

# April Success Plan

## *Celebrate Spring!*

### **Focus**

Add 5 New Customers,  
and earn Trip Points!

### **Invite**

Ask Me Anything About a L'BRI  
Side Gig with Laurie Langill

AND

an exciting announcement!

LIVE on Tuesday, April 9th

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

### **Captivate**

Plan to invite your customers, leads, and friends to the LIVE event and follow-up with a reminder the day of the event. Let them know that there will be a special announcement and they won't want to miss it! Go to the L'BRI Connect app and share the live-stream invite via text and email. The image links to the live-stream event on your website, no link needed.

### **Connect**

#### **Invite Customers to Share L'BRI with Friends**

Help mascara loving customers plan an exclusive LIVE skin care or makeup event with friends all across the US so they can Lash Out Loud, and earn the Host Bonus!

#### **Use FB to Attract New Leads**

Try a text only post, like this:  
"Going LIVE later today!  
Talking about masque solutions for blemishes, tightening, and even lip lines. Want an invite?"  
\*Get started by watching the L'BRI LIVE Shopping Tutorials, including "Ways to Invite Guests and Build an Audience."

#### **Go LIVE-With L'BRI LIVE Shopping**

Build relationships and add new customers by hosting weekly LIVE shopping events. Create an event in your FB Group & choose the virtual option to add the link to your LIVE event. Watch the App Factor: Episode 64 to get more tips.

### **Convert**

Take the "Thrive With Five New Customers Challenge!"

Embrace L'BRI LIVE Shopping to gain new customers.

Convert guests who missed the LIVE event and special announcement by sharing a shoppable video. Watch the tutorial in the Learning Center to learn how.

### **Trending Holidays**

4/1: National Fun Day

4/3: National Inspiring Joy Day

4/4: National Vitamin C Day

4/5: National Self Care Day

4/11: National Pet Day

4/13: Plant Appreciation Day

4/25: National Mani-Pedi Day

4/28: Global Pay It Forward Day