

# 2024 BBS TOPICS

During our 2024 National Convention, you will have an opportunity to attend up to four Business Building Seminars – one on Thursday at 5:00 PM, one on 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 **Wednesday, July 10**. Your Seminar topics, dates, times, and locations will be confirmed in the registration packet you will receive at Convention.

## EXCITING NEWS:

As one of your Business Building Seminars, ALL NEW CONSULTANTS whose join date is on or after August 1, 2023, will be assigned to a special seminar presented by Co-Founder, Linda Kaminski. She will inspire you to fire up your possibilities by dreaming big and making it happen. You will learn the key success tips that will make your L'BRI business thrive!

## BUSINESS BUILDING SEMINAR TOPICS

### BUILDING HABITS THAT CREATE GROWTH

*Presented by Executive Manager, Jen Scheidt OR Elite Executive, Antoinette Fraeyman*

Discover simple, sustainable activities to create growth, boost your productivity, stay motivated, and achieve your goals. Designed to help you transform your daily routines into powerful success drivers. If you are looking to elevate your business, this seminar has got you covered. Come ready to learn and leave with a toolkit for growth!

### CARE TO SUCCEED: KEEP CUSTOMERS COMING BACK FOR MORE

*Presented by Executive Manager, Linda Alfonso OR Executive Manager, Charity Tchida*

Stand out with outstanding customer care that will keep you top of mind, gain loyal and new customers, multiply your monthly sales, set more party dates, and attract customers to join L'BRI. Learn ways to build relationships and provide service as well as create a solid follow-up plan to achieve success.

## **NETWORKING ESSENTIALS: MAKE CONNECTIONS, DEVELOP RELATIONSHIPS & EXPAND HORIZONS**

*Presented by Senior Executive Manager, Lisa Taylor*

Ready to expand your business and meet your ideal customers? Attend this seminar to learn how it's done with ease and excitement! We'll dive into the where, when, and how to make meaningful connections, build lasting relationships, and unlock new opportunities.

## **GET THE GLOW ON: BOOK, SELL, & SPONSOR MORE EVERY TIME YOU PARTY**

*Presented by Senior Executive Manager, Jessi Aberle OR Senior Executive Manager, Laurie Atwater*

Master the art of creating an irresistible party experience and getting people to say YES to buying, hosting, and joining. Using a simple formula for every gathering and exploring the effective resources you can use, you will gain confidence, create loyal customers, sell more, and attract more hosts and new Consultants.

## **ELEVATE YOUR BEAUTY BUSINESS: UNLOCK NEW PATHWAYS TO SUCCESS**

*Presented by Senior Executive Manager, Haylie Cobb, OR Elite Executive, Amber Juslen*

This seminar is your gateway to gaining insider knowledge and practical strategies that will make the most of our fall beauty product launches. Learn beauty tips, techniques, and tools you can implement immediately to attract, engage, and grow your beauty customer base. Master makeup applications tailored for in-person parties, LIVE Shopping experiences, and social media sharing. Gain confidence presenting and promoting L'BRI beauty products effectively to take your business to the next level.

## **MINDSET MATTERS: ELEVATE YOUR MIND, ELEVATE YOUR BIZ & LIFE**

*Presented by Elite Executive Manager, Jodi Keller*

In this seminar we'll be taking a closer look at why you're getting the results you're getting, in life and L'BRI. Learn simple strategies to create the business or life you want. Based on Train Your Brain principles, Jodi will share what she's learned and implemented with her team over the last 11 years. You'll leave the seminar with a better understanding of how your brain works, perfect language, mantras, and more!

## **SOCIAL MEDIA SAVVY: MAXIMIZING YOUR ONLINE IMPACT**

*Presented by Senior Executive Manager, Mandie Menzer OR Executive Manager, Amy Moffatt*

In today's digital world, having a strong social media presence is essential for business success. In this engaging seminar you will learn the basics of creating a captivating social media presence that sparks curiosity, generates meaningful conversations, and boosts engagement.

## **MASTERING INFLUENCE: STRATEGIES FOR POSITIVE PERSUASION**

*Presented by L'BRI VP of Field Development, Laurie Langill*

Unlock the power of persuasive communication to easily attract more Customers, Hosts, and new Consultants. You'll learn how to ask the right questions to guide conversations and uncover essential information, which converts interest into commitment. This fun and interactive session will equip you with the tools needed to improve your persuasive abilities, making every conversation a step towards success. Mastering these strategies will help you build stronger relationships, influence decisions, and achieve your goals with confidence and integrity.

## **ELEVATE YOUR SPONSORING SUCCESS**

*Presented by L'BRI VP of Field Development, Laurie Langill*

Are you ready to grow your business? Learn success secrets that will have you sponsoring like a pro. Hear how to overcome your fear, once and for all, and discover the easy steps to successfully share the income opportunity. Build your confidence and your skills with words that work. Spoiler Alert: Bring your list of 20 or more contacts (customers, friends, family members...). This hands-on session is designed to make sponsoring feel like a breeze, so come ready to learn, laugh and leave with a toolkit of exciting strategies.

## **ALL EYES ON YOU: ULTIMATE L'BRI LIVE SHOPPING AUDIENCE BUILDING SECRETS**

*Presented by Social Selling Expert, Lynn Bardowski*

Step into the world of L'BRI LIVE Shopping with confidence as Lynn Bardowski unveils ultimate secrets to attract more viewers and expand your audience. This workshop will transform you into a crowd magnet, teaching you strategies to build an engaged audience. Learn how to harness the power of social platforms, leverage the L'BRI Connect App, and easily create topics that resonate and retain. Get ready to turn your livestream events into can't-miss experiences!

## **LIGHTS, CAMERA, GO LIVE! LIVE SHOPPING BLUEPRINT FOR SUCCESS**

*Presented by Social Selling Expert, Lynn Bardowski*

Ready to turn your live shopping events into sky-high sales? This workshop is your all-access pass to the secrets of selling LIVE. Discover how to engage viewers in real-time, and easily up sell and cross sell. Go from stuck and overthinking to livestreaming HERO. Attend this workshop to get the blueprint to convert viewers into buyers.

## **ELEVATE YOUR CONNECTIONS: SECRETS TO USING THE L'BRI CONNECT APP**

*Presented by Customer Success Manager @ Hussle Technology, Shadee Wells, and Executive Managers, Executive Managers, Tara Bruckner OR Cindy Herbert*

Want to elevate your online connections by using this powerful mobile app? Attend this seminar and learn when and how to share L'BRI through captivating 'done-for-you' images, videos, infographics, even create your own videos. Discover the abundant collection of resources in the app, learn some easy tips, plus have a chance to ask questions.

## **L'BRI CONNECT APP: A POWERFUL WAY TO REACH INDIVIDUAL CUSTOMERS**

*Presented by Customer Success Manager @ Hussle Technology, Shadee Wells*

If you have been wanting to learn how to use this powerful mobile app to elevate your social selling game and make sharing L'BRI images, videos, pdfs and more, this hands-on, seminar is for you. Learn how to get started, the basics for using the app tools, plus have a chance to ask questions.

## **SAVE TIME, GET RESULTS: THE SECRETS TO USING L'BRI CONNECT DESKTOP**

*Presented by Professional Services Director @ Hussle Technology, Kyle Johnston, and Executive Managers, Executive Managers, Char Grover OR Kay Reppen*

Want to hear from Leaders who are achieving success using the desktop version of L'BRI Connect to elevate their business? In this seminar you'll get an insider view of how they are strategically contacting customers and optimizing the abundant resources in the app. You'll learn some cool tips and tricks and have a chance to ask questions.

## **L'BRI CONNECT DESKTOP: A POWERFUL WAY TO REACH MANY**

*Presented by Professional Services Director @ Hussle Technology, Kyle Johnston*

Take a deep dive into the powerful desktop version of L'BRI Connect, designed specifically for communicating customized emails to many of your customers and contacts at once. Learn how to create time-saving scripts that can be used multiple times and share captivating resources that convert to sales, hosts, and new Consultants. You'll also have a chance to ask questions.