

# May Success Plan

## *Awaken Your Natural Beauty*

### Focus

Help Customers discover their inner glow by planning makeup themed experiences!

### Invite

Awaken Your Natural Beauty  
-5 Essential Makeup Tips  
with Laurie Langill & Guests

via FB LIVE on Tues., 5/2

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

### Captivate

Invite everyone to watch, "Awaken Your Natural Beauty - 5 Essential Makeup Tips", with Laurie Langill and Guests on May 2.

This captivating LIVE event will help you attract new customers!

### Connect

#### Use Stories to

#### Start Conversations

Watch the Learn to Earn replay (in the May Toolbox) to learn how to use engagement stickers to connect in messenger. Learn how, when, and why to use polls, quizzes, questions, and more!

#### Make Shoppable

#### Videos in the App

Did you see episode 26 of the App Factor? Learn how Lorie Self got \$300 in orders from a video she made about a product special. Lorie uploaded the video to the App and shared it via email and text.

#### Plan Makeup

#### Themed Classes

Hosting a weekly Makeup Class is the perfect follow up to the "Awaken Your Natural Beauty" FB LIVE event. Examples: Week 1: Eyes, Week 2: Foundation & Blush, Week 3: Brows, Week 4: Lips

### Convert

The descriptions in the mobile app make it easy for you to start conversations that lead to booking, buying, and joining. Start there, before you share!

### Trending Holidays

National Photo Month

5/2: Teacher Day

5/4: National Renewal Day

5/6: Nurses Day

5/7: Teacher Appreciation Week

5/14: Mother's Day

5/17: Turn Beauty Inside Out Day

5/22: National Boss Babes Day

5/24: National Scavenger Hunt Day

5/27: National Sunscreen Day