(List the products and supplies included and how to use them.)*
- "Some of the best products to share with your friends are the Body Butter, Facial Peel, Shampoo and Conditioner, Sparkling Fresh Cleaner and Hand & Body Lotion. Everyone loves them!"
- "A word about orders and payments..." *(Explain the ordering and payment procedure for Shows. Remind hosts to have friends fill out their Client Receipt completely. It is also very helpful to have Client Profiles completed for following up.)*
- "Your Show closing date is..." *(Decide on a date when orders need to be collected.)*
- "Remember, when your friends are interested in the basic skin care products, we both want to be sure they order the products that are perfect for their skin type. So, it's really important to have me contact them to recommend the best products."
- "Keep spreading the word about safe, effective and affordable L'BRI products. Find a friend who will do a Catalog Show as well. I'll get a fresh basket/bag to them and you will get some FREE products!"
- "Product orders will be shipped directly to your friends. Be sure to remind them that they get free shipping and a free sample with any order over \$75."
- "You will receive Host Rewards based on sales and bookings from your Show."
- "Thanks so much for sharing L'BRI..." *List your contact information so your host can reach you easily with any questions.*

## FOLLOW UP IS ESSENTIAL FOR SUCCESS

- Contact each person who ordered from the Catalog Show. Invite them to experience L'BRI at a mini-facial with you. They will have a chance to try skin care products that are perfect for their skin type and enjoy a 10-minute facelift! You may want to offer to host the whole group in your home or at another location.
- One of those you contact may want to invite everyone from the Catalog Show to an in-person or virtual Show.
- Some may want to host a Show of their own and invite another group of friends.
- Be sure to invite the host to take a closer look at becoming a Consultant. After all, she just did what Consultants do!

## A FEW SUCCESS TIPS

- Catalog Show hosts need to have a Show established for them so they have a Show ID# to share.
- Stay in touch with your Catalog Show hosts just as you would with other party hosts. Encourage them to set sales and booking goals. And, have fun sharing L'BRI!
- Add Catalog Shows as one of your activities to reach out to even more people about L'BRI. They can lead to more new customers, future hosts and even new Consultants!