

A graphic for an Avon leadership update. On the left is a photo of Emily Seagren, a woman with blonde hair and a necklace, smiling. To her right is text in a large, bold, sans-serif font: "Avon Team Momentum" on top and "March Leadership Update" below it. Below that is the text "Hosted by: Emily Seagren" in a slightly smaller font. At the bottom left is a cartoon illustration of a palm tree on a small island with waves, and a smiling sun with rays. The background is a light blue gradient.

Helpful MMO Recruiting Tips

- Free Recruiting Tips on www.MakeupMarketers.com
 - Avon Recruiting Tips - www.makeupmarketers.com/avon-recruiting-tips
- Avon Rep Emily on YouTube at www.youtube.com/user/avonrepemily
 - Marketing your Avon Biz on Facebook – Selling and Recruiting
 - 5 Avon Tips for Recruiting Representatives Online
 - Converting Avon Website Visitors into Customers & Representatives
 - How to Recruit Avon Reps Like a Boss
- Training – Free for Team Momentum
 - Monthly Boot Camps
 - Free Webinars
 - On Demand at www.emilyseagren.com - \$5 each
 - Buy DVD Bundles at www.makeupmarketers.com

Makeup Marketing Online Events

Avon Representative March 2017 Webinar (Sales & Recruiting Tips)

- When: Thursday, March 23, 8pm – 9pm Central
- Cost: Free
- Register: www.makeupmarketers.com or www.emilyseagren.com

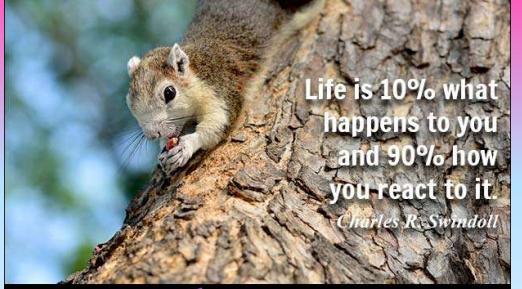
New Avon Representative March 2017 Webinar (LOA 0 – 6)

- When: Thursday, March 30, 8pm – 9pm Central
- Cost: Free
- Register: www.makeupmarketers.com or www.emilyseagren.com

Makeup Marketing Online April Boot Camp

- Topics: Online Productivity Tips / Time Management, How to Sell more Avon Online, Ideas for Recruiting Avon Reps Online, Facebook Tips for Being Successful
- When: April 24 - 28
- Cost: \$22.09 (\$20 + \$2.09 Eventbrite fee)
- Register by midnight 4/23: www.makeupmarketers.com or www.emilyseagren.com

www.emilyseagren.com
www.makeupmarketers.com



Life is 10% what happens to you and 90% how you react to it.
Charles R. Swindoll

BrainyQuote®

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www.makeupmarketers.com



If you start your day checking in then you've already checked out of success. Strategize, plan and prioritize before checking email.
Brendon Burchard

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Team Momentum is 641 Reps Strong!!!



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Way to Go Team Momentum



Team Performance through C6

YTD Unit Sales: \$291,700

2017 Goal: \$2,045,200

2017 Increase: \$774,000

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KickStart Program Changes

- 7 campaigns
- 1st campaign = Any size order! Guaranteed 40%
- Progressive goals begin in 2nd campaign
- QKR - \$150 in 1st or 2nd campaign

KICKSTART PROGRAM	
LOA	Sales Goals Effective Campaign 4
1	ANY SIZE!
2	\$150
3	\$200
4	\$250
5	\$300
6	\$350
7	\$400

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Leadership Earnings Enhancements

late breaking news

- Freezing titles for campaign 6 and campaign 7
- Paying at your achievement title -
 - when you have two-thirds of your G1 placing an order during a campaign (campaign 7 thru 12) you will also be paid at your achievement title

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Harmonized Earnings

- Effective Campaign 9:
 - No more \$50 minimum order to earn commission
 - Earnings will be the same whether in person or online
 - Watches are included as full earnings

EARNINGS LEVELS EFFECTIVE CAMPAIGN 9		
Campaign Sales	Beauty and Jewelry	Fashion and Home
\$0 - \$149.99	20%	ALL Fashion and Home EARN 20%
\$150 - \$299.99	30%	
\$300 - \$499.99	35%	
\$500 or more	40%	

PRESIDENT'S RECOGNITION PROGRAM REMAINS THE SAME		
Campaign Sales	Beauty and Jewelry	Fashion and Home
\$0 - \$924.99	40%	
\$925 - \$1,574.99	45%	ALL Fashion and Home EARN 25%
\$1,575 or more	50%	

Registered Fundraisers continue to earn 50%

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Recruiting Bonuses

- \$20 Qualified Recruit Bonus
- 3% Sponsoring Bonus each time that new Rep submits an order (earned on all G1 appointments provided the Upline has \$50 in personal award sales)
- Includes \$20 bonus and 3% sponsoring bonus for Promoters and Star Promoters



Enhanced Leadership Earnings

- Promotion bonus for advancing in rank from \$500 - \$20,000
- Mentor bonus ranges from \$250 - \$10,000 (must be same title or higher)
- Payments paid out over 4 campaigns
- Must perform at new title 4 of 5 campaigns



AVON ADVANCED LEADERSHIP PROGRAM your opportunity unleashed													
ADVANCED LEADERSHIP EARNINGS Effective C4 2017													
TITLE	Personal Qualifications			G1 Title Requirements			Campaign Rewards			Advancements (4)			Generation Bonus (5)
	Personal Sales	G1 Orders	Total Sales (7)	G1 Silver	G1 Gold	Advancements (4)	Qualified Bonus (2)	Sponsoring Bonus (3)	Advancement Bonus (4)	G1	G2	G3	Gold Bonus (6)
Promoter	\$50	1					\$20	3%					
Star Promoter	\$50	2					\$20	3%					
Bronze Ambassador	\$200	3	\$1,000				\$20	3%	\$500	\$250	3%	3%	
Silver Ambassador	\$200	6	\$2,000				\$20	3%	\$750	\$375	4%	3%	
Gold Ambassador	\$200	9	\$4,000				\$20	3%	\$1,000	\$500	5%	3%	2%
Bronze Leader	\$200	10	\$8,000	1			\$20	3%	\$1,500	\$750	6.5%	3%	2%
Silver Leader	\$200	10	\$12,500	2			\$20	3%	\$2,000	\$1,000	7.5%	3%	2%
Gold Leader	\$200	10	\$20,000	2			\$20	3%	\$2,500	\$1,250	8.5%	3%	2%
Bronze Executive Leader	\$200	10	\$40,000	2	1		\$20	3%	\$3,000	\$1,500	9%	3%	2%
Silver Executive Leader	\$200	10	\$100,000	2	2		\$20	3%	\$5,000	\$2,500	10%	3%	2%
Gold Executive Leader	\$200	10	\$200,000	2	3		\$20	3%	\$10,000	\$5,000	10%	3.5%	2.5%
Platinum Executive Leader	\$200	10	\$300,000	2	5		\$20	3%	\$20,000	\$10,000	10%	4%	3%
Up to \$400													
A S.COM													

New Executive Leader Titles

Candidate	LEVEL	TITLE NAME	RECRUITMENT	ROLE
		Promoter	1 Recruit	Referred just one person
		Silver Promoter	>1 Recruit	
UL/UL+	1.	Ambassador	Lead Delegation	
	2.	Silver Ambassador	Lead Buy	Recruits and teaches selling
	3.	Gold Ambassador		
AUL	4.	Leader	\$500 per month	Recruits and teaches selling/ Mentors Recruiters & Develop Teams
	5.	Silver Leader		
	6.	Gold Leader		
SEUL	7.	Executive Leader	\$2,000 per month	Recruits and teaches selling/ Mentors Recruiters & Develop Teams
NSEUL	8.	Silver Executive Leader	Annual Trips, 6-figure Income	Duplicates Themselves

AVON ADVANCED LEADERSHIP PROGRAM

AVON

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Phase 1: 2017

7 Ways to Earn

Compensation

- Generation Bonus G1
- Generation Bonus G2
- Generation Bonus G3
- Gold Leader Bonus (G1)
- Executive Leader Cash Bonus
- First Order \$20 Bonus
- Sponsoring 3% Bonus
- Rank Advancement
- Mentor Bonus

Phase 2: 2018

7 Ways to Earn and 5 Levels Deep

- Generation Bonus G1
- Generation Bonus G2
- Generation Bonus G3
- Generation Bonus G4
- Generation Bonus G5
- Leader Level Bonus (G1-G5)
- Executive Leader Cash Bonus
- First Order \$20 Bonus
- Sponsoring 3% Bonus
- Rank Advancement
- Mentor Bonus

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Way to Go in Campaign 6!
\$61,251 in Unit Sales
#3 Leader Team in C6 - #3 YTD



PRESIDENT'S RECOGNITION PROGRAM AWARD SALES ACHIEVEMENT LEVELS*			
AVON PC	LEVEL 1 President's Club \$10,000	\$385	AVON MC
AVON HS	LEVEL 2 Honor Society \$20,000	\$769	AVON CO
AVON RC	LEVEL 3 Rose Circle \$35,000	\$1,346	AVON IC
			LEVEL 4 David H. McConnell Club \$65,000
			\$2,500
			LEVEL 5 President's Council \$110,000
			\$4,231
			LEVEL 6 President's Inner Circle \$220,000
			\$8,462

The screenshot shows the Emily Seagren Avon website. At the top, there is a navigation bar with links: MY ORDERS, MY ACCOUNT, WEB OFFICE, CAMPAIGN TOOLS, AVON UNIVERSITY, EARNING OPPORTUNITIES, SALES LEADERSHIP, and a REWARDS & RECOGNITION link which is highlighted with a black oval. Below the navigation bar, there is a section titled "REWARDS & RECOGNITION" with a sub-section titled "Guides and Rewards" (also highlighted with a black oval). Under "Guides and Rewards", there are links for "2016 Quick Guide" (with an "Open PDF" link) and "2016 Printable Book" (with an "Open PDF" link). At the bottom of this section, there is a link "Visit Rewards Headquarters" (also highlighted with a black oval). The URL "www.emilyseagren.com" is visible at the bottom of the page.

Emily Seagren Avon Thu, Sep 22, 2016 [Search](#)

MY ORDERS MY ACCOUNT WEB OFFICE CAMPAIGN TOOLS AVON UNIVERSITY EARNING OPPORTUNITIES SALES LEADERSHIP **REWARDS & RECOGNITION**

REWARDS & RECOGNITION

Guides and Rewards

Avon Scholarship Program

Tools ▼

2016 Quick Guide
[Open PDF](#)

2016 Printable Book
[Open PDF](#)

Rewards Headquarters
[Visit Rewards Headquarters](#)

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Sales Tools to Share with your Team

- Avon What's New Brochures through C12 2017 online – Makeup Marketers
- Campaign 8 Central video
 - Romantic Floral Dress
 - Spring Luxuries Beauty Collection
 - Anew Skinvincible
- Preview Campaign 9 & 10
- Avon USA Representatives & Avon Insider on Facebook, YouTube, Pinterest, Twitter, and Instagram
- Avon in the News – Magazine Features and Awards



6-piece Set for \$34.99 - \$133 Value



3-piece Set for \$5 with \$40 Purchase
C7 & C8 Online & Book - Item #: 510-669

AVON
TRUE
COLOR

WIDE AWAKE
MASCARA SET

ONLY \$5
with any \$40 purchase — while supplies last!

Get It Now!

Avon True Color Wide Awake Mascara Set

Shop the Avon True Color Wide Awake Mascara Set for only \$5 with any \$40 purchase (a \$22 value!).

SHARE:

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www.makemupmarketers.com

An Avon Mother's Day campaign advertisement. The top half features a collage of various perfume bottles and packaging. The central text reads: "Mother's Day is Coming! Sunday, May 14" and "Sell Fragrance with Samples or Demos". Below this, a large image of a smiling couple (a man and a woman) with a young child. The woman is holding a bottle of Avon fragrance. The text "FIND MOTHER'S DAY FRAGRANCES FOR EVERYONE" is overlaid on the image. Below the image, the text "32 samples for \$4.99" and "CAMPAIGNS 7 AND 8 ONLY" is displayed. A pink button at the bottom left says "Get Details". The bottom half of the ad features a collage of more perfume bottles.

A yellow circular badge with a smiley face. The text "YOU DID IT!" is in the center, and "CONGRATULATIONS" is written around the bottom edge. The badge is set against a pink and blue gradient background.

Let's Celebrate! Recruiting & Leadership

Top 5 Team Sales – C6

1. Shirl Papaijan – Shine - \$9,042
2. Kim Karpowitz – Elite Diamonds- \$4,548
3. Tricia Thomas - \$1,765
4. Tracy Magisano - \$1,680
5. Amy Major - \$1,302

Top 5 Team Total Reps – C6

1. Shirl Papaijan - 121
2. Kim Karpowitz - 35
3. Tricia Thomas - 11
4. Tracy Magisano - 9
5. Kim Ricci - 9

Appointments in March

- Shirl Papaijan – 8
- Kim Karpowitz – 6
- Kim Ricci – 4
- Amy Major – 3
- Cheryl Alvira – 2
- Tricia Thomas – 2
- Angelica Castillo – 1
- Kira Beasley – 1
- Heather Escoria – 1
- Fontella Calhoun – 1
- Mariama Abdullah – 1
- Melissa Puentes – 1

85
12

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Closed Campaign Comparison

	C 6 (T/S 8) 2017	C 6 (T/S 8) 2016
Team (G1, 2, 3)		
Members	40	34
Sales	627	325
Orders	370	211
Order Activity %	59%	64%
Avg. Order Size	146	163
Award Sales	\$54,119	\$34,337
Leadership Sales	\$36,244	\$23,190
Rolling 26 Campaign Sales Growth %	114.00%	25.00%
Personal		
Award Sales	\$7,132	\$5,888
Achievement Title	Gold Leader	Gold Leader
Earnings Title	Gold Leader	Gold Leader
Requirements (G1)		
Silver Ambassador +	4	2
Gold Leader +	0	0
Earnings Amount	\$1,820.16	\$1,219.94
Check Amount	\$1,886.46	\$1,159.48
Performance Points	600	600

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TOTALS FOR CAMPAIGN 06 **54,119** **36,244** **148.87** **2,285.63** **66.38** **1,820.16**
GRAND TOTAL **\$66.38** **\$1,820.16**

Summary: www.makeupmarketers.com **C6 potential**

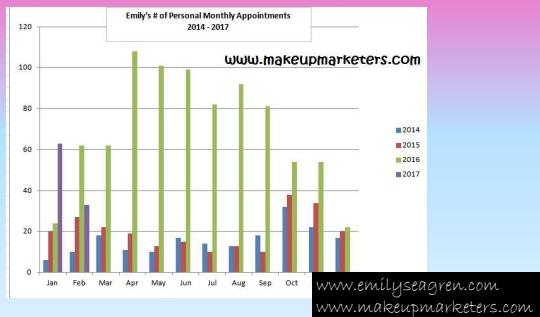
www.emilyseagren.com

CAMPAIGN 06 SUMMARY TOTALS:		PPR CYCLE-TO-DATE SUMMARY TOTALS:	
UNIT MEMBERS AWARD SALES	\$54,119	UNIT MEMBERS AWARD SALES	\$266,332
PERSONAL AWARD SALES	\$36,244	PERSONAL AWARD SALES	\$211,515
TOTAL UNIT SALES	\$61,253	TOTAL UNIT SALES	\$391,747
TOTAL PERSONAL SPONSOR BONUS	\$66.38	TOTAL PERSONAL SPONSOR BONUS	\$66.38
TOTAL BONUS EARNINGS PAID	\$1,820.16	TOTAL BONUS EARNINGS PAID	\$11,279.48
PERFORMANCE POINTS ADDED	0	PERFORMANCE POINTS TOTAL	0

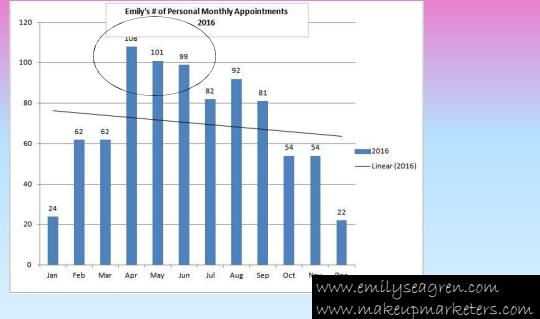
* A "V" under the column PERS RECR means the Recruit is eligible for your 3% Sponsor Bonus. In order to earn the 3% Sponsor Bonus, your personal order of \$50 or more in Award sales is required and your Recruit must have Leadership Sales.

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Emily's Personal Appointments 2014-2017



Emily's Personal Appointments 2016



Emily's Recruiting Quick Tips

- Be in the right place at the right time.
- Know how the process works.
- Be familiar with the benefits and FAQs.
 - Money – profit, cost, and how it works
 - Commitment – time, training, and work load
- Always be prepared.
- Collect follow-up information.
- Take the next step by the reigns.
- Get ready for busy seasons.
 - First of the month
 - Tax return time – April & May
- Invest more heavily during peak seasons.
- Use multiple lead sources.
- Recruit online and in-person.

KEEP
CALM
AND
RECRUIT
ON

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Static Reports – ALMA Premium Conversion Rate

Your Lead Conversion Rate? **28%**

2014 US Average Lead to Contract Conversion Rate **21%**

AVON PRODUCTS, INC.
ALMA PREMIER LEADS REPORT
Conversion Rate: 21% National Average: 15%
(Conversion rate is based on C201625 - C201701 Leads)

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ALMA Home Manage Leads Search Reports Preferences Help English | Español Log Out

Delegate

Please use the list below to delegate this lead.
11 options

Search by Name Search

UPLINES
DS4 (D1500) [>](#)

DOWNLINES
AMY MAJOR (Star Promoter) [>](#)
English
ANNA BILBREY (Star Promoter) [>](#)

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Reports

Lead Status	Lead	Activity	Delegated	My	Contracts	Delegated	Day Lead to Contract	Family Lead to Age	Conversion Rate
Active (Invoiced regular)	317	3	269	32	26	26	16.0%	17.0%	16.0%
Promiser Leads	315	2	269	32	26	26	17.0%	21.0%	17.0%
Delegated To Me	1	0	0	0	0	0	0.0%	0.0%	0.0%
Delegated To Me	1	0	0	0	0	0	0.0%	0.0%	0.0%

Lead Category	Leads	Activity	Delegated	My	Contracts	Delegated	Day Lead to Contract	Family Lead to Age	Conversion Rate
My Team Performance (Last 12 Months)	56	40	0	0	0	0	4.0%	7.0%	4.0%
My Team Extended Leads	0	0	0	0	0	0	0.0%	0.0%	0.0%

Lead Status	Lead	Activity	Delegated	Contract	Delegated	Day Lead to Contract	Family Lead to Age	Conversion Rate	
Active (Invoiced regular)	24	46	9	8	8	8	4.0%	5.0%	4.0%
Delegated To Me	2	0	0	1	0	0	0.0%	0.0%	0.0%
Delegated To Me	1	0	0	0	0	0	0.0%	0.0%	0.0%
Delegated To Me	1	0	0	0	0	0	0.0%	0.0%	0.0%
Delegated To Me	0	0	0	0	0	0	0.0%	0.0%	0.0%
Delegated To Me	0	0	0	0	0	0	0.0%	0.0%	0.0%

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EARN LEADER POINTS FOR...	
GOALS	POINTS
SELL \$300+ each Campaign	75
RECRUIT from an Avon Source (such as ALMA)	150
RECRUIT from a Personal Source	300
ADVANCE Leadership Achievement Title	1,000
MENTOR a First Generation Representative to Promote Achievement Title	500
TRIP FOR ONE	
2,500 LEADER POINTS	TRIP FOR TWO
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www.makelupmarketers.com	

Vacation Like a Boss Points C-3 – C9

- Jacqueline Aguirre – 75
- Jen Allen – 75
- Cheryl Alvira – 75
- Janet Bryant – 75
- Angelica Castillo – 75
- Angelene Cavitt – 225
- Heather Escoria – 75
- Kim Karpowitz – 500
- Amy Major – 1525
- Felicia Trammell – 75
- Tracy Magisano – 150
- Laurie Allen – 150
- Barbara Ortiz – 150
- Shirl Papaian – 600
- Kira Beasley – 75
- Cortland Beasley – 75
- Jessica Jennings – 300
- Kim Ricci – 300
- Christine Persak – 75
- Sarah Robison – 75
- Stephanie Sandberg – 300
- Maria Scharon – 75
- Tricia Thomas – 450
- Paulena Wilson – 75
- Denise Whitaker – 75



A promotional banner for Avon RepFest 17. The banner features a large orange acoustic guitar with the word 'AVON' written on its body. To the right of the guitar, the word 'REPFEST' is in a large, bold, black font, with '17' in a larger, orange font. Below the guitar, the text 'NASHVILLE ★ TENNESSEE' and 'AUGUST 5 - 7, 2017' is displayed. The background of the banner is a photograph of a large crowd of people with their hands raised, suggesting a concert or festival atmosphere. The overall theme is a mix of professional networking and entertainment.

The image consists of two photographs. The left photograph shows a group of approximately ten people, mostly women, wearing matching red t-shirts with a white logo. They are posing for a group photo in what appears to be a convention center or a large indoor event space. The right photograph shows a large audience of women seated in rows, facing an off-camera speaker. A woman in a bright pink dress stands in the foreground on the right, and another woman in a red patterned dress stands to her left. The setting looks like a theater or a large conference hall.

Avon RepFest17 www.avonrepfest.com

- **Cost:** \$99 through 3/31 or \$139 after 3/31
- **What's included?** Free Business Seminars, Free Swag Bag, Product Expo, Keynote Speaker, Concert, Introducing Wellness
- **Facebook Group:** RepFest17 (Avon) Nashville Gaylord Opryland Resort
- **Register today!** www.avonrepfest.com



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Leadership Priorities

- Guiding New Reps with the Kickstart Program
- Recognizing Campaign 6 Top Sellers & Recruiters
- Providing Sales / Recruiting Tips for Upcoming Campaigns
- Encouraging use of Social Media Center
- Training on Programs, Incentives, News
- Tracking Ticket to Boss Life Giveaway
- Reporting Vacation Like a Boss Progress
- Encouraging Meeting / Event Attendance



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Suggested Content

- Team Members = Free Access to Training
- www.makeupmarketers.com,
www.emilyseagren.com
- Subscribe to
www.youtube.com/user/avonrepemily
- Recruit like a Marketing Rock Star
- How to Recruit Avon Reps Like a Boss
- How to Convert Avon Leads Like a Boss
- How to Motivate New Avon Representatives
- Motivating a New Avon Rep to Place their First Order



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 - When: April 24 - 28
 - Cost: \$22.09 (\$20 + \$2.09 Eventbrite fee)
 - Register by midnight 4/23: www.makeupmarketers.com or www.emilyseagren.com

www.emilyseagren.com
www.makeupmarketers.com

Great Facebook Connections

- *Emily Seagren*
- *Avon Team Momentum*
- *Makeup Marketing Online*
- *Onward! No Matter What – Molly Stone-Bibb - Conference Call Fridays*
- *Tuesdays with Theresa – Theresa Paul - Conference Call Tuesdays*
- *Monday Morning Madness – Lisa Wilber - Conference Call Mondays*
- *Success with Scola – Lisa Scola - Conference Call Thursdays*
- *Avon Flyers by Alicia*

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Great YouTube Channels to Follow

- *Emily Seagren*
- *Molly Stone-Bibb*
- *Lisa Wilber*
- *Lisa Scola*
- *Theresa Paul*
- *Milagros Garcia*
- *Carla Lytle*
- *Lisa Monoson*
- *Linda Montavon*
- *Jeanpierre Bongiovanni*

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