

# August Success Plan

Unstoppable Sales & Sponsoring #TransformedbyLBRI

## Focus

Achieve your personal best in sales & sponsoring and be unstoppable!

## Invite

Aloe Beautiful Starter Kit is here!  
Invite friends, family, customers, & hosts to join for \$19.99! (ends 8/31)

## Captivate

**Step 1:** Change your FB Group cover and invite members to an "exclusive" reveal party, happening in your Group and in-person!

**Step 2:** Build excitement and create FOMO (fear of missing out) for all that's new! You'll find teasers in the App and LC, including templates for FB and Instagram Stories.

## Connect

**Step 3:** Check the August Toolbox (in the L'BRI Connect App & LC) for all new content to support you hosting a Party Plus Reveal. Personally connect with customers who've ordered Bakuchiol, Flawless Foundation, Lip Gloss, & Concealer. And don't forget previous hosts with \$600+ parties. They are all your hot leads!

**Here are 3 more ideas to have the best Party Plus Reveal ever!**

### Generate New Leads

Go LIVE to "unbox" the new catalog. Say, Comment "reveal" to see what's new!

### Reward Action

Reward guests who bring friends, shop, book, and join w/ bonus points to win prizes.

### Create FOMO

Post pre-reveal teasers and ask questions to increase engagement.

## Convert

**Step 4:** Include calls-to-action to start sharing (meaning join with the special Starter Kit), host a Party Plus, and save on the product specials!

**Step 5:** Identify interest and follow up to book more. Trending holidays make it easy to get a YES. Examples: Celebrate Girlfriends Day with a Foot Spa Party+ on 8/1, or host a Prosecco Pool (or Porch) Party+ on August 13.

## Trending Holidays

8/1: National Sisters Day & GF Day  
8/3: National White Wine Day  
8/9: National Women's Day  
8/13: National Prosecco Day  
8/15: National Relaxation Day  
8/26: National Dog's Day  
8/28: National Red Wine Day