



Frequently Asked Questions

1. What is The Great Giveaway?

The Great Giveaway is a 30-minute online presentation held LIVE on L'BRI's Corporate Facebook page on September 10 at 8:00 p.m. CDT. This event is designed to increase L'BRI's exposure, resulting in increased sales, scheduled parties and new Consultants sponsored. All L'BRI Consultants are encouraged to participate.

2. Where can Consultants find more information and training for The Great Giveaway?

Consultants should visit the Consultant Forum (Facebook) at least once or twice a day to check for updates. All videos and posts related to The Great Giveaway can be found under "announcements" on the left side of the Consultant Forum.

3. What will happen during the LIVE Great Giveaway Event?

Customers will discover the benefits of aloe-based skin care, learn how to receive FREE L'BRI products and hear about earning unlimited extra income while working their own schedule. As an extra incentive for guests to participate in The Great Giveaway and invite others, L'BRI will give away 10 L'BRI gift packages valued at \$100 each.

4. Will The Great Giveaway Event be available to watch the replay?

The Great Giveaway is a Facebook LIVE event and will be available on L'BRI's Corporate Facebook page to watch at any time following the actual LIVE event at 8 p.m.

5. Can Consultants win the giveaway packages?

We will select five *guests* to win. The person who invited each winning guest will also win a gift package. Consultants qualify to win in this way.

6. Can Guests invite their friends?

Absolutely! Consultants should encourage guests to invite their friends to join the fun and increase their chances of winning.

7. Can winners choose their own \$100 gift package?

L'BRI has pre-selected an amazing \$100 gift package. We will show it during the LIVE event.

8. What is the Consultant's role in The Great Giveaway?

Consultants have three "jobs" during The Great Giveaway:

#1 invite

#2 attend

#3 follow-up

9. What is the best way for a Consultant to invite guests?

Consultants should invite guests with three "touches" (points of contact):

#1 Reach out personally via Facebook private message, text, phone call, in person or email to share excitement about the upcoming Great Giveaway event and let the guest know they will be receiving an invitation to the event;

#2 Send the event invitation; and

#3 Follow up after the event.

10. Why do Consultants need to reach out personally first instead of simply sending the event invitation?

Reaching out personally before sending the invitation will increase the attendance ratio the number of guests who attend in relation to the number of guests invited. This is a proven strategy. Don't skip it 😊

11. What are the "words to say" when personally reaching out to guests?

The message will depend on your relationship with the guest, and if they already know about L'BRI. The thing to remember is to be authentic and sincere. Therefore, there is no set "script." This is one example: *"Mary, L'BRI is planning a special online event, called The Great Giveaway and I want to make sure you don't miss it. We'll be giving away 10 product gift packages, valued at \$100 each! The event will be LIVE on L'BRI's Corporate Facebook page on Tuesday night at 8 p.m. CT. We will share exciting product benefits, great deals and info making money with L'BRI - PLUS you will be eligible to win. Invite your friends, because the more people you invite, the more you increase your chances of winning! It's the first time L'BRI has ever done this and it's going to be a blast. You definitely don't want to miss it. I'll send an invitation to you over the next day or two... so keep your eyes open for it."*

12. If a guest replies that they are not interested when the Consultant initially reaches out, how should their Consultant respond?

The Consultant should nicely respond by saying something like, *“No problem! If you change your mind and want to watch the replay, it will be on the L’BRI corporate Facebook page.”* If the guest is an existing customer, the Consultant should add something like, *“I am here for you if you need to replenish any products or would like to Host a get-together.”*

13. If the guest does not respond when the Consultant initially reaches out, what is the next step?

If the guest does not respond to the Consultant’s Facebook message because they have not seen it, the Consultant should reach out to them in a different form (text, email, phone). If the guest has seen the message and not responded, the Consultant should send the link and say something like, *“Mary, here is the event link in case you want to check it out.”*

14. How should Consultants send the event invitation to guests?

After reaching out to guests personally, Consultants can invite guests by going to the Event, click on “share,” and in the drop-down box, select “invite friends.” The friends list will appear and each friend can be selected to receive an invitation. Consultants can also invite guests by sharing the event link in a text, message or email.

15. How many people should Consultants invite?

The goal is at least 100! Inviting a lot of guests is important because many will not be able to attend the event. Just be careful not to “mass invite” all at once because Facebook will disable your ability to continue inviting.

16. Who should Consultants invite?

Consultants should invite as many people as possible without mass inviting. This means thoughtfully creating an invitation list consisting of friends, family members, business associates, neighbors, customers, previous hosts... The list of possible guests is endless!

17. What if my customer has already been invited by someone else?

Occasionally, a customer may know multiple Consultants or it is possible that a friend may have already invited them. In this case, the Consultant should express excitement to the customer for already knowing about the event and say something like, *“I can’t wait to see you there!”*

18. What is the Consultant's role during The Great Giveaway Event?

Consultants should:

- Plan to attend, listen attentively and interact with the host of the event.
- Refrain from cross-conversations with each other as they can distract others' ability to pay attention to the host sharing important information.
- Consultants should not interact with guests that they did not personally invite (this applies to before, during and after the event.)
- If a guest asks a question, Consultants should take note of the question ONLY if it is their guest, but should NOT answer it during the LIVE. Plan to connect with the guest AFTER the LIVE to talk with them. A moderator will be present during the LIVE event to respond to questions. Remember, CONSULTANTS MAY ONLY CONNECT WITH GUESTS THEY PERSONALLY INVITED, and should plan to do so AFTER the event.

19. What if a guest makes negative comments in the comment box during the event?

Occasionally, uninvited guests will find their way to the event and may even post negative or offensive comments. This behavior is sometimes referred to as "trolling." Consultants should NOT respond or engage in any way with negative comments. The moderator will delete the comments and block the "uninvited" guest.

20. What if the Consultant is unable to attend The Great Giveaway event?

Consultants should still RSVP as "interested" and watch the replay as soon as possible. Consultants who are unable to attend should still invite guests.

21. Is there anything specific that Consultants should do with or for their guests during The Great Giveaway event?

Consultants should listen attentively and take notes on ***their own*** guest's attendance and comments. This can be challenging sometimes because there will be many comments and they will move quickly. The comments your guests make may help during your follow up, but is not necessary for effective follow up so don't worry if you miss some of their responses during the event.

22. Is there anything else that Consultants should do during The Great Giveaway event?

Consultants should listen attentively for the way Laurie talks about the income opportunity. This may help you later in your own sponsoring conversations!

23. What if a guest wants to join with a different Consultant from the one who invited them?

This occasionally happens. If a guest knows several Consultants, they may join with whomever they choose. Unfortunately, this is a hard – but valuable lesson. If a guest chooses to work with someone else, it may indicate that the original Consultant did not develop a relationship with their customer which fostered loyalty.

24. How are Consultants expected to follow up with guests?

Laurie will hold a Facebook LIVE sometime over the weekend (9/7 or 9/8) in the Consultant Forum to provide training on effective follow--up. Consultants should plan to check the Forum for an announcement on the specific time. Please understand, there is no perfect day/night/time for all Consultants. The replay of the LIVE can be found in the announcement section of the Consultant Forum.

25. Is there a way to share The Great Giveaway Event with someone who does not use Facebook?

The link to the event may be shared via email or text. However, since this is a Facebook event the only way to watch it LIVE or the replay is on Facebook.