

# July Success Plan

## *Aloe Beautiful*

### Focus

Attract new customers by educating your community about the power of aloe

### Save the Date

Shop the Drop -  
with Laurie Langill

via FB LIVE on Tues., August 1

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

### Captivate

Use app content, including how-tos, infographics, testimonials, and before & after resources to educate your community about the power of aloe.

### Connect

#### Create a "Triple Dip" Video in My Media

The June Specials + Skin Care Sale + "Shop the Drop" credit are like having a Triple Dip! And don't forget free shipping + the zipper pouch.

They all add up to increase PV June - August!

#### Plan a 3-day Challenge in Your FB Group

Example:

"3-Day Glow Up:

The Ultimate Summer Skin Transformation Challenge"

Watch Episode 35 of the App Factor to learn how to plan a 3 day challenge,

FB Party Style

#### Book Aloe Beautiful Experiences

Invite your community to get their own "Shop and Share" link by inviting their friends & family to a skin care class.

Options can include virtual, by the pool, or on the patio, deck, or porch.

### Convert

Tell your Aloe Beautiful story and use before and afters to convert leads, customers, and party guests to hosts, trio customers, and new Consultants!

### Trending Holidays

7/1: Early Bird Day

7/3: National Stay Out of the Sun Day

7/8: National Love Your Skin Day

7/15: National Clean Beauty Day

7/22: Shop the New Product Drop!

7/24: International Self Care Day

7/25: National Wine & Cheese Day

7/29: National Lipstick Day