

# May Success Plan

## *Giving is in the Air!*

### Focus

Share the L'BRI  
Summer Side-Gig  
Opportunity

### Invite

LIVE with Laurie Langill  
\*May 7 Summer Side Gig  
\*May 14 Ask Me Anything

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

\*streamed on your website

### Captivate

Invite everyone to tune into 2 LIVE events! Who do you know that could benefit from a Summer Side Gig? Be sure to follow-up with a reminder before and after the events. 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

#### Engage in Daily Conversations

Be intentional about sharing your personal L'BRI story on social media and in conversations. Share the L'BRI opportunity with your contacts and invite them to the live events.

#### Reach Out to Customers & Hosts

NEW Shareable Shoppable videos, Gift Guide Blogs, and the Makeup Try-On Tool will help you re-engage Customers and Hosts, and convert!

#### Get in Front of Your Ideal Customer

Sponsor more teachers by offering a complimentary pampering event at your local school.

### Convert

Be intentional with reach outs and follow up.  
Ask Questions:

- "What did you think about the LIVE event? What did you hear that interested you most?"
- "How would you feel about sharing L'BRI with your friends?"
- "What would you think about adding a fun and easy summer side gig to earn some extra money? I can show you how."

### Trending Holidays

5/6- 5/10

National Teacher Appreciation Week

5/6: National Nurses Day

5/12: Mother's Day

5/15: Turn Beauty Inside Out Day

5/22 National Boss Babe Day

5/24: National Scavenger Hunt Day

5/31: National Smile Day

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## L'BRI LIVE Shopping Content Plan

### Week 1: Feature the Vita C Moisturizer and Facial Peel, and book more parties!

- **Livestream Title:** Spring Glow Up
- **Hook:** Unlock the secret to radiant skin! Join me for a live demo of our Vita C Moisturizer and Facial Peel. Say hello to a fresh, glowing you!
- **L'BRI Connect App Email:**
- Subject: 🌟 Get Ready to Glow – Live Vita C Demo
- Body: Hi there! Ready to put a fresh face forward this Spring? Don't miss my live demo of the Vita C Moisturizer and Facial Peel on (date/time). Tune in to see how you can achieve that dreamy spring glow. 🌸 Click here to join [insert link]! If you can't attend live, reply back to see what you missed.

### Week 2: Share gift ideas for nurses & teachers, featuring the May Product Specials!

- **Livestream Title:** Celebrate Heroes: Perfect Gifts for Nurses & Teachers
- **Hook:** Looking for the perfect way to say 'Thank You'? Discover unique gifts for the everyday heroes in your life!"
- **L'BRI Connect App Email:**
- Subject: 🎁 Find the Perfect Thank You Gifts
- Body: Hey there! This week, I'm spotlighting the best-ever thank you gifts for nurses, teachers and everyone in your life who deserves to feel special. Join me live to explore thoughtful and inspiring gift ideas that show how much you care. Promise these ideas will save you time and money. Spoiler: You'll love our gift with purchase! Tune in on (date/time)❤️ [insert link]

### Week 3: Sell Makeup to all your skin care customers!

- **Livestream Title:** "Spring Fling with New Makeup Shades!"
- **Hook:** "Discover the eyeshadow palette of your dreams, and a volumizing lip gloss!"
- **Email:**
- Subject: 🌸 New Makeup Drop – Tune in Live!
- Body: Hi Beauty! May is here and so is our brand new makeup drop. Think fresh, radiant, and petal-soft. Dive into this season's hottest trends with me during our next live session on (date/time). Don't miss it, tune in and bring your friends! 📍 [insert link] Can't attend? Reply back to plan an exclusive live makeup event with your crew and I'll spoil you with a shopping spree you'll love!"

### Week 4: Father's Day gift ideas, featuring Men's Care

- **Livestream Title:** "Father's Day Finds: Gifts He'll Love"
- **Hook:** "Stuck on what to get Dad? I've got you covered with a gift idea he'll actually want and love!"
- **Email:**
- Subject: 🎁 Dad's Day Specials – Discover the Perfect Gift, Live!
- Body: Hey there! Father's Day is around the corner, and I've got the scoop on gifts Dad will love. Watch LIVE on (date/time) to find that special something that'll make his day. See you there! 🎁 [insert link]