

January Success Plan

Let's Glow!

Focus

On attracting new leads by telling the Why L'BRI story

Invite

Open the Door in 2024 -
A More Confident You!
with Laurie Langill

LIVE on Tuesday, January 9th

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

Captivate

Start the new year strong by inviting customers, leads, and friends to watch, "Open the Door in 2024 - A More Confident You!" Streamed LIVE on your website on Tuesday, January 9th at 7:30 pm CT/ 8:30 pm ET.

Connect

Start WHY L'BRI Conversations

Go to the "Why L'BRI" section in the app to find all the resources you need to tell the Why L'BRI story and attract people who are looking to make the swap to aloe-first skin care

Rebook December Hosts for February

Connect with your December hosts to set a date between February 5th - 20th to shop and share new products with friends so they can receive an *EXTRA \$50 Host Credit! *qualifying parties

Plan a 5-Day Challenge

A 5-Day
Unlock Your Natural Glow challenge in your FB Group will help you increase engagement and attract new members! See page 2 for ideas of what to post

Convert

Words that work to start conversations that convert

What's the first ingredient in your moisturizer?

Can your skin care do this?

Want to see my morning skin care routine?

Any skin concerns bugging you?

Want to see a before and after?

Whatcha think about a skin care swap?

How does a 100% guarantee sound?

How does your skin feel after trying the sample?

Trending Holidays

Self Love Month

1/3: Mind/Body Wellness Day

1/7: I Am a Mentor Day

1/8: Winter Skin Relief Day

1/11: International Thank You Day

1/13: Vision Board Day

1/17: Customer Service Day

1/18: Get to Know Your Customers Day

1/20: Use Your Gift Card Day

1/24: National Compliment Day

1/26: Fun at Work Day

5 Day “Unlock Your Natural Glow” Challenge

Need content? Download images from these app sections:
Why L’BRI, Before and Afters, January Toolbox

Start the week of January 7th and invite everyone to tune in to the LIVE event, streamed on your website! *Link coming soon

Day 1

10 AM Post: Swap water or oil-based skin care for aloe, here's why L’BRI...
Call to action: Check the first ingredient on your labels

8 PM Post: Share the L’BRI Blog: Beauty Hacks to Help You Look Younger
Call to action: Read the blog and take the Skin Care Quiz

Day 2

10 AM Post: Get ready with me! See my morning routine
Call to action: Select the right trio for your skin type

8PM Post: LIVE AMA: Ask-Me-Anything about exfoliating
Call to action: Invite friends to shop to get a scrub & masque

Day 3

2 PM Post: Believably Real Results! Tell a before and after story
Call to action: Shop the skin care sale and take a before photo

Day 4:

2 PM Post: Reasons you need aloe jelly to glow all year long
Call to action: Get your aloe jelly on sale and stock up

Day 5:

10 AM Post: Testimonial time! Feature a customer testimonial
Call to action: If you love L’BRI, start a side gig and we’ll send 5 sample sets for you!

2 PM Post: Go LIVE! Celebrate everyone who is starting a L’BRI skin care routine and/or sharing L’BRI with friends by hosting or joining. Tell them you’ll be back next month to share “after” photos!