



At National Convention 2015, L'BRI Manager, Kristin Rogers shared the many ways she uses gift certificates to build her business. The L'BRI Free Facial Gift Certificate template she shared is now posted in the Learning Center under the "Expand Your Business" tab. We created two versions which can both be personalized. You can handwrite your contact information on the document *3 on a Page Gift Certificate* - with three certificates on a page. On the *SINGLE Gift Certificate* you can type in your contact information and save a copy of the document.

### **Free facials can build big business**

Kristin pointed out that you never want to underestimate the importance of scheduling one-on-one facial appointments with someone new to L'BRI products. She sponsored three new Consultants from one-on-one facials this year! These facials allow you to make strong connections to your potential customers, and they are so easy to offer to someone because who *doesn't* love a free facial?

The L'BRI Free Facial Gift Certificates are a great way to get more one-on-one facial appointments on your calendar. Kristin always has a few certificates in her purse to offer to anyone new that she meets.

Here are just a few examples of people to whom you can give gift certificates:

- **Service providers** – That's anyone who provides a service - a waitress to thank her for great service. This can easily lead to a discussion about how L'BRI could help her earn some extra income. They can be given to bank tellers, florists, grocery clerks, cashiers, etc.
- **Invited guests** - Your hostess can give a certificate to friends who cannot attend her party so they will have the same opportunity to try the products. This helps to increase the sales of her Show and adds new customers to your business.

- **Men** - Offer certificates to men to give to someone special in their life. If no one comes to mind, suggest they share the Free Facial Gift Certificate with their mom or another relative.
- **People you meet doing errands** - If you chat with someone while waiting in line, give a certificate to them. You can set up a facial appointment which can lead to sales, a booking or new Consultant.
- **Local business owners or welcome wagons** - Kristin gives certificates to several apartment property managers and real estate agents who are including them as one of their welcome gifts to new tenants or as thank you gifts for home buyers. Other options can be to give certificates to car dealers to offer customers who buy a car, beauty salon owners to give to customers, insurance agents to give to a new policy owner, etc.

By using L'BRI Free Facial Gift Certificates in these ways, you can get a lot of facials on your calendar. These one-on-ones can ramp up your business by turning into sales, party bookings, and new Consultants.