

Session #6 - 5 Ways to Use Social to Attract New Leads!

Key Success Principles

- *Decide what you want.*
- *Stop thinking in terms of limitations; start thinking in terms of possibilities.*
- *Take 100% responsibility for your business.*
- *Choose your actions according to results, not comfort level.*
- *Work your business consistently and with intention.*
- *New = Growth.*
- *Your business will grow in direct proportion to the number of people you talk to about all 3 L'BRI opportunities.*

1. The Success Formula is Captivate, Connect, and _____
2. Conversion means the point at which a recipient of a marketing message performs a _____
_____.
3. The easiest way to increase engagement is to _____.
4. 5 ways to attract new leads are _____, _____, _____, _____ and
_____, and _____.
5. I can find lead attraction content in the _____.
6. _____ content is ideal for reaching new audiences.
7. Stories _____, which makes them ideal for engaging friends and followers.
8. A curiosity post about the LEARN section of the app can attract _____ and spark _____.
9. I can find ideas to attract new customers in the monthly _____.
10. The challenge I choose for this week is:
 - Bronze level: Share a "day in the life" FB/IG story**
 - Gold level: Go LIVE and unbox L'BRI products**
 - Platinum level: Post a photo or video about sending samples** (receive credit for 2 challenges)

* Find the challenge submission form by entering this link into your browser:

<https://forms.gle/AiKKpRcScRGAEfmw7>