

# February Success Plan

Share The LOVE #LBRILOVE

## Focus

Share the LOVE and invite a friend (or five) to join L'BRI during the \$1 Virtual Consultant promotion! Small steps can lead to big dreams.

## Invite



Sharing the LOVE  
Opportunity Event  
- w/ Laurie Langill  
Facebook.com/LBRInc  
6 pm PST, 7 pm MST,  
8 pm CST, 9 pm EST

## Captivate

**Step 1:** Change your VIP Group cover and invite members to attend the Sharing the LOVE event on Feb. 2, held LIVE on the L'BRI FB Page.

**Step 2:** Go LIVE to stop the scroll. Unbox your next L'BRI order and ask viewers to invite a friend to tune in. Tell your #LBRILOVE story.

## Connect

**Step 3:** Use storytelling to make stronger connections. Text/email sponsoring video testimonials to anyone you'd love to work with (via the L'BRI app) and let them know why you thought of them. Invite customers and friends to join during the limited-time \$1 Virtual Consultant promotion.

***Ask customers to share the LOVE and let them do your marketing for you!***

Invite customers to post a photo of (or with) their favorite L'BRI product and share why they love it! Or, if their order is on the way ask them to unbox LIVE and share their reaction... and tag you, of course!

## Convert

**Step 4:** Include calls-to-action so you can identify sponsoring leads. Say, Comment "learn more" if you want details.

**Step 5:** Move the conversation to messenger and say, "I'm excited you're thinking about it! What interests you most about L'BRI?"

## Trending Holidays

2/4: Thank a Mail Carrier Day  
2/5: National Wear Red Day  
2/7: Super Bowl Sunday  
2/11: National Make a Friend Day  
2/13: Galentine's Day  
2/14: Valentine's Day  
2/17: Random Acts of Kindness Day  
2/18: National Drink Wine Day