

# September Success Plan

## *Confident and Beautiful*

### Focus

Invite everyone to gather with friends and shop new products

### Invite

Confidently You:  
Sec... s Skin  
W... ill  
LIVE on Tuesday, September 10  
5:30 PM PT/ 6:30 PM MT/ 7:30 PM CT/ 8:30 PM ET



### Captivate

Easily find new hosts by inviting our most exciting new products, the Flawless Body Coverage, confidence building tips every woman needs to hear.



### Connect

#### Start More Booking Conversations

Flawless Body Coverage before and after images are in your September Toolbox so you can start a conversation that can lead to a new host or customer. Share today!

#### Use Engagement Stickers in Stories

Upload before and after pics in Stories and include a Poll or Question sticker to identify interest. Follow up with positive responses in Messenger to start a conversation.

#### Go LIVE with L'BRI LIVE Shopping

Offer a complimentary skin care consult or makeup color match to attract new leads. Say, "As a special gift, you can invite 3 friends!" and turn it into a party without ever saying "party."

### Convert

Nothing converts faster than a review! Run to your website and review your fav L'BRI products so customers will be adding to cart faster than you say, "Monthly Sales Bonus!"

### Trending Holidays

#### HEALTHY AGING MONTH

- 9/1: Acne Positivity Day
- 9/2: Live Fearless Day
- 9/8: Grandparents Day
- 9/13: National Eczema Week
- 9/15: Wife Appreciation Day
- 9/18: Locate an Old Friend Day
- 9/21: World Gratitude Day
- 9/22: National Girls' Night In
- 9/27: No Excuses Day
- 9/28: National Neighbor Day



See page 2 for your L'BRI LIVE content plan, including email copy!

# L'BRI LIVE Shopping Content Plan

Week 1

Public Live Event  
on 9/10

Hook: POV: You Find the  
Secret to Concealing  
Skin Imperfections on  
Every Inch of Your Body

Email Subject:  
Get the secret to concealing skin  
imperfections

Email Body: Hi (name)! I'm hosting a special livestream event, Confidential, on (date/time). Tune in to learn how to effortlessly conceal skin imperfections on every inch of your body. I'm talking to you varicose veins and sun spots. Watch with me (insert image in app) on (date/time). Promise I'll send you a reminder right before the live event starts.

**EVENT  
CANCELLED**

Week 2

Eye Gel and Intense  
Eye Repair Demo

Hook: Tired of Looking  
Tired? This is What  
You Need.

Email Subject:  
Transform your tired eyes

Email Body: Hey (name)! Do your eyes need a little TLC? I'm diving into our Smooth n' Firm Eye Gel and Intense Eye Repair Cream this week. Learn how these incredible products can help reduce the look of fine lines and wake up your eyes. Don't miss out, brighter days are ahead! Watch live on (date/time) here >>> (insert link)

Week 3

Mascara  
Tutorial

Hook: The Lash  
Volume of Your  
Dreams

Email Subject:  
(Tutorial) Get the lashes of your dreams

Email Body: Hi (insert name), Dreaming of dramatic, thick lashes? I got you. Let's crank up the volume with our XTREME VOLUME Mascara and Primer. Plus, you'll get to see our newest eyeshadow palettes and a dual-ended brush that makes application oh-so-easy. Your stunning fall eye look is happening in (#) days. Click here >>> (insert link) to tune in on (date/time).

Week 4

Product Q & A  
& Double Dip Reveal

Hook: LIVE Q & A: Ask  
Me Anything About  
New Products

Email Subject:  
I'm answering all your questions

Email Body: Hey (insert name)! Meet me live for a new product roundup and Q&A session. It's your chance to get all your questions answered and learn how to maximize your beauty routine this fall. Plus, get the inside scoop on our Double Dip. Your wallet will love it. See you on (date/time) >>> (insert link)  
Can't make it live? Reply back to see what you missed.