

# August Success Plan

## Shop The Drop

### Focus

It's your time to SHINE!  
Take action on what you learned at Convention and keep the booking and sponsoring blitz going!

● LIVE

### Invite

Shop The Drop  
with Laurie Langill  
& Linda Kaminski  
Facebook.com/LBRIInc  
5:30pm PST, 6:30pm MST  
7:30pm CST, 8:30pm EST



### Captivate

Let Laurie Langill and Linda Kaminski do the selling, booking and sponsoring for you! Invite customers and guests to watch "Shop The Drop", LIVE on the L'BRI Facebook Page, on Tuesday, August 9th at 7:30 pm CST.

### Connect

#### Start More Conversations

Try using your phone as a phone. It really works! A new catalog gives you a reason to reach out and start a conversation that can lead to joining or hosting. Follow up with a video in the L'BRI App > August Toolbox

#### Host a "Shop The Drop" Party!

Connect with more people by combining a virtual experience with an in-person event. You'll find a "Shop The Drop" invite template and Facebook Group cover in the L'BRI Connect App.

#### Use Samples to Attract New Leads

Sampling Made Easy makes starting a conversation about "Try L'BRI for \$5" even easier. Use the Sampling Drip Campaign in the L'BRI Connect App > Skin Care section to follow up.

### Convert

Follow up with leads and get more yeses by using "My Media" in the L'BRI Connect App to record an interactive video with clickable buttons.

### Trending Holidays

8/1: National Girlfriend Day  
8/2: National Night Out  
8/7: National Sisters Day  
8/13: National Prosecco Day  
8/15: National Relaxation Day  
8/21: Internet Self Care Day  
8/26: National Dog Day  
8/28: National Red Wine Day