

February Success Plan

Share the Love

Focus

Share the (L'BRI) love and sponsor, book, and sell more all month long

Invite

Your Money Matters
With L'BRI
Hosted by Laurie Langill
 on ZOOM 2/7

5:30 PM PT/ 6:30 PM MT/ 7:30 PM CT/ 8:30 PM ET

Captivate

Get ready to invite sponsoring leads to "Your Money Matters With L'BRI - Something You Can Feel Good About" - hosted by Laurie Langill on ZOOM on 2/7 at 7:30 pm CT.

Connect

Plan a 3 Day Hair Repair Challenge

Add value and build your FB Group by inviting non-members to a Hair Repair Challenge, held in your Group. You'll find "Get to Know the Product" PDFs in the Learning Center > Product section

Book a Galentine's Day Party

Galentine's Day (February 13th) is all about women celebrating women. That's a great reason for hosts to say "YES!" to a L'BRI party.
*See page 2 for ideas

Share the Sample Love

Customers get 2 free samples with a \$75 order this month! Encourage them to share the love and gift a sample to a friend or family member who would love to try L'BRI.

Convert

Share the transformation to get more YESES. Check the February Toolbox (in the App) for Before/Afters and Testimonials, and read the image descriptions in the L'BRI Mobile App to get words that help you convert.

Trending Holidays

International Friendship Month
2/3: Go Red for Women Day
2/6: Valentine Shopping Reminder Day
2/11: Make a Friend Day
2/13: Galentine's Day
2/14: Madly In Love With Me Day
2/17: Random Act of Kindness Day
2/20: National Leadership Day
2/21: Mardi Gras
2/26: Carpe Diem Day

Galentine's Day Party Ideas



Help everyone love their winter lips. Demo (in-person or go LIVE) how to use the lip exfoliator, lip masque, and lip glaze to repair dry, chapped winter lips. Say, "Share L'BRI with friends and you can get all of this. Who's in??"

Serve pink themed beverages: Sparkling Rosè, anyone?

Play a "balloon pop" booking game. Write down a bonus gift on a piece of paper and insert the paper into a heart shaped balloon (before you blow it up). After you blow up the balloons, write a date you want to book on each one. When a guest books a party they get to pop the ballon to reveal a prize. *Gift the prize when they host, not before.

Treat guests to a foot spa. Ahhhhh.

Offer a "share the love" gift to everyone who brings a friend...a valentine's goodie bag filled with a sample and a piece of chocolate. And don't forget to remind guests they get double samples + free shipping with a \$75 order, plus a free hair wrap with a \$100 order.

Encourage guests to wear red or pink for a bonus prize drawing. This helps build attendance and creates a photo-op for social media!

Speaking of social media, order Galentine's Photo Props (about \$12 on Amazon) and let the social buzz begin!

Fill out Galentine's Day notes cards. Ask each guest to write a note to a friend who is attending so everyone goes home feeling special. Or, turn this idea into an engagement post for virtual parties.