

# November Success Plan

## *Unwrap Dreamy Skin: Day & Night*

### Focus

Find shared interests with social connections & build relationships

### Invite

**3 Age-Defying Essentials to Kick Off Early Black Friday!**

with Linda Kaminski and Laurie Langill

LIVE on Tuesday, November 12

5:30 PM PT/ 6:30 PM MT/ 7:30 PM CT/ 8:30 PM ET

### Captivate

Invite all your connections to our Early Black Friday event, LIVE on November 12th, with Linda Kaminski and Laurie Langill and be the first to hear about special savings on 3 Age-Defying Essentials! Use the app to create a buzz by emailing a countdown leading up to 11/12.

### Connect

#### Connect with New Hosts

Share the November Host Bonus video, via the app and during your L'BRI LIVE Shopping events. The video includes a call-to-action to help you get more yeses. Watch it and share today!

#### Plan a Multi-Day Dreamy Skin Challenge

Whether you're posting in a FB Group or sending a daily email, you'll find resources in the app and L'BRI LIVE Shopping, including 3 shoppable videos: Vita C, All is Calm Gift Set, & And to All a Good Night Gift Set

#### Use L'BRI LIVE to Host 1:1 Skin Care Audits

Say: "During our 1:1 video chat, I'll recommend the best products for your skin type and concerns. Save your spot now to find out about our Vita C special and gift with purchase!"

### Convert

A gift with purchase is the secret to converting leads to customers, and increasing sales. Encourage Customers to post their free gift on social media and tag you.

### Trending Holidays

#### **National Healthy Skin Month**

11/4: National Day of Community Service

11/13: World Kindness Day

11/19: International Men's Day and Women Entrepreneurship Day

11/21: World Hello Day

11/24: Celebrate Your Talent Day

11/25: Shopping Reminder Day

11/28: Thanksgiving

11/30: Small Business Saturday



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

# L'BRI LIVE Shopping Content Plan

Week 1



Host Bonus Showcase

Hook: This Gift Set Redefines Beauty Sleep

Email Subject:  
You can stop searching now

Email Body: Hi there (name)

It's never too early to shop gift sets that will pamper all your besties, which is why I'm going LIVE this week. Tune in to see how this set can transform your mornings and ensure you're holiday-ready every day. I'm talking redefining beauty sleep here.

Seriously, all women deserve this.

Tune in on (date/time) here >>> (link to live)

Week 2



Kick Off Early Black Friday!

Hook: 3 Age-Defying Essentials, LIVE with Founder Linda Kaminski

Email Subject:  
Sagging neck? Open this

Email Body: Hey, (name)

Exciting news! We're kicking off Early Black Friday with savings on 3 Age-Defying Essentials. Hint: If your neck is revealing your age, you'll want in. Tap here > (insert image in app that auto links to the watch page) on Tuesday, November 12 at 7:30 PM CT to watch LIVE. And, tell a friend who loves exclusive deals because new customers can get a gift with purchase. Hooray!

Week 3



Focus on Vita C

Hook: Is Vita C Worth the Hype?

Email Subject:  
Is Vita C really a gamechanger?

Email Body: Hi, (insert name)

Vitamin C has been all the rage in skincare, but have you ever wondered if it's really as miraculous as they say? I'm putting our Vita C Masque, Serum, and Moisturizer to the test, LIVE on (date/time.) Join me as I explore its transformative effects on skin and learn how to incorporate these power-packed products into your routine. Watch here <insert link to live>

Week 4



Cyber Week/Double Dip Spectacular

Hook: Deals so Good You'll Need to Sit Down

Email Subject:  
Are you sitting down?

Email Body: Hey (insert name)!

Are you sitting down? Cyber Week is here and it's kind of a big deal. Let's just say that if you feel like you're really 29 (on the inside), these deals will help you look the part on the outside. Join me LIVE on (date/time) to reveal your younger, glowing self while making your wallet smile. Watch here <insert link to live event> Can't make it live? Reply back to see what you missed.

# Conversation Starting Snippets

ENGAGED SHOPPERS BUY 90% MORE FREQUENTLY!

## Connect with new people with a DM:

- I just saved your post on \_\_\_! Your posts really speak to me. Keep on doing what you're doing!
- I love watching your stories pop up every time I open Insta. Loving all the positivity!
- I loved your last post and just had to let you know how inspiring you are.
- I saw your post and would love to share it to my community. Would that be okay?

## Comment on social post about skin to get 1:1 consults:

- You look really confident in your latest photo! What's your secret? Asking for a friend!
- Do you wake up with perfect skin or do you have to work for it?
- Do you have a secret skincare routine that you're not sharing with the rest of us?
- What is your secret?!

## Start conversation with new follower:

- Thanks so much for the follow! Just curious—which of my recent posts have resonated with you the most?
- Thanks so much for the follow! Wanted to say hello and welcome you to my page!
- Thanks so much for the follow! What are you most looking forward to learning on my page?
- Your profile showed up in my recommended, and I just had to give you a follow and say hi!!