

Focus

Engage in 10 Non-Salesy Conversations Each Week

Shop the Shop the Holiday Drop! with Laurie Langill and Lynn Poynter LIVE on Tuesday, October 1 5:30 PM PT/ 6:30 PM MT/ 7:30 PM CT/ 8:30 PM ET

Captivate

Invite all your connections, especially customers who earned \$20 credit in September, to get a front row seat to Shop the Holiday Drop, LIVE on 10/1 with Laurie Langill and Lynn Poynter!

Connect

Use Social Media to Make New Friends Reply to comments, engage in FB Groups, ask about interests to find common ground, comment intentionally, and be helpful. This formula is called, "REACH", and you can learn how <u>here</u>

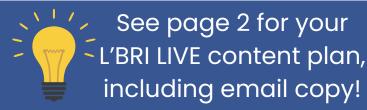
Post a Poll and Ask More Questions

Make it about the Host Bonus to start conversations that convert to new hosts. Example: What's your biggest body care struggle? A: Dry, Dull Skin B: Itchy, Flaky Skin

Ask Every Customer to Invite a Friend Friends don't let friends wrinkle! Ask everyone to invite friends to join the fun at all your October events, including L'BRI LIVE Shopping events, parties, and Open Houses.

Convert

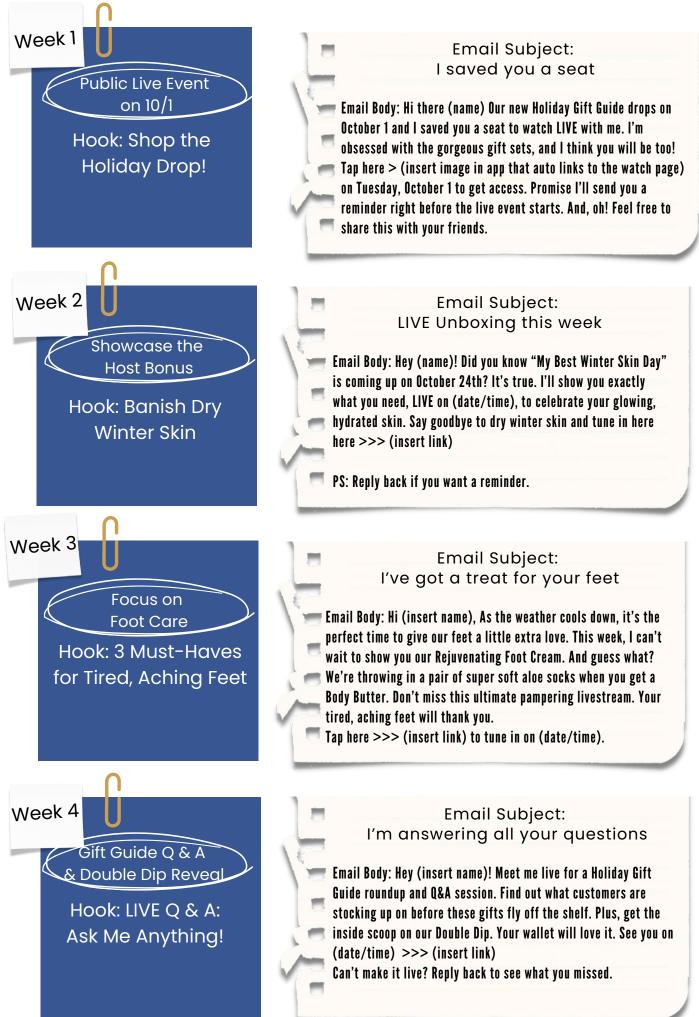
After discovering a skin concern during a conversation, offer a personalized suggestion and follow up with a shoppable video from L'BRI LIVE Shopping or blog article.



Trending Holidays Breast Cancer Awareness Month

10/1: National Hair Day 10/7: Active Aging Week 10/13: Breast Cancer Awareness 10/14: National Kick Butt Day 10/15: Global Handwashing Day 10/19: National New Friends Day 10/24: My Best Winter Skin Day 10/25: I Care About You Day 10/27: National Mentoring Day 10/31: Halloween

L'BRI LIVE Shopping Content Plan



Conversation Starting Snippets

You've been ghosted:

- Hey, I noticed we haven't talked in a while and I just wanted to see how you've been doing. Is now a good time to catch up?
- I hope this message finds you well. I know we haven't talked in a while, but I wanted to reach out and see how you're doing.
- I know we haven't talked in a while, but I've been thinking about you and just wanted to see how you're doing.
- I miss connecting with you and I was hoping we could schedule a time to catch up soon.

Compliment on a social media post:

- I can't get enough of this! It's amazing.
- I love the way you think and express yourself! Keep slaying.
- This is exactly what I needed today! Thank you for sharing.
- This is so funny and relatable! You always know how to make me laugh.
- This is so heartfelt and sincere! I always appreciate your authenticity.
- This is so heartwarming and uplifting! You always know how to brighten my day.

Compliment new friend:

- I absolutely loved your most recent post! Just wanted to let you know that and to say hello!
- I just gave you a follow because I love your content about ___.
 Wanted to say hello!
- Just wanted to say hello 8 Happy to be connected!
- Sliding into your DMs to say hello! Loving your content about ____
- Your profile showed up in my recommended, and I just had to give you a follow and say hi!! 👏