



Avon Representative Campaign 7 2018 Tips
Hosted by: Emily Seagren

- **Free Avon Tips:** www.makeupmarketers.com
- **Avon Training by Emily:** www.emilyseagren.com
- **Join us on Facebook:** www.facebook.com/groups/MakeupMarketingOnline
- **Subscribe on YouTube:** www.youtube.com/user/AvonRepEmily

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www.makeupmarketers.com

Who is Emily Seagren?



- Wife, Mother, Entrepreneur
- 2015 Avon Woman of Enterprise, Team Momentum Bronze Executive Leader, President's Council
- Rep since January 2008
- Why listen to me?
- **2017 Face-to-Face Sales:** \$98,000
- **2017 eSales:** \$88,400
- **Total 2017 Personal Sales:** \$186,400
- **Total 2017 Team Sales:** \$2,021,800
- **Makeup Marketing Online Mission:** Teach as many reps as possible how to build an online Avon business through sales, recruiting, and leadership

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Emily's Top 12 Service Providers

1. Constant Contact - Email Marketing Free Trial: <http://conta.cc/2iaHZJY>
2. Campaign Mailer - Catalog Mailing: <http://www.campaign-mailer.com>
3. Zoom - Record your Screen - Host Webinars: <http://bit.ly/2zFeXQ>
4. Animoto - Video Collages - <https://animoto.com/ref/1/Emily-c61f9dced>
5. Buffer - Social Media Scheduler: <http://www.bufferapp.com>
6. StatCounter - Website Traffic Tracking: <http://statcounter.com/>
7. Google Analytics - Website Traffic Tracking: <https://analytics.google.com>
8. Marketing Materials: Overnight Prints, VistaPrint, Town & Country, Avon Signs & Decals, Love my Buttons, MasterType and Print Co.
9. Business Programs: Quickbooks, Paypal, Square - Credit or Debit Card Processing: <https://squareup.com/16f48A8f1>
10. Pizap - Photo Collages: <https://www.pizap.com/>
11. Mailmunch - Email List Builder: www.mailmunch.co
12. Blog Providers: Blogger or WordPress (Bluehost)

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Helpful Tips for your Avon Biz

- Free Tips for All Representatives - www.youtube.com/user/avonrepemily
 - How I took my Avon Biz from \$200,000 to \$2M in 5yrs: <https://youtu.be/a04r8deVMZ8>
 - Avon Retail Store in Rockford, Illinois: https://youtu.be/l_om1Phq-cY
 - How to do an Avon Sample Mailing: <https://youtu.be/eyNQ6uizInA>
 - How to Advance in Title to Avon Ambassador: <https://youtu.be/sqk6GHFKzIM>
 - Avon 2018 Leadership Kickoff Recap: <https://youtu.be/8Ct3lXqLiu8>
 - Avon ALMA vs. Personal Leads Part 2: <https://youtu.be/dLOp2K4diBw>
- Training – Free for Team Momentum

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Avon Makeup Marketing Online Feb 2018 Boot Camp

**HURRY!
HURRY!
HURRY!**

Are you ready to take your Avon business to the next level? The training will consist of emails, blog posts, videos, and a private Facebook group to learn the latest strategies and marketing ideas on how to grow your Avon business in 2018.

Repeat of February 2017 boot camp with updates.

You will learn:

- How to Recruit Avon Reps Online
- Tips for Marketing your Avon Business through Blogs
- Ideas for Expanding your Online Network

When: February 19 - 23, 2018 – on demand and fully accessible after

Cost: \$25 – free for Team Momentum

Register here: <https://www.eventbrite.com/e/makeup-marketing-online-february-2018-boot-camp-tickets-41056952450>

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Don't be scared of speaking the truth even when your point of view is not the popular one. Be bold and make the difference.

~ Emily Seagren

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Team Momentum is 1,172 Reps Strong!!!



Way to go Team Momentum



Team Performance through C4
YTD Unit Sales: \$366,179

2018 Goal Unit Sales: \$4.12 million

YTD Increase: \$186,327 (104% Increase)


2018 Goal Increase: \$2.1 million

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Way to Go in Campaign 3!
\$80,607 in Unit Sales - Fabulous! #30 in the Nation



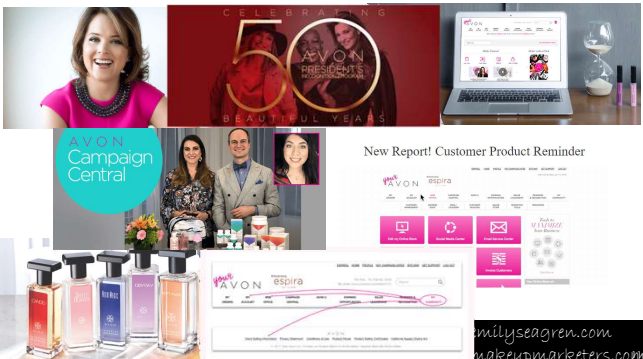
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How I took my Avon Biz from \$200,000 to \$2 million in 5 yrs

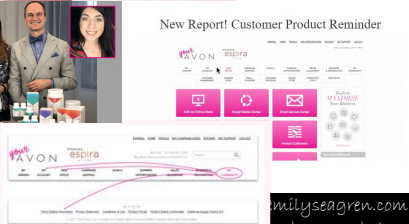
1. Build multiple streams of income.
2. Do what brings you joy.
3. Always learn.
4. Be courageous.
5. Learn to be as productive as possible.
6. Block out distractions - email, text, phone, social media, etc.
7. Delegate tasks to helpers or employees.
8. Invest time and money. There are no shortcuts.
9. Set boundaries with others.
10. Work on what's most important first...what is going to grow your business?
11. Use technology as a helpful tool. Don't hang out on it all day or be the one who answers everyone's questions.
12. Be your best you. Know your strengths and weaknesses so you can work on yourself.
13. Track your numbers. Stats tell you how healthy your business is and if it's growing.

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AVON Campaign Central

New Report! Customer Product Reminder



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BUSINESS
UPDATES

- **Flex Ordering** – starts for all reps in campaign 9. Order anytime within the 2 week period.
- **Career Guide** – one-stop shop to learn how you can earn with Avon.
- **President's Club** – 50 year Anniversary – membership cards, tribute enhancements, and more ways to achieve PRP trip. Attend any PC Tribute.
- **Leadership Compensation** – earn on 4th and 5th generation. New program begins in campaign 5. Paid on changes in campaign 9.

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How to Promote your Customer Website

- Add the WELCOME10 code label to all of your brochures
- Start building a mailing list and email list
- Consistently send catalogs to face-to-face and online customers
- Give samples to all paying customers
- Do email marketing whether it's through Avon or a different program
- Post consistently on Social Media (3-5 times per day)
- Analyze your traffic sources to figure out where it's best to spend your time



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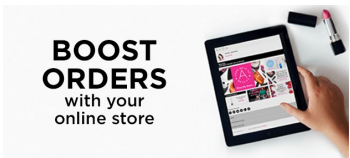
Avon Social has launched!



- Schedule posts up to 5 weeks in advance
- Access thousands of Avon images, GIFs, and videos
- Advertise with PowerBoost to precisely target and expand your audience on social media
- Track the performance of your organic and advertising posts
- Convert social engagement into new leads with the Prospect Center

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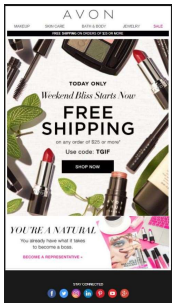
Boost Orders with your Online Store



- Online store address at the top of yourAvon.com
- Banner on My Orders page where you can share to Facebook, Twitter, and Google+ with one click
- Share directly from your Smartphone plus text and email your friends and customers your online store

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16 Ways to Reach Customers Nationwide



1. Blog

2. Email

3. Text

4. Mail

5. Call

6. Events

7. Contests

8. Giveaways

9. Facebook

10. Youtube

11. Live Video

12. Pinterest

13. Twitter

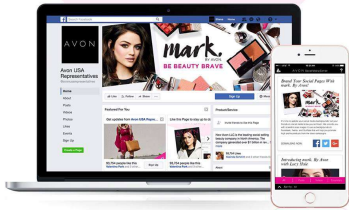
14. LinkedIn

15. Instagram

16. Google+
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#BEAUTYBOSS
Social Media Tips



- Emily's Online Tips
- Share links from your Avon website

• Share your blog links

• Use the Social Media share buttons from product pages

• Get images and ideas from Avon Social but upload directly to your social media profiles

• Get images and ideas from Avon Corporate
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Let's Celebrate! Top eSellers

Top 10 in eSales C3

1. Heather Grimm - \$386

2. Jackeline Gonzalez - \$254

3. Tracy Magisano - \$229

4. Ellen Compell - \$221

5. Kim Karpowitz - \$197

6. Priscah Kimani - \$195

7. Rita Lawrence - \$183

8. Anne Binseel - \$162

9. Amanda Enoch - \$161

10. Stacy Ramos - \$158

Date Placed	Order Total
02/08/2018	\$22.03
02/08/2018	\$79.79
02/08/2018	\$49.70
02/08/2018	\$20.00
02/08/2018	\$127.96
02/08/2018	\$40.08
02/08/2018	\$20.08
02/08/2018	\$158.01
02/08/2018	\$22.45
02/07/2018	\$40.08
02/01/2018	\$0.00
02/01/2018	\$27.96
02/01/2018	\$7.00
02/01/2018	\$40.00
02/01/2018	\$127.96
02/01/2018	\$79.97
02/01/2018	\$20.08
02/01/2018	\$60.04
02/01/2018	\$80.09

- Constant Contact instead of Auto Email

• \$8,361 – ytd 2/11/17

• \$11,187 – ytd 2/11/18

• Online sales up 34%

• Avg order up from \$44.40 to \$48.79

• Control your message

• Sell and recruit

• Helpful stats

• Schedule emails
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TOP PERSONAL RECOGNITION

TOP TEAM RECOGNITION

Top 100 Team Sales Volume, Campaign 1-3, 2018

Learn from the best and Avon UI

TOP TEAM RECOGNITION

Rank	Name	State	Sales Achievement Level	Leadership Title	Team Sales
1	PBC Network Inc.	FL	President's Club	Platinum Executive Leader	\$2,190,638
2	Osco Inc	AZ	President's Club	Platinum Executive Leader	\$1,203,781
3	Mundy Inc	IL	President's Club	Platinum Executive Leader	\$1,177,509
4	Vondel D McKenna	CA	President's Club	Platinum Executive Leader	\$988,361
5	Lisa M Wilber	NH	Honor Society	Platinum Executive Leader	\$791,225
6	Sandra J Bell	FL	President's Club	Gold Executive Leader	\$493,919
7	Aurora G Castro	TX	President's Club	Gold Executive Leader	\$459,130
8	Destiny NNA Inc	NY	President's Club	Silver Executive Leader	\$455,643
9	Donna Reed-Mitchell	TX	President's Club	Gold Executive Leader	\$404,068
10	Patricia Heider	SC	Honor Society	Gold Executive Leader	\$406,138

More Personal Recognitions

Rank	Name	State	Sales Achievement Level	Leadership Title	Personal Sales
1	Timothy Brown	SC	President's Council	Gold Ambassador	\$90,879
2	Raj Kapoor	NY	President's Inner Circle		\$73,689
3	Jeanne Marie Bongiovanni	NY	President's Council	Gold Leader	\$55,401
4	Ama Julia Reyes	CA	President's Inner Circle	Gold Leader	\$53,848
5	Camille Alkins	MD	David H. McConnell	Bronze Ambassador	\$40,586
6	Stephen M	KY	David H. McConnell	Gold Leader	\$38,782

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Register Now for Build Like a Boss Workshops

BUILD LIKE A BOSS

Workshop

#AvonBeautyBoss

AVON

<https://www.eventbrite.com/e/build-like-a-boss-workshop-tickets-42401073753>

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BUILD LIKE A BOSS

Workshop

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Northeast
Cincinnati, OH Area 2/17/18 English
Boston, MA 3/3/18 English
Harrisburg, PA 3/3/18 English
Philadelphia Area - Cherry Hill, NJ 3/6/18 English
Providence, RI 3/10/18 Spanish
Pittsburgh, PA 3/10/18 English
New York, NY 3/10/18 English/Spanish
Baltimore / White Marsh, MD 3/13/18 English
Cleveland, OH 3/17/18 English
Mahwah, NJ 3/17/18 English
Syracuse, NY 3/20/18 English
Baltimore / White Marsh, MD 3/20/18 English
Portsmouth, NH 3/24/18 English
Columbus, OH 3/24/18 English

Southwest
Atlanta, GA 2/17/18 English
Miami, FL 2/23/18 Spanish
Richmond, VA 2/23/18 English
Tampa, FL 2/24/18 English
Miami, FL 2/24/18 Spanish
Altamonte, AL 2/24/18 English
Nashville, TN 3/1/18 English
Charlotte, NC 3/2/18 English
Orlando, FL 3/3/18 English
Knoxville, TN 3/3/18 English
Greensboro, NC 3/6/18 English
Columbia, SC 3/6/18 English
Jacksonville, FL 3/10/18 English
Memphis, TN 3/15/18 English
David/Brown County, FL 3/17/18 English
Birmingham, AL 3/17/18 English
Louisville, KY 3/24/18 English
Charleston, WV 3/24/18 English

Northwest
Minneapolis, MN Area 2/22/18 English
Madison, WI 3/3/18 English
Tulsa, OK Area 3/3/18 English
Indianapolis, IN 3/6/18 English
Seattle, WA Area 3/6/18 English
Lansing, MI 3/8/18 English
St Louis, MO 3/8/18 English
Portland, OR Area 3/8/18 English
Kansas City, MO Area 3/10/18 English
Houghton Lake, MI 3/13/18 English
Denver, CO 3/13/18 English
Southfield, MI 3/13/18 English
Salt Lake City, UT Area 3/15/18 English
Chicago, IL Area 3/17/18 English
Chicago, IL Area 3/17/18 Spanish
Des Moines, IA 3/19/18 English
Omaha, NE 3/22/18 English

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February Virtual Sales Meeting – 2/20 at 8pm EST



https://goto.webcasts.com/starthere.jsp?ei=1178242&tp_key=9bf8ad8912

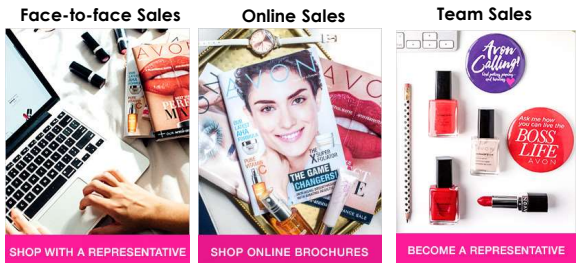
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- **When:** 3 days - Friday, July 27 – Sunday, July 29 – fun, learning, friendship, and swag
- **Where:** Columbus, Ohio – Columbus Convention Center
- **Fun:** Rascal Flatts private concert
- **Learning:** Keynote Speaker, Barbara Corcoran from the Shark Tank
- Discounted airline rates, discounted hotel rooms, incentive???
- **Registration:** begins February 12th
- **Facebook Group:** <https://www.facebook.com/groups/AvonRepfest/>
- **Swag:** Last year – first to try Espira

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3 Avon Earnings Opportunities



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Maui Hawaii



- **When:** April 7 – 11, 2019
- **Where:** Westin Maui Resort & Spa
- **4 Ways to Earn:**
 1. Achieve President's Council or Inner Circle level of the President's Club
 2. Be an Executive Leader and achieve any level of the President's Club
 3. Achieve Top 20 Nationally of the Avon Pinnacle Recognition
 4. Be in the Top 5 in Sales Increase for First Time Achievers Honor Society, Rose Circle and David h. McConnell levels of the President's Club.

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Let's Celebrate! Top Sellers

Top 20 in Sales C3 - Established Reps

1. Kimberly Vanaelst - \$1,602	11. Lisha Johnson - \$431
2. Cindy Didonna - \$694	12. Hedieh Mehri - \$429
3. Brandy Shelley - \$675	13. Kimberly Darrah - \$382
4. Peter Regan - \$588	14. Lisa Grainger - \$363
5. Terri Mosqueda - \$561	15. Gina Willingham - \$354
6. Shirl Papaian - \$554	16. Dawn Osborn - \$350
7. Patsy Belcher - \$523	17. Maria Sowa - \$349
8. Tricia Thomas - \$446	18. Betty Clark - \$346
9. Sherry Block - \$445	19. Brenda Smotherman - \$344
10. Ellen Compell - \$439	20. Denise Rivera - \$338

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SELL CAMPAIGN 6

Start selling these products today.



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Spring Pink Delights Collection Selling Tips



- Pink shades for Spring as well as nice body care products for a top selling fragrance!
- Hit up your Skin So Soft customers! 3 other great products and a great cosmetic bag too!
- Social media – Who wants to save almost \$60 and be Spring ready with 6 of Avon's top sellers in this exclusive and perfectly sized cosmetic bag?
- Post a short video of yourself opening the cosmetic bag and removing each item, one by one. Limited edition so they should order right away!

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Espira 2-day Sample Packs are Here!



- Use these samples to introduce Espira to everyone you know and get new customers.
- Everywhere, every day, anytime – always have samples with you. You know when people try, they are likely to buy!
- Post on Social Media! Run a poll asking “Which would you rather have?” Calm, Natural Energy or Restful Sleep! Offer samples to all who participate!
- Make sure you fill out the contact card and follow up with anyone you gave samples. Ask how they feel and if they'd like to purchase a full size and give it a try for 30 days.

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Easter Collections



- When you hand someone the brochure, call attention to the Easter Shop and encourage them to order now since the items are limited edition exclusives.
- Highlight any items you think they might particularly like, like something for the outside if they are a gardener.
- Make suggestions on how to use things – like the many things that could go in the beautiful basket.
- Point out that the items can stay out in their home into the summer or – for some of them – year round.

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Cruise like a Boss Top Achievers

1. Shirl Papaian – 10,400

2. Becky Maske – 8,300

3. Kim Karpowitz – 5,100

4. Jayne Hewitt – 4,100

5. Tricia Thomas – 3,950

6. Barbara Mathis – 3,900

7. Sarah Robison – 3,050

8. Gisela Miranda – 3,000

9. Heather Escarcia – 2,700

10. Terri Mosqueda – 2,700

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LET'S GO

CRUISE LIKE A BOSS

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Avon Career & Comp Plan: The Fundamentals

AVON
spring is here!
NEW FASHION
READY TO GO
NEW espira
A health and wellness line inspired by nature

The keys to creating a successful business as a seller and team builder include:

- **Wear and use the product** – after all, you are the best advertisement for your products.
- **Be ready** for business at all times – carry business cards, brochures, recruiting materials, and your smart phone so you can follow up with prospects and take orders right away.
- **Follow up** with your customers after the sale – they'll appreciate your desire to ensure they are satisfied with their purchases.
- **Ask for referrals** – after all, happy customers are likely to refer their friends.
- Consistently talk to **5 contacts a day, 5 days a week**. Those contacts turn into customers and new team members.
- When you invite new team members to join your team, you, as their mentor, provide **training and motivation** to help them achieve their goals.
- As you advance along the career path you serve as a **role model and coach**, working with Representatives, aspiring Leaders and Leaders.

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How to be a Successful Leader

AVON 2018
HARNESS THE POWER
LEADERSHIP KICKOFF
SAN DIEGO PARADISE
JANUARY 19-20

Leader Expectations

The key to long-term success and growth is to build your team and inspire others to become Leaders. Once you achieve Leader and Executive Leader ranks there are additional expectations of you as a Leader.

Believe

- Sell products to and consumers.
- Personally recruit new Representatives.
- Understand and sell the company's compensation plan.
- Let us Example**
- Achieve company-sponsored incentives and promotions.
- Stay current with technology, social media, and back office tools.
- Commit to continuous learning.
- Train and mentor team members, particularly new Representatives.
- Operate with high level of integrity.
- Host meetings and attend those of your team.
- Attend company-sponsored meetings and events.

Spread The Love

- Demonstrate a positive attitude toward company, fellow Representatives, and Leaders.
- Provide team members with consistent, timely communications.
- Identify and develop new Leaders through goal setting and coaching.
- Provide timely and accurate feedback to company when asked.
- Recognize team members for their achievements.
- Operate with an open-door policy to encourage cross lineage support.

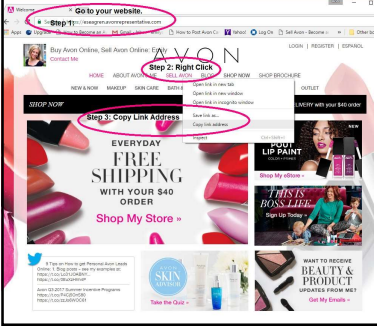
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Option 2: Sign Someone up on your Team



1. Go to your website.

2. Hover over Sell Avon and right click.

3. Select Copy Link Address.

4. Share your referral URL everywhere.

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Let's Celebrate! Recruiting & Leadership

Top 5 Team Sales – C3

1. Shirl Papaian – Shine - \$13,873

2. Jayne Hewitt – Positive Force - \$6,230

3. Kim Karpowitz – Elite Diamonds - \$5,378

4. Terri Mosqueda - \$4,973

5. Tricia Thomas - \$3,004

Top 5 Team Total Reps – C3

1. Shirl Papaian – 243

2. Jayne Hewitt – 121

3. Kim Karpowitz - 78

4. Terri Mosqueda - 60

5. Tricia Thomas - 36

• Heather Escarcia – 3

• Kim Karpowitz - 3

• Barbara Mathis – 3

• Tricia Thomas - 3

• Amy Mason - 2

• Cheryl Alvira – 2

• Ellen Compell - 2

• April Adams – 1

• Patsy Belcher - 1

• Brynn Durkes – 1

• Jayne Hewitt - 1


• Gisela Miranda – 1

• Shirl Papaian - 1

• Nancy Radzinski – 1

• Sarah Robison - 1

• Leticia Valdivia - 1




45 appts as of 2/11

16 leaders w/ appts

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