

Leader Basic 1

Maintain a Strong Personal Business

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Every aspect of growth as a Leader starts with a strong foundation, which is your personal business. When you book enough Shows to meet enough people to sponsor two or more new Consultants each month, you build every aspect of your business – and your income grows.

So, what is your #1 priority as a Leader? That's simple. Continue to book and hold Shows, sponsor, train and support new Consultants. Your personal business is the core to building strength on your team.



Why are SHOWS such an Important Priority?

Because everything that builds your business can be done at a Show. Look at the ten "building" activities that you can do at a Show...

1. Sell product
2. Sponsor new Consultants
3. Book more Shows
4. Coach future Hostesses
5. Bring prospective Consultants so they can observe what Consultants do
6. Set an example for your team
7. Train Consultants by having them watch what you do
8. Inspire a discouraged Consultant by having her experience the fun and rewards of doing Shows
9. Gain experience to improve your skills
10. And make money!

Increase Guest Attendance to Maximize Opportunities

It's essential to keep meeting more people to grow your business. Look at the chart below. Just two more guests at a Show will increase your sales by \$150, but more importantly, will greatly increase the number of people you meet and maximize your reorder, booking and sponsoring opportunities.

# Guests	Avg Guest Order	Show Sales	Leader Profit 30% - 45%	Holding 8 Shows a month, the number of people to sell to, book & sponsor
6	\$75	\$450	\$135 - \$202	48
8	\$75	\$600	\$180 - \$270	64
10	\$75	\$750	\$225 - \$337	80
12	\$75	\$900	\$270 - \$405	96

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Maximize Your Influence at Shows

YOU are one of the biggest influences with the Consultants on your team. The support, coaching and training you provide can contribute significantly to their success.

As a Leader, you can leverage your time at your personal Shows by using them as a place to train, encourage and inspire your Consultants. You will want to hold Shows for all the many reasons that have been stated, so why not maximize your influence by taking Consultants with you on Shows and other business building activities.



- Review the following five things that Consultants can do WITH YOU to learn how to improve their skills.
- Fill in the names of the Consultants you can invite to observe you during some of these activities.

1. Consultants who can observe my Show:

2. Consultants who can observe me sharing the opportunity with a prospective Consultant:

3. Consultants who can observe me starting a new Consultant:

4. Consultants who can listen in on a "building call" with one of their own team members:

5. Future Leaders who can join me while I plan our team meeting:

"A Leader never walks alone."

— Anonymous

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Personal Sponsoring

Personally sponsor two or more new Consultants every month for success. Why?

- ✓ Increases your income
- ✓ Adds new Consultants to your Group, creating a steady stream of excitement and newness
- ✓ Increases the opportunities to promote new Leaders
- ✓ Sets an example for your team and provides a role model for Future Leaders
- ✓ Builds your confidence
- ✓ It's FUN!

Focus on sponsoring by looking at everything you do with sponsoring in mind. Consider what you can do to increase sponsoring by thinking about and acting upon the following questions:



- Do I have a new Consultant starting this week?
- What can I do to attract one?
- Did I offer the L'BRI business opportunity to everyone at my Shows this week?
- When I make customer care calls, do I mention the L'BRI income opportunity?
- Do I listen for sponsoring clues and reply by inviting each person to take a closer look at how they could make some extra income by starting a L'BRI business?
- Have I shared with each customer the many ways they can benefit by becoming a Consultant?
- Do I know how each of my customers feels about making money with L'BRI?
- Have I assured prospective Consultants that I would help them every step of the way?
- Do my friends and family know that I am serious about building my L'BRI business? Am I inviting them to join me or asking them to refer their friends and family so each of them can discover how L'BRI can benefit them?



List three things that you can do to consistently focus on sponsoring in your everyday activities:

1. _____
2. _____
3. _____

Have you sponsored your two new Consultants this month? Whom will you sponsor this month?

1. _____
2. _____

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Focus on Being a “Talent Scout” for New Consultants

Potential Consultants are everywhere if you are looking for them!

Create your Share & Care Story

This simple approach can be shared whenever an occasion arises – at Shows, at facials, through social media, in personal conversations.

“I joined L’BRI a few months ago because I needed some extra money to pay off holiday bills. As a stay-at-home mom, I love L’BRI because it allows me to have fun, socialize, and make more money than I ever thought possible working a part-time job. If there is anyone here interested in making an extra \$1,000 a month, working 5-6 hours a week, I’d love to share with you how L’BRI can make a difference in your life as it has in mine.”



Follow up with Potential Consultants

When you meet people and would like to invite them to join your team, contact them to let them know that you see qualities they have that will help them succeed, and you believe there are many ways they can benefit by becoming a Consultant.

Here's an example of what you might say:

“Hi, Michelle. This is Emily from Nancy’s L’BRI Show on Friday. Do you have a couple of minutes? Great. Michelle, I’ve been thinking about you this week! You’re so outgoing and so much fun. Based on some of the things I heard you say at Nancy’s Show, I think you’d really benefit from having the kind of flexibility and income I enjoy with L’BRI. Have you ever thought about doing something like I’m doing?” (Wait for her response. Whether she has thought about it or not, you can proceed.) “I’d love to stop by and tell you a little more about could bring into your life. I’ll be in and out in about 30 minutes. Could we meet on Tuesday, or would Wednesday be better?”



- Review the training in the Learning Center on how to create your own Share & Care Story.
- Record your Show. Listen to it and write down things you want to do to improve it.
- Ask another Leader to listen to your presentation and ask for constructive feedback to improve your booking and sponsoring results. (Perhaps you can plan to exchange recordings and give feedback to each other.)