



2025 BBS TOPICS

During our **2025 National Convention**, you will have an opportunity to attend up to four Business Building Seminars – one Thursday at 5:00 PM CDT, one Friday afternoon and two on Saturday morning.

To lead these seminars, we have selected Executive Managers and professionals who are successful experts on their topic.

Please select SIX topics in the order of your preference from the choices below. Every effort will be made to assign your preferred topics to you. Seminars will be filled according to the date your Request Form is received. ***If you do not request specific Seminars, topics will be assigned for you.***

Complete the Request Form here ([LINK](#)) as soon as possible to request your favorite topics. Your Form is due no later than **Tuesday, July 1**. Your Seminar topics, dates, times, and locations will be confirmed in the registration packet you will receive at Convention.

BUSINESS BUILDING SEMINAR TOPICS

More New Customers in 30 Days

Presented by Senior Executive Manager, Jessi Aberle

If you're feeling stuck talking to the same people over and over, it's time to refresh your funnel! In this seminar, you'll learn why consistently adding new customers is the heartbeat of a healthy, growing business, and exactly how to do it. Explore simple, repeatable ways to attract new leads, move them through a natural path to becoming customers, and keep your funnel flowing without the stress. Whether you are brand new or ready to scale, this session will give you practical tips and confidence to grow with intention.

Gather to Grow: How Group Events Spark Connection, Sales & Sponsoring

Presented by Senior Executive Manager, Laurie Atwater

Something magical happens when people gather. It creates energy, connection, and a spark that moves people to say "yes!" In this dynamic session, you'll discover how to harness the power of group gatherings to build trust, boost excitement about L'BRI, and naturally drive higher sales, more bookings, and even new team members. You'll leave with fresh ideas for creating irresistible gatherings that guests *want* to attend, how to partner like a pro with your host, and how to turn every event into a stepping stone for the next one. Learn how to make your gatherings social, interactive, and fun while building a *thriving* business!

Passion to Paradise: Big Goals, Bigger Growth

Presented by Elite Executive Manager, Mandie Menzer

What does it really take to earn the L'BRI incentive trip of a lifetime? This high-energy session will show you why going for the trip is more than just a reward, it's the roadmap to growing a thriving business. You'll discover how a passionate desire plus the daily actions that earn points also build momentum, confidence, and income. Learn how to break down a big goal into simple steps, track your progress, and stay motivated. Walk away with your own plan and the belief that you can do it. Dream big, work smart—and thrive all the way to paradise!

Get a Pulse on Your Business: The Ultimate Follow-Up System!

Presented by Customer Success Manager at Hussle Technology, Shadee Wells AND Cathy Jo Crall, Laura Hoban, Kelley Kuphall, OR Maria Porn

They say the fortune is in the follow-up, and now it's easier than ever to stay consistent, connected, and thriving with Pulse, your new secret weapon inside the L'BRI Connect App! This seminar will show you how to simplify your follow-up, send personalized messages, manage reminders, and reconnect with customers, all from your phone. Learn from Leaders who are experiencing results and discover how Pulse can boost your relationships and trust, reconnect with inactive customers, and keep your business heartbeat strong and steady!

Refreshing Facials: From Cleanse to Close

Presented by Elite Executive Managers Lisa Taylor OR Peggy Sue Hammen Schuller

Watch a live facial party from start to finish and discover the secrets behind L'BRI's 5-step skincare regimen. You'll learn how to spark desire for a balanced routine, buy a set, boost sales, and inspire guests to host their own event. This session is your fast track to creating irresistible skin care experiences that open doors to more of them. Come ready to refresh your group gathering skills and leave with ideas to help your business Thrive.

Pampering Spa: Create Moments They'll Remember

Presented by Senior Executive Manager, Charity Tchida AND Executive Manager, Michelle Mosier

Give the gift of relaxation and pampering with a simple, luxurious foot soak and body care experience your hosts and guests will love! This breakout is all about helping women unwind, connect, and feel amazing—while you build your business. Learn how to turn a relaxing spa moment into a powerhouse party full of laughter, bookings, and opportunity conversations. Whether it's girlfriends gathering or moms needing a break, you'll leave ready to create unforgettable moments where self-care meets success.

Fast, Flawless, Fabulous: Master the Makeup Party

Presented by Executive Manager, Jodi Benusa OR Amy Moffatt

Master the makeup party! This seminar will boost your confidence as you treat customers to a fabulous L'BRI makeup experience. Learn easy, everyday tips for choosing colors, customizing looks for any age, and creating that glam factor in just minutes. From "Naturally Glamorous" to "Night-Out Gorgeous," you'll walk away ready to schedule more makeup events, increase sales, and attract new Consultants, especially millennials who love a little glam. It's not just makeup; it's a thriving business builder!

Makeup Magic: Techniques for Everyday Beauty

Presented by Makeup Artist, Michael WITH Vice President of Marketing, Victoria Vilbrandt

In this expert-led session, our L'BRI professional makeup artist will share insider tips and techniques to help you create a flawless, youthful look with minimal effort. You'll learn how small adjustments can make a big impact, and discover simple, effective techniques that bring a touch of magic to any makeup routine—making it easy to transform and share with others. Whether you're looking to elevate your own skills or empower your customers with practical beauty advice, this session will leave you feeling confident and inspired to make every look your best.

Confidence Unleashed: Get Ready for Your Next Level! 🦋

Presented by Laurie Langill, Vice President of Field Development

Are you craving more income, bigger recognition, and way more fun in your business? Whether you're new and hungry or already leading the way, this power-packed session will fuel your next level! You'll walk away with the confidence to lead, the clarity to attract new team members, and the strategy to grow with purpose, not pressure. Discover how simple daily actions can unlock unstoppable momentum, help you build a thriving team, and step into the leader you're meant to be. If you're ready to inspire, lead, and earn like never before. This is your moment. Let's turn that spark into a fire!

Creative Collaboration: Pop-Ups, Partnerships & Possibilities 🦋

Presented by Laurie Langill, Vice President of Field Development

What if your next customer, Host, or new Consultant is just one collaboration away? In this session, you'll discover how to grow your business by teaming up with local partners and creating simple, effective pop-up events. Learn how to approach businesses, what to bring, and how to follow up—so you can boost visibility, build trust, and make meaningful connections.

Social Media, Super Duper Simplified: Beginners Only 🦋

Presented by Jessica Kane, Sales Technology Strategist

Feeling overwhelmed by social media or unsure where to start? This beginner-friendly session will help you cut through the confusion and focus on what really works for direct sellers. Learn which platforms to prioritize, what types of content drive people away (and what to do instead), plus the essential do's and don'ts for making social media work for your business.

Ignite Buzz and Break Sales Records with Newest Product Drops 🦋

Presented by Jessica Kane, Sales Technology Strategist

The magic is CURIOSITY! You've heard you need to create curiosity—but what does that mean EXACTLY? This session breaks it down with a simple, duplicatable recipe for crafting content that creates buzz and drives demand. You'll leave with a better understanding of how curiosity works (and why old tactics no longer do).

L'BRI Connect Mobile: Share Smarter, Sell Better 🦋

*Presented by Senior Client Success Manager at Hussle Technology, Kyle Johnston,
AND Executive Managers, Kay Reppen OR Jennifer Scheidt*

Want to level up your social selling game? Discover how to use the L'BRI Connect mobile app to work from anywhere, sharing content that captivates, connects, and converts! Learn how to get started, maximize the app's powerful tools, and make an impact sharing L'BRI with ease – via text, email or social. Learn smart strategies and time-saving tips from Leaders who are getting results!

L'BRI Connect Desktop: Power Up Your Email Marketing 🦋

*Presented by Senior Client Success Manager at Hussle Technology, Kyle Johnston,
AND Senior Executive Manager, Jackie Curtis OR Executive Manager, Cindy Herbert*

Ready to reach more people in less time? Take a deep dive into the powerful desktop version of L'BRI Connect! Discover the best practices, how to share L'BRI via email, send customized emails to multiple contacts, create reusable scripts, and share resources that drive sales, scheduling events, and sponsoring. Hear success stories from Leaders who are using this tool to grow faster and smarter. Plus, get insider tips, clever tricks, and live Q&A to help your business thrive with ease!