

October Success Plan

Making Spirits Bright

Focus

Engage in 10
Non-Salesy
Conversations
Each Week

Invite

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 [here](#)

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



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 10/1

Hook: Shop the
Holiday Drop!

Email Subject:
I saved you a seat

Email Body: Hi there (name) Our new Holiday Gift Guide drops on October 1 and I saved you a seat to watch LIVE with me. I'm obsessed with the gorgeous gift sets, and I think you will be too! Tap here > (insert image in app that auto links to the watch page) on Tuesday, October 1 to get access. Promise I'll send you a reminder right before the live event starts. And, oh! Feel free to share this with your friends.

Week 2

Showcase the
Host Bonus

Hook: Banish Dry
Winter Skin

Email Subject:
LIVE Unboxing this week

Email Body: Hey (name)! Did you know "My Best Winter Skin Day" is coming up on October 24th? It's true. I'll show you exactly what you need, LIVE on (date/time), to celebrate your glowing, hydrated skin. Say goodbye to dry winter skin and tune in here here >>> (insert link)

PS: Reply back if you want a reminder.

Week 3

Focus on
Foot Care

Hook: 3 Must-Haves
for Tired, Aching Feet

Email Subject:
I've got a treat for your feet

Email Body: Hi (insert name), As the weather cools down, it's the perfect time to give our feet a little extra love. This week, I can't wait to show you our Rejuvenating Foot Cream. And guess what? We're throwing in a pair of super soft aloe socks when you get a Body Butter. Don't miss this ultimate pampering livestream. Your tired, aching feet will thank you.

Tap here >>> (insert link) to tune in on (date/time).

Week 4

Gift Guide Q & A
& Double Dip Reveal

Hook: LIVE Q & A:
Ask Me Anything!

Email Subject:
I'm answering all your questions

Email Body: Hey (insert name)! Meet me live for a Holiday Gift Guide roundup and Q&A session. Find out what customers are stocking up on before these gifts fly off the shelf. 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.

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 🙌 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!! 🙌