



April Success Plan

OUR BIRTHDAY, YOUR GIFTS!



Focus

27 Birthday Bonuses Consultant Incentive

27 Consultants will win gift cards ranging from \$25 to \$250! Get an entry to win with every NEW Customer order!

Invite

Search "REVEAL" in the Connect App for Invitation

SPRING SUMMER NEW PRODUCTS REVEAL

with Linda Kaminski

Thursday, April 3

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

Captivate to Grab Attention & Attract New Leads

Create 2 Reels that are educational answer the statement "**The best way to _____**" and fill in the blank. The goal is to answer a question that a new customer is searching for. Social media is the new search engine!

Attend a local networking event and bring your catalogs and samples. Follow Laurie Langill's coaching where you get an appointment in the calendar before you leave. Even if you leave with one appointment, that's a success!

Connect to Nurture Relationships & Build Trust

Hosts

Help your hosts make the most of their party by offering either a gift or prize drawing with every guest who brings a friend.

Community

Schedule a L'BRI LIVE for your community. Invite them to join you to explore the new products where you can share shoppable videos.

Inactive Customers

Open PULSE in your Connect app and use the message template to reconnect with 4 customers.

Convert

Share the Spring Summer Gift Guide offers which include some incredible free gifts with purchase by using your Connect App!

Trending Holidays

Wed 4/2 National DIY Day

Talk about DIY home spa ideas.

Mon 4/14 Natl. Gardening Day

Share CC+DD with SPF for outside fun.

Fri 4/18 Good Friday

Sun 4/20 Easter

Wed 4/23 Natl. Take A Chance Day

Share the L'BRI Opportunity and your Why



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

Connect App Email Marketing Plan

Week 1

New Spring Summer Gift Guide

Hook:
Ready for an EPIC UNVEILING? 8 New Products

Email Subject:

New Products Reveal Invite 📺

Email Body: Hi (name), it's the launch of our Spring Summer Gift Guide and that means we have an epic reveal on 4/3. Would you like to join in on the fun and even get a chance to win?
<add media - L'BRI Reveal 4/3 invite graphic>

Week 2

Body Care Sale

Hook: Our Birthday, Your Gifts!

Email Subject:

It's our Birthday, but you get the gifts!

Email Body: Hi <name>, which products have been on your wish list? Throughout April, enjoy specials on your favorite body care essentials! Are you craving the rich hydration of Intense Body Butter, the everyday nourishment of Daily Hand & Body Lotion, or the refreshing cleanse of Body Wash?

<add media - search Body Care Sale>

Week 3

Host Bonus

Hook: Perks of hosting a virtual or in-home spa event for the gals!

Email Subject:

Shop the Drop: NEW! 🧴

Email Body: Spring cleaning isn't just for your home—that includes our body care routine, too! Throughout April, enjoy specials on my go-to Aloe-First body care plus this incredible gift for hosts. Ready to host the gals for an in-home spa experience? You could get this!

<add media - search Host Bonus>

Week 4

Aloe-First Hair Care

Hook: Aloe is great for your hair too!

Email Subject:

Frizz Friends, where are you?

Email Body: Tangles and frizz, be gone! Our Aloe Nourishing Conditioner is here to help smooth things over. Literally. Would you like hair so soft, you can't stop running your fingers through it?

<add media - Hair Care Testimonial>