



During our 2023 National Convention, you will have an opportunity to attend up to four Business Building Seminars – one Thursday at 5:00 PM CDT, one Friday afternoon and two on Saturday morning.

To lead these seminars, we have selected Executive Managers and professionals who are successful experts on their topic.

Please select SIX topics in the order of your preference from the choices below. Every effort will be made to assign your preferred topics to you. Seminars will be filled according to the date your Request Form is received. ***If you do not request specific Seminars, topics will be assigned for you.***

Complete the Request Form here ([LINK](#)) as soon as possible to request your favorite topics. Your Form is due no later than **Friday, JULY 1**. Your Seminar topics, dates, times, and locations will be confirmed in the registration packet you will receive at Convention.

## BUSINESS BUILDING SEMINAR TOPICS

### It's About Time!

Stop feeling overwhelmed and stressed. Instead, learn how to balance your personal time and your L'BRI business building time. Get tips on how to do things faster and better, plus learn key timesaving and organizing tips you need to know. Leave this seminar feeling like you own your time!

### Skyrocket Sales with Excellent Customer Care

Learn how to provide outstanding customer care and keep your customers coming back for more so you can stand out and stay top of mind. This seminar will cover ways to not only build relationships and provide service, but also how to set more party dates and attract customers to join L'BRI. Learn the why, when, and how to give you a solid plan to achieve success, gain loyal customers and multiply your monthly sales.

### Sharing Samples Made Easy

Sampling is how L'BRI began, and it continues to be one of the smartest ways to find new customers. You'll learn how to approach people in person anywhere; how to create a desire to try samples online, and the keys to turning a contact into a customer, Host, or new Consultant. The L'BRI Connect app makes it even easier to follow up and convert leads to customers.

### Promoting the Gift of Gathering

Gathering small groups together to learn about L'BRI is not only rewarding for your Hosts, it's very profitable for you. It is the fastest, most effective way to connect with new customers. We're

busting the “no one wants to hold parties anymore” myth. Turns out, women still do want to connect with friends and have fun! Learn how to influence them to say yes to hosting a L’BRI party – in person and virtually. Leave this seminar with a refreshed mindset and tips on how to fill your calendar with more future parties.

### **Go for More!**

We know that customers who embrace a complete and consistent L’BRI skincare routine, experience maximum results! In this seminar, you will learn how to share the benefits of L’BRI products in a way that will influence your customers to want them all! You’ll hear key tips on how to convert customers ordering a single product into loyal fans who use a total L’BRI skincare set and more, and become repeat customers! You’ll discover how to confidently build a consistent, profitable business by offering all three L’BRI opportunities, whether you are connecting in-person or virtually.

### **Taking your Show on the Road**

Public Vendor Events and Pop-Up Shops are effective ways to find new customers, fast. Break out of your warm market and learn how to find and select events, key questions to ask the organizers, what to bring, ideas for displays, tips to build instant rapport with attendees, how to offer samples and how to follow up for maximum results.

### **Selling LIVE: What to Say and Do to Get Viewers to Shop, Book, and Join ~ *presented by Lynn Bardowski, social selling expert***

Learn how to master the art of selling LIVE, and get people to say "YES!" to your offers. Selling live can be challenging, but with the right techniques, you can increase your success rate and make more sales. You'll discover what to say and do to capture your audience's attention, build rapport, and create a sense of urgency to take action. Whether you're a seasoned live-stream pro or new to the game, this seminar is perfect for anyone looking to improve their selling abilities and achieve better results.

### **Email Marketing for Beginners: Dos and Don'ts of Crafting Emails that Convert ~ *presented by Lynn Bardowski, social selling expert***

To learn the basics of email marketing, this seminar is the perfect place to start. Email marketing is a powerful tool for reaching and engaging your audience. You'll learn the best practices for creating effective email campaigns. From crafting attention-grabbing subject lines to writing compelling email copy, you'll learn the key elements of a successful email marketing campaign. You'll also explore drip campaigns, which are a series of automated emails that help to nurture leads and move them through the sales funnel. By the end of this workshop, you'll have a solid understanding of how to create an email marketing campaign that engages your audience and drives results.

### **Supercharge Your Biz with L’BRI Connect ~ *presented by Shadee Wells, our Account Manager from Verb Technology***

Learn how to use this powerful mobile app to save time connecting with more people, sharing images, videos and more that attract new customers, Hosts and Consultants. If you have not yet mastered the basics of our L’BRI Connect app this seminar is for you. Discover some easy tips, plus have a chance to ask questions.

## **L'BRI Connect Desktop Tips & Tricks** ~ *presented by Kyle Johnston, Director of Professional Services at Verb*

Take a deep dive into the powerful desktop version of L'BRI Connect, designed specifically for communicating with customized groups of contacts. Learn how to create time-saving scripts that can be used multiple times, have a chance to ask questions, and much more.

### **Recommended for Supervisors and Above**

## **The Art of Connecting** ~ *presented by Laurie Langill, Vice President of Field Development*

There is a major difference between communication and true connection. In this seminar you will discover the secrets of effectively connecting with prospective customers, Hosts, new Consultants, AND your current Team Members. You will learn how to increase your influence by mastering the art of asking questions, resulting in deeper personal and professional relationships as you grow your L'BRI business.

## **Why Not YOU?** ~ *presented by Laurie Langill, Vice President of Field Development*

Your mindset and your daily action steps both directly influence the level of success you reach in your business. If you've ever felt stuck in your business, or discouraged by slow growth, this seminar is for you. You'll learn simple, yet effective strategies to get unstuck, embrace a mindset to propel your business growth and implement the action steps that make a difference. Get ready to make this your time for greater success.