

May Success Plan

GOOD-FOR-YOUR-SKIN MAKEUP MAY



FOCUS

Red Hot Rewards

*** AND ***

Red Hot Summer Series

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"**

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



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

Connect App Email Marketing Plan

Week 1

PRODUCT Makeup Refresh

Email Subject:

You definitely deserve this new lipstick ;)

Email Body: And, while we're at it (Name) - you deserve a full makeup refresh! My favorite good-for-your-skin makeup is on special this month and we have 2 new lipstick colors. Would you like to try them on with our virtual lipstick try-on tool? It's so fun! <add media - "Lipstick Try-On" video>

Week 2

HOST Makeup Party

Email Subject:

Did someone say Makeup Party?

Email Body: The coffee shop isn't as fun anymore, so my friends and I are doing Makeup Parties instead! Here's what they are like! I'd love to gift you a party experience for you and 5 friends - sound like fun?! Plus, we have an incredible extra \$50 Host Bonus this month that you can earn. You in? <add media - "Makeup Party Fun" video>

Week 3

CONNECTION 1:1 Consult

Email Subject:

Is your skin changing?

Email Body: (Name), between the weather and time, my skin is changing - how about you? It can feel so daunting to change our skin care after so many years of the same thing. I love helping women find their personalized Aloe-first 3 Step Routine. Would you like a complimentary 1:1 skin consult? <add media - "Blog: Your Guide to Skin Renewal">

Week 4

OPPORTUNITY Why L'BRI

Email Subject:

Need more?

Email Body: (Name), are you feeling a need for something more in life? I was so busy, but didn't feel like my passion was lit. I found L'BRI and so have tens of thousands of women like me. If you're interested in more, I invite you to learn "Why L'BRI" from our co-founder Linda Kaminski. <add media - "Why L'BRI - Hear Linda..." video>