



Welcome to Leadership

We are excited to have you on the L'BRI leader team! You have just begun your journey. So much awaits you. We believe in you and know that, if you can dream it, believe it, you can achieve it with L'BRI PURE n' NATURAL. We want your dreams to take flight!

Your Leadership journey will be filled with fun, rewards, learning, and growth. There may also be some challenges, but you are not alone. You have the support of your upline leaders, the entire team at the L'BRI home office and those on your team.

This Leader Guide is meant to be a compass on your journey – pointing the way to your many new destinations. It's great to know that along the way there are just six primary leadership skills needed to be successful with L'BRI, and they can all be learned. No one was born a leader! We all developed our skills.

The Leader Guide includes...

- Your Dreams, Goals and Action Plans
- Plan and Organize Your Time
- Overview of Leader Basics
- Leader Basic # 1 ~ Maintain a Strong Personal Business
- Leader Basic # 2 ~ Build a Strong Personal Team
- Leader Basic # 3 ~ Start New Consultants Successfully
- Leader Basic # 4 ~ Develop Communication & Coaching Skills
- Leader Basic # 5 ~ Provide Effective Team Training
- Leader Basic # 6 ~ Develop Future Leaders
- Forms & References



"Leaders become great not because of their power, but because of their ability to empower others."

– John Maxwell, American author

Congratulations!

You've reached L'BRI PURE n' NATURAL leadership. This is a significant milestone, yet there are even more exciting goals ahead for you to achieve.

What is your vision for your team? How big and successful do you want it to become? How many Consultants do you want to inspire and influence to also reach the same success that you are enjoying? Now is a great time to consider your next goals for your business. Each achievement begins with a dream that is turned into specific goals. Then a plan is developed and followed to reach success.

The Sky's the Limit!

You can soar as high as you want in the L'BRI Profit Plan. Each move up can advance your opportunities to increase your income. Set your goals and step by step you'll begin to maximize your profits by consistently building your business.

My Vision/Dream is:

My Next Goal is:

My Action Plan is:

"Establishing a clear purpose or goal in life is the starting point of all success. Committing your goals to paper increases the likelihood of your achieving them by 1000%."

— Brian Tracy, American Success Writer

The Leader Guide will help you understand the basic steps to take to continue on the successful road of leadership. It is recommended that you complete the Time for Action steps throughout this Guide to support your journey as a leader. Each time you see this green and gold Time for Action symbol, take the time to complete the activities.



- ☐ Carefully review the [Income Opportunity & Profit Plan](#).

Where are you now?

As you consider new goals, it's valuable to review where you are right now. The reports in your Business Center can be useful tools to help you take an objective look at your team activity.

What does your personal activity look like?

- Do you have 10 or more future Shows coming up on your calendar so you are certain to hold 6-8 Shows each month?
- How many new Consultants will you be sponsoring this month? Two a month will keep your team growing.

What activity is being done by the Consultants on your team?

- How many are reaching Retail Bonus?
- How many are Qualified?
- How many new Consultants are in Quick Start?
- How many Consultants are reaching for leadership?

Once you've assessed your current status, you will have a clearer picture of what activities you will want to focus on and what steps you want to take to build your team.



- ☐ Fill in the activity below to help determine your current status.
- ☐ Determine the action steps you want to take.

Personal Activity:

Shows on your calendar: _____

Number of new Consultants starting in the next few weeks: _____

Team Activity:

Consultants reaching Retail Bonus: *\$1,000 monthly personal retail sales*

_____	_____
_____	_____

Consultants Qualified: *\$150 monthly personal retail sales*

_____	_____
_____	_____

New Consultants in their Quick Start:

_____	_____
_____	_____

Future Leaders: *Consultants who have set a goal to move up in leadership in the next 3-6 months*

_____	_____
_____	_____

Plan and Organize Your Time

Now that you have a new role as a leader, you may be wondering how to balance your family time with your business time. By planning and prioritizing your time, you maximize your effectiveness in everything you do. That means more time for you too!

Balance is the Goal

When we think about balance, we often think that it means spending equal portions of time on the important things in our life. That's often not practical or even desired.

Your family is always your #1 priority. Your family is often the reason you were attracted to L'BRI. Yet there are times when L'BRI activities need to be a priority because consistently accomplishing certain activities will lead you to your long-term goals and dreams for you and your family.

Time Management is Key

When you think about it, we don't really manage time. Everyone has exactly the same amount of time each day – 24 hours. We manage how we choose to use our time.

Time Blocks and To Do List

One of the most efficient time management tools is a datebook that includes a monthly calendar and daily pages with times of day listed on each sheet. There are also effective electronic calendar systems available.

- Each evening before going to bed, determine the 5-6 most important things you need to accomplish the following day.
- On your daily page block off the specific time you will devote to each of your important activities or tasks.
- Number the tasks in order of importance and do them in that order – #1 first, #2 second, and so on.



- ☐ Practice the three points under Time Blocks and To Do List for 3 weeks and evaluate your progress. It takes 21 days to form a new habit.
- ☐ Set up a Portable Office. Review the directions in the FORMS section to guide you through setting up this time-saving business tool.

Eliminate Clutter

We live in an age of information overload! How do you manage it all? Studies have shown that clutter dramatically reduces productivity. If you want to get more done, reduce the clutter. Tackle uncluttering your workspace and your inbox:



- A cluttered work space creates clutter and confusion in your mind and in your actions. Put projects away and clear your desk at the end of the day.
- Don't use your inbox as a "to do list." It's tempting to leave an email in your inbox to remind you to do something. If it's profitable to do, add it to your calendar/datebook and plan time to do it.
- Set up efficient storage for essential business needs.
- Handle information once.
- Use the acronym **FAST** to help you stay organized:

F – FILE IT
A – ACT ON IT
S – SCHEDULE IT
T – TOSS IT

FILE IT	If you know you'll want to refer to the information again, file it in the appropriate place. File by categories that make sense to you. Most email browsers provide the ability to create folders to file important messages in the appropriate place to make them easier to find later.
ACT ON IT	Take action: place the order, pay the bill, respond to the message, refer it to someone else, etc.
SCHEDULE IT	If the information requires setting specific time to give it your attention, block the time in your datebook.
TOSS IT	If you don't need it or you can retrieve the information from another source when you do need it, throw it away.

If your workspace is a mess, these tips can help you get organized and reduce clutter. They can be applied to your home and family life as well. The reality is that you can't afford NOT be organized. An organized life makes you feel better, feel happier, you are more productive and it invites you to have a profitable day.

“Do one more thing at the end of each day and at the end of the year you'll have done 365 more things.”

— Richard Pratt, Australian Packaging Millionaire

Profit from Prioritizing

How will you prioritize your business activities? Which ones bring the best growth results? Which activities are the most income generating? As a leader, you earn extra commissions and bonuses on your personal sales and on the sales of the Consultants on your team, so continuing to have a full calendar of Shows, providing excellent customer service, sampling consistently, sponsoring new Consultants and helping them to have a successful start are certainly profitable choices!

Priority Activities

Here are the top priority activities that will build your L'BRI business consistently:

- Book and hold Shows – with a focus on identifying sponsoring leads.
- Provide excellent customer care. Make consistent follow-up calls.
- Sponsor 2 or more new Consultants each month.
- Invest in helping new Consultants start successfully. When possible, meet with them to review the Successful Start Guide together. Follow up with their Action Steps. The *Post-Show Follow-Up Questionnaire* is an effective tool to help them develop their basic skills of booking, hostess coaching, selling sets and sponsoring at Shows. (Find it in the Learning Center under Leader Academy tab.)
- Have Weekly Building Calls with Consultants who want to grow and move up in leadership. This establishes consistent accountability and helps them continue making progress. The *Post-Show Follow-Up Questionnaire* is a valuable tool for these calls as well.
- Plan, hold and attend training events – for local and long-distance Consultants.



It Takes Time – Effort – Money

Each of your goals can be achieved by spending TIME, EFFORT and/or MONEY. Here are a few examples: If you want to have a clean house, you can spend TIME and EFFORT to do the job yourself. Or you can spend MONEY to have someone else clean it. You can send invitations for your Shows or hire a teenager to do it. The cost of these services could simply be the profit from one additional Show a month and can give you so much more time to do the activities that build your business.



- ☐ For two weeks use the FAST method to stay organized then write down how you feel about your progress.
- ☐ Block time each week for the high-priority activities in your datebook/calendar.

*“Being busy doesn’t necessarily mean
you are being productive.”*

— Anonymous

What are the Important Activities of a Successful Leader?

Your role as a leader is to inspire, empower and influence the success of your team members. Being successful in your role will create increased sales, bookings, sponsoring and leader development. The Leader Basics chart below lists the activities that most contribute to your growth. Think of the 6 Leader Basics as building blocks in your business success. Commit to increasing your effectiveness in each of these Basics, and they can support your growth as a leader.

Remember to complete the suggested **Time for Action** steps. These steps will help you sharpen your leadership skills and build even more confidence and success.

Take advantage of all the available training from your upline and L'BRI – conference calls, all of the training in the special Leader Academy tab in the Learning Center, webinars, Leadership Insight, National Convention, and more. One of the exciting aspects of direct selling is the fact that you can always keep learning and developing your skills and confidence – professionally and personally!

Leader Basics Overview

Leader Basic 1	Maintain a Strong Personal Business <i>Hold enough Shows to meet enough people to sponsor 2 or more Consultants a month. This ensures growth.</i>
Leader Basic 2	Build a Strong Team <i>Increase the number of Consultants on your team and work with them effectively.</i>
Leader Basic 3	Start New Consultants Successfully <i>Make a key investment in the success of new Consultants. Help them build their business, and they will be inspired to sponsor and move up.</i>
Leader Basic 4	Develop Communication & Coaching Skills <i>Your ability to influence others as a leader increases in relation to your ability to communicate and coach effectively.</i>
Leader Basic 5	Provide Effective Team Training <i>Make the most of this key time to inspire, empower, influence and train the Consultants on your team.</i>
Leader Basic 6	Develop Future Leaders <i>The most direct road to a six-figure income is to invest in the development of Future Leaders.</i>

“The secret to success is to do the common things uncommonly well.”

-John D. Rockefeller, American Oil Millionaire and Philanthropist