# May Success Plan

**GOOD-FOR-YOUR-SKIN MAKEUP MAY** 



The ultimate summer learning and earning events! Be sure to watch The BUZZ Newsletter for links and details.

#### **CREATE**

Do something that scares you! Is it going LIVE? Is it posting a Facebook Reel?

THE FIRST STEP IS ALWAYS
THE HARDEST

#### Captivate to Grab Attention & Attract New Leads

#### **ONLINE**

Reel Idea: **"3 Summer Makeup Swaps You Need ASAP"** Show CC+DD Cream and new Spring/Summer makeup.

Reel Idea: "POV: You're a L'BRI Host". Show a fun clip of friends at a party. Caption: "This could be you! Ask me how!"

#### **IN PERSON**

Reach out to your favorites shops, salons, etc and host a complimentary "Instant Glow Bar" or "Skin Rescue Station" which is a Pop-Up Demo opportunity. The goal isn't to sell the product right then, although you will - but meeting new people and using Laurie's system for securing a calendar appt to talk to them again!

### Connect to Nurture Relationships & Build Trust

#### **Hosts**

Happy hosts love to refer, so take this time to ask! When a host refers you to a new friend, send them a thank you postcard with a sample you KNOW they will love.

### **Community**

Offer 1:1 color match consults using L'BRI LIVE.
Share the CC + DD cream and Flawless Foundation. TIP:
Offer have Flawless
Foundation samples as a consult gift.

# Inactive Customers

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

#### Convert

Share videos that convert from your Connect App to at least 10 contacts. Search the following videos and share: "Makeup Party Fun" and "Fast and Fabulous Makeup Look"

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

## **Trending Holidays**

Mon 5/5 - Fri 5/9 Teacher Appreciation Week
Mon 5/5 Cinco De Mayo

Share the Spanish catalog!

Sun 5/11 Mother's Day

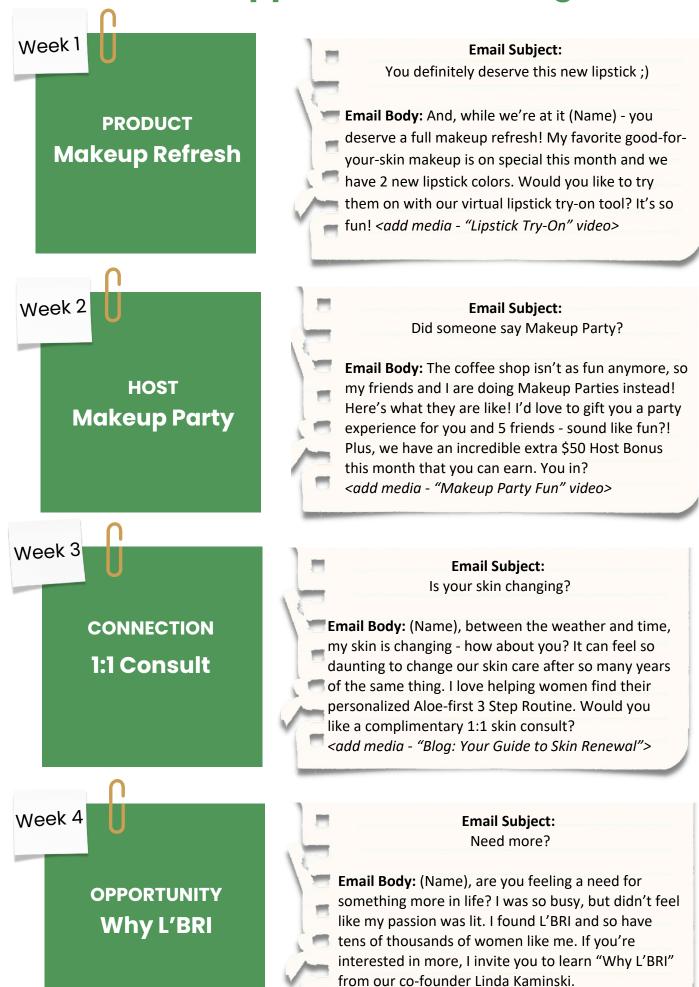
Share 5 self-care items every Mom wants!

Mon 5/12 International Nurses Day

Fri 5/16 National Pizza Party Day

Mon 5/26 Memorial Day

## **Connect App Email Marketing Plan**



<add media - "Why L'BRI - Hear Linda..." video>