

November Success Plan

L'BRI *Customer Appreciation!*

Focus

Show customers how much you appreciate them and they'll come back for more, and bring friends!

Invite

Transformation Stories:
Aging Backwards
- with Laurie Langill & Guests

● **LIVE** L'BRI FB Page on 11/8
5:30 PM PT/ 6:30 PM MT/ 7:30 PM CT/ 8:30 PM ET

Captivate

Real life stories captivate (and convert), which is why you'll want to invite everyone to watch the 11/8 LIVE - with Laurie Langill and Guests - on the L'BRI Facebook Page! Spoiler alert: Black Friday might be coming early!

Connect

Help Customers Shop For Gifts

Go LIVE weekly to make shopping easy.

Examples:

Unique Gifts for Her
Gift Ideas Under \$15
Done-For-You Gift Sets
Best Self-Care Gifts
Gifts Teachers Will Love

Plan A Customer Appreciation Event

Express your gratitude, build loyalty, launch your own referral program, and attract new leads!

A customer appreciation event can make it all happen. See page 2 for more ideas.

Send Customers An Email

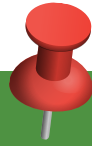
Use the L'BRI Connect App on Desktop to connect with customers off of social media. Watch Episodes 3 - 5 of The App Factor to learn how. *Replays in the CF (Guides) and LC

Convert

Sell and book more by offering shoppers a bonus! The Product Specials and Host Bonus make it easy. Thank you, L'BRI!

Trending Holidays

11/13: World Kindness Day
11/15: Entrepreneur's Day
11/19: Women's Entrepreneurship Day
11/24: Thanksgiving
11/25: Black Friday
11/26: Small Business Saturday
11/28: Cyber Monday
11/29: Giving Tuesday



Customer Appreciation Ideas

Play a scavenger hunt game: Guests have to find all the clues in your posts or interactive displays - which of course leads them to buying, booking, and joining!

Say thank you: Reward customers and hosts with fun prize drawings. Include a bonus prize for inviting a friend = new customers and hosts.

Launch a referral program: There's no better time to ask for a referral than when customers are feeling the love. Referral gift ideas include: Samples, L'BRI products, Starbucks gift cards, etc..

Make a difference: Adding a toy, coat, or food drive to your event gets everyone engaged.

Add value: Invite a hairdresser or makeup artist to share tips (in person or via Facebook LIVE).

Sell and book more: Announce bonuses for buying and hosting. The Product Specials (includes free 2 oz. Hand & Body Lotion w/ \$100 purchase) and \$50 Host Bonus this month make it easy!

Help someone start a biz: Include a AMA (Ask Me Anything) so attendees can learn more about what you do. Use a call-to-action to identify interest. Example: Drop a heart emoji if you want to learn more.

Most of all, have fun!

