July Success Plan
THE POWER OF 3

FOCUS

Share "Why L'BRI"

Your reason for choosing L'BRI is powerful - whether it's flexibility, loving the products, or building a business your way. Now, we challenge you to share your "why" on your socials!

Tag @lbriofficial for a chance to get reposted.

DON'T MISS

Register for Thrive '25 L'BRI National Convention for friendships, BIG announcements, new products, recognition, training and so much more. July 24 – 26, 2025 in Milwaukee, WI

Captivate *to Grab Attention & Attract New Leads*

ONLINE - CONTENT HOOKS

Hook #1 – "3-Minute Glow-Up Challenge" (Video/Reel)

Hook #2 - "Which Trio Matches Your Skin Type?" (Quiz/Poll)

IN PERSON

Host a mini spa demo at a local café, boutique, or gym. Bring travel-size samples and let guests try the a Trio. Offer a free skin consult for those who book a party or order.

Connect *to Nurture Relationships & Build Trust*

Hosts

Personalized Appreciation

After booking, send a "Summer Skin Reset" prep kit (sample sachets + a handwritten note).

Community

3-Day Skin Love Challenge" (Private FB Group/Text Group) Run a 3-day challenge Day 1: Share their current skincare struggle. Day 2: Try one L'BRI product. Day 3: Post their "glow selfie" for a prize entry.

Inactive

"We Miss You!" Re-Engagement - Send a DM or text sharing sale. "Hi [Name]! Our bestselling cleanser is $3 off—just for you! Want a fresh sample to fall in love again? 😊"

Convert

After a party or consultation, use the Pulse follow-up system in the app to send:

- Day 1: Thank you + link to the Trios Sale.
- Day 3: "Did you know? The 'Power of 3' routine saves you time AND money!" + before/after pics.
- Day 5: "Last chance! Your FREE travel set is waiting with any Trio purchase!"

Trending Holidays

Fri 7/4 - Independence Day

Tue 7/15 - National Give Something Away Day

Tue 7/22 - National Hammock Day

Fri 7/24 - International Self Care Day

Tue 7/29 - National Lipstick Day

Wed 7/30 - National Cheesecake Day

Thu 7/31 - National Avocado Day

Connect App Email Marketing Plan

Week 1

**PRODUCT
Monthly Promo**

Subject Line: "Your 3-Minute Secret to Glowing Skin (Plus a Little Gift!)"

Email Copy: Did you know your best skin routine only takes 3 steps, 3 minutes, and 3 powerhouse products? Right now, you can save $10 on any L'BRI Skin Care Trio—perfect for your unique skin needs. Plus, snag an exclusive 3-piece travel set (with sponge!) as my free gift to you.

Reply now, and I'll help you pick the perfect trio for your skin type. Let's make your routine simple and stunning!

Week 2

**HOST
LIVE Party**

Subject Line: "Spa Day, Free Products & Friends—Ready for Your Summer Skin Reset?"

Email Copy:
Imagine this: You, your closest friends, and a relaxing spa experience—all while earning FREE L'BRI goodies (hello, $62 value!). Host a virtual or in-home Summer Skin Reset party, and the Rejuvenating Facial Peel, Lip Exfoliator, and Masque Brush could be yours.

Sound like fun? Reply with "Summer Skin," and I'll handle the rest. Let's make it unforgettable!

Week 3

**CONNECTION
1:1 Consult**

Subject Line: "Psst… Your Skin's Been Waiting for This (Just 15 Minutes!)"

Email Copy:
What if 15 minutes could change your skin's story? Let's chat in a quick 1:1 consult—I'll share personalized tips and product picks tailored just for you. No pressure, just honest advice to help your skin glow its brightest.

Hit reply with "Glow," and I'll send over scheduling details. Your skin deserves this!

Week 4

**OPPORTUNITY
Why L'BRI**

Subject Line: "Turn Your Love for L'BRI Into Something Even Bigger…"

Email Copy:
What if your passion for clean, effective skincare could do more than beautify your routine? Join my L'BRI team, and let's grow this journey together—with flexibility, friendship, and the joy of sharing products you truly believe in.

Curious? Reply with "Tell me more," and I'll share how simple (and rewarding!) it can be.