



AVON
BEST SALE EVER
UP TO 65% OFF

Avon Representative Campaign 15 2018 Tips

Hosted by: Emily Seagren & Shirl Papaian

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

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

Helpful Tips for your Avon Biz

- Free Tips for All Representatives - www.youtube.com/user/avonrepemily & www.makeupmarketers.com
- Get more Avon Customers with Sample Packs: https://youtu.be/0pVc_o1IYJs
- How to Get Avon Leads at Table Events: <https://youtu.be/8BUWqZs0vSE>
- Emily's 10 Avon Recruiting Quick Tips: <https://youtu.be/Zearq3inUVY>
- 10 Reasons to do Avon Email Marketing Online: <https://youtu.be/A5v3PopNQjY>
- Sell Avon Online with Magazine Featured Products: <https://youtu.be/6KDYrYFqhnI>
- Training – Free for Team Momentum – www.emilyseagren.com



AVON
START CALLING THE SHOTS.
#BEAUTYKISS

www.emilyseagren.com
www.makeupmarketers.com

Comparison kills individuality and initiative. Dream and follow your heart and play your own game

Brendon Burchard

"The one who follows the crowd will usually get no further than the crowd. The one who walks alone, is likely to find himself in places no one has ever been."

Albert Einstein

@Daily_Dependence
facebook.com/DailyDependence

Team Momentum is 1,320 Reps Strong!!!



Way to go Team Momentum – WOW!

2018 Team Performance through C12

Year-to-Date Team Sales: \$1,237,800

2018 Goal Team Sales: \$3,679,600

Year-to-Date Team Sales Increase: \$546,600

2018 Goal Team Sales Increase: \$1.7 million



Way to Go in Campaign 12!
\$111,137 in Unit Sales - Fabulous!
#28 in the Nation for C12 - #32 in the Nation YTD



Congratulations on Title Advancements!





Avon Partners with American Cancer Society

- Avon is first ever National Presenting Sponsor of American Society Making Strides Against Breast Cancer
- Avon Breast Cancer Crusade launched in 1992 and has helped contribute over \$800 million to breast cancer causes.
- Sign up for your local walk – 3 – 5 miles – no registration fee and no fundraising minimums
- www.MakingStridesWalk.org/TeamAVON
- Team Avon in Rockford, Illinois on October 13, 2018

Avon Business Updates

C14 Campaign Insider

June Virtual Sales Meeting: C15 & C16

Espira at RepFest See Products First

Inspiration and Motivation at RepFest

Come on Tour with Us

3 Bug Guard Minis = Total: \$15!

- **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
- **Registration:** Open now at www.avonrepfest.com
- **Facebook Group:** <https://www.facebook.com/groups/AvonRepfest/>
- **First to see Christmas product line up!**
- **All attendees receive double dollars in C19!**

Are you Registered for Avon RepFest 18?



- Katie Albarado – 2
- Cheryl Alvira
- Mignon Biggs
- Sherry Block – 3
- Ellen Compell
- Ranesha Eady
- Heather Escarcia
- Gloria George
- Sarah Irons
- Lisha Johnson
- Kelly Dzurisin – 2
- Amy Mason
- Susan Berube
- Marie Long
- Charolett Whitson
- Barbara Mathis
- Shanna Charles
- Terri Mosqueda – 2
- Patsy Belcher
- Rachel Martinez
- Shirl Papaian – 2
- Kimberly Arson
- Becky Kubacki – 2
- Bridget Amador
- Brianne Rawlings – 2



- Sarah Robison – 2
- Iris Hildreth – 2
- Alisa Vivreh
- Breeanna Hany
- Tricia Thomas
- Joyce Curby
- Kadie Thomas
- Dee Williams
- Anne Wilson

Flexible Ordering for All Reps

2018 NATIONAL FLEXIBLE ORDERING CAMPAIGN CALENDAR		
C-9	4/9	4/17
C-10	4/18	5/1
C-11	5/2	5/15
C-12	5/16	5/29
C-13	5/30	6/12
C-14	6/13	6/26
C-15	6/27	7/10
C-16	7/11	7/24
C-17	7/25	8/7
C-18	8/8	8/21
C-19	8/22	9/4
C-20	9/5	9/18
C-21	9/19	10/2
C-22	10/3	10/16
C-23	10/17	10/30
C-24	10/31	11/13
C-25	11/14	11/27
C-26	11/28	12/11

Your online store will update to the next campaign one day prior to Campaign Opens and Closes dates above.
Order typically ships the following business day when placed within the campaign ordering time frame.
NOTE: This calendar can also be found online at [youravon.com](#).

Flex Ordering Shipping Fees

Order Size	Non-PRP		President's Club+	
	First Order	Additional Order	First Order	Additional Order
\$0 - \$149.99	\$7	\$7	\$7	\$7
\$150 - \$299.99	\$9	\$9	\$9	\$9
\$300 - \$499.99	\$13	\$13	\$13	\$13
\$500+	\$16	\$16	\$16	FREE

The Close of EVERY Campaign has been extended!

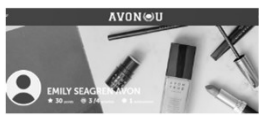
June 18, 2018
Beginning with C-21, Campaign order deadlines have been extended to 5 PM p.m. ET/PT on the day of the campaign close. As a reminder, with National Campaigns, shipping fees are no late penalties.

OL 5274

Learn from the best and Avon U!

Top 100 Team Sales Volume, Campaign 1-12, 2018

Rank	Name	State	Sales Achievement Level	Leadership Title	Team Sales
1	PRC Network Inc.	FL	President's Club	Platform Executive Leader	\$12,382,718
2	Marley Inc.	IL	President's Club	Platform Executive Leader	\$10,044,198
3	Worrell D. McIntire	CA	President's Club	Platform Executive Leader	\$9,792,753
4	Classe Inc.	AZ	President's Club	Platform Executive Leader	\$7,363,770
5	Lisa M. Weber	MI	Minor Society	Platform Executive Leader	\$5,307,562
6	Reiner LLC	RI	President's Club	Platform Executive Leader	\$3,895,735
7	Danica J. Bell	FL	President's Club	Self Executive	\$3,603,023



Go to [yourAvon.com](#) – Rewards & Recognition – Check out Top Personal Recognition and Top Team Recognition

- Volume
- Increase
- Advancements
- Follow PRP Achievers
- Follow Cruise Like a Boss Achievers

A black and white photograph of a person dressed as the character Mario. They are wearing a dark cap with a white 'L' on it, a dark shirt, and dark overalls with two white buttons. The person is in a dynamic pose, with their right arm extended forward and slightly to the side, and their left arm bent at the elbow with the hand near their face. They are also wearing dark pants and dark shoes. The background is plain white.

[illegible]

[illegible]

- **When:** April 7 – 11, 2019
- **Where:** Westin Maui Resort & Spa
- **4 Ways to Earn:**
 1. Achieve President's Council (\$110,000+) or Inner Circle (\$220,000+) level – trip + free guest.
 2. Be a Bronze Executive Leader and achieve any level of the President's Club. Silver Executive and above get trip + free guest.
 3. Achieve Top 20 Nationality 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.

1. Julitta Geerman - \$2,736	11. Dee Williams - \$775
2. Kimberly Vaneelst - \$2,369	12. Kimberly Arson - \$766
3. Marissa Colaretta - \$1,953	13. Sarah Irons - \$755
4. Peter Regan - \$1,740	14. LaToya Armstrong - \$690
5. Wendy Smith - \$1,511	15. Thomas Graf - \$666
6. Phan Lieu - \$1,278	16. Tricia Thomas - \$580
7. Barbara Ortiz - \$1,013	17. Ella Washington - \$574
8. Kelly Sublett - \$957	18. Bridget Amador - \$570
9. Lisha Johnson - \$941	19. Lamont Watts - \$537
10. Brandy Shelley - \$909	20. Angelene Cavitt - \$502



NEW Online Store Promotion

Beginning 4/12/17 - Promotable via the ESC (Email Service Center)

LET'S GO SHOPPING!

10% OFF YOUR ORDER

Let's Go Shopping!

Benefits

- 10% off online orders of any size
Promo code: WELCOME10
- Re-engage existing customers to online ordering
- ONE time use only in either situation.
- No minimum order size to qualify.
- New Customer must sign in to use promo code

Avon Store Perisville 815.227.5900

FREE Shipping on \$40 orders and 10% OFF any sized online order. Use code WELCOME10 (one-time use) at www.youravon.com/emseagren

Avon Social



- 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

Let's Celebrate! Top eSellers

Top 10 in eSales C12

1. Wendy Smith - \$1,291
2. June Mason - \$295
3. Brandy Shelley - \$269
4. Priscah Kimani - \$212
5. Jackeline Gonzalez - \$197
6. Monica Hale - \$168
7. Morgan Powis - \$164
8. Cindy Oakes - \$162
9. Peter Regan - \$150
10. Kristin Gill - \$147



Meet Beauty Boss, Lisha Johnson
Avon Tips from a Top Rep



- Began selling Avon in September 2016
- Current title: Bronze Ambassador
- President's Club
- Prior Year Sales: \$13,312
- Current Year Sales Increase: \$2,812
- Advanced to Bronze Ambassador in campaign 9 and maintained in 10 and 11
- Earned the full \$500 promotion bonus

New Products



Beauty Essential Sampler
003-837 No Limit



- **How It Works** – Best way to gain more customers. Beauty faves and a contact card.
- **How to Use It** – Buy samplers to have on hand. Use a conversation starter.
- **Ways to Share It** – \$31 value for \$10, give away free to best customers, give as a gift, reward team members.
- **Follow Up** – Reach out within a few days to see how they liked the sampler
- **Beauty Sampler vs. A-Box** – sampler grows customer base and A-box boosts average order.

[illegible][illegible][illegible]

STEP UP AND JOIN
TEAM AVON





"I'm Walking with Team Avon" Button
Earn by signing up for a Making Strides walk and attending RepFest



"Super Strider" Fundraising Pin
For those who raise \$500+ for a Making Strides Walk



"Grand Club" Pin plus the "Super Strider" Pin
For those who raise \$1,000+

BONUS: Earn a Trip to New York City!

The top 3 Representatives who raise the most funds to support their Making Strides Against Breast Cancer walk will earn a trip to New York City October 13-15, 2018.

Step up and register for a walk at MakingStridesWalk.com/TeamAvon.

See full details in the Incentive Guide.

EARN AN "I'M WALKING WITH TEAM AVON" BUTTON AT REPFEET

Participants: All Repfest attendees

Prize: I'm walking with TEAM AVON® button

How to Earn:

- Attend Repfest
- Stop by the Making Strides Against Breast Cancer Booth at the product expo
- Show a confirmation that you've registered for the walk or sign up on the spot



To earn: Meet the below fundraising goals by October 31, 2018 to earn the prize.

- Raise at least \$100 to earn the Super Strider pin
- Raise at least \$1,000 to earn the Super Strider Pin **and** Grand Club Pin
- To track your progress towards this goal, visit MakingStridesWalk.org. Sign in using the credentials you used when you created your account. Click Dashboard. Scroll down to the My Profile section. Your fundraising total will be on the right hand side in the grey circle.

Prize Fulfillment

- You must place an order on YourAvon.com to receive the pin
- Meet the fundraising goal by September 30, 2018 and place a YourAvon.com order in Campaign 22 to receive the pin(s) in your Campaign 22 order
- Meet the fundraising goal between October 1 to October 31, 2018 and place a YourAvon.com order in Campaign 25 to receive the pin(s) in your Campaign 25 order

ATTEND REPFEET TO EARN
DOUBLE DOLLARS

FOR ALL REPRESENTATIVES ATTENDING REPFEET

DOUBLE DOLLARS IN CAMPAIGN 19

There's one more reason to attend RepFest – Double Dollars! Register and attend RepFest 2018 to receive Double Dollars in Campaign 19.

Double Dollars contribute to your Award Sales totals, helping you earn more recognition and reach President's Club and above. As a member of the President's Club Recognition Program, you get exclusive perks such as greater commission and so much more.

All products in Campaign 19 count towards Double Dollars, except for the products below:

- White Supplies Last Items
- Samples
- Backorders
- Business Tools
- Outlet Items







BE AT THE HEART
OF IT ALL!

JOIN US IN THE HEARTLAND AND EARN EXCLUSIVE PRIZES



RepFest 2018

RepFest 2018

RepFest 2018

ALL REPRESENTATIVES CAN PARTICIPATE. ACHIEVE THESE GOALS, AND RECEIVE YOUR PRIZES AT REPFEET.* This incentive runs from Campaigns 19-25, 2018.

LEVEL	ACHIEVE	EYEWEAR	SCARF	VIP PARTY
1	Sell \$200+ in each campaign OR sell \$1,000+ total	♥	♥	
2	Promoters & Above: Level 1 & 2 Qualified New Recruits Non-Leadership & Promoters: The Top 500 Representatives with the greatest sales over \$2,000	♥	♥	♥

Bonus: Earn up to \$450 for RepFest—that's enough to cover your hotel and more!

Leaders: Earn \$50 for each Qualified New Recruit above the Level 2 requirements.

Non-Leadership: Achieve Level 2, then earn \$50 for each \$2,000 sales increase over the same campaigns from the prior year.

*Register for RepFest by July 2, 2018, to receive the pricing needed for present at RepFest to receive. All orders must be paid on time. All quantities from RepFest must place a first or second order at \$250+ shipping for 1 year time.

Join us in Columbus, Ohio, July 27-29. If you haven't already, register at AvonRepFest.com.

www.MakeupMarketers.com
www.ShirlsGlitznGlam.com

12

Career & Compensation Plan At-a-Glance										AVON									
TITLE	COMPENSATION	COMMISSION	PERFORMANCE	REQUIREMENTS	LEADERSHIP	CONTRIBUTION	REQUIREMENTS	LEADERSHIP	CONTRIBUTION	REQUIREMENTS	LEADERSHIP	CONTRIBUTION	REQUIREMENTS	LEADERSHIP	CONTRIBUTION	REQUIREMENTS	LEADERSHIP	CONTRIBUTION	REQUIREMENTS
PROSPECT	20-40%	20%	\$50	1															
LEAD DELEGATION	20-40%	20%	\$50	2															
ALMA LEAD BUY	20-40%	20%	\$1,000	3															
PROSPECT	20-40%	20%	\$2,000	6	\$2,000														
LEAD DELEGATION	20-40%	20%	\$2,000	9	\$4,000														
PROSPECT	20-40%	20%	\$3,000	10	\$6,000														
LEAD DELEGATION	20-40%	20%	\$3,000	10	\$12,000	1 Leader													
PROSPECT	20-40%	20%	\$3,000	10	\$20,000	1 Leader													
LEAD DELEGATION	20-40%	20%	\$3,000	10	\$40,000	2 Leaders													
PROSPECT	20-40%	20%	\$3,000	10	\$80,000	4 Leaders													
LEAD DELEGATION	20-40%	20%	\$3,000	10	\$160,000	8 Leaders													
PROSPECT	20-40%	20%	\$3,000	10	\$320,000	16 Leaders													
LEAD DELEGATION	20-40%	20%	\$3,000	10	\$640,000	32 Leaders													

Let's Celebrate! C12 Recruiting & Leadership

Top 5 Team Sales

1. Shirl Papaian - \$20,276

2. Jayne Hewitt - \$10,567

3. Kim Karpowitz - \$8,660

4. Terri Mosqueda - \$4,532

5. Becky Kubacki - \$3,494

Top 5 Team Reps

1. Shirl Papaian - 267

2. Jayne Hewitt - 116

3. Kim Karpowitz - 93

4. Terri Mosqueda - 58

5. Tricia Thomas - 49

• Jayne Hewitt - 9

• Shirl Papaian - 6

• Kim Karpowitz - 4

• Heather Escorcia - 3

• Tricia Thomas - 2

• Melissa Arias - 1

• Ashley Bauerlien - 1

• Ellen Compell - 1

• Lisha Johnson - 1

• Becky Kubacki - 1

• Amy Mason - 1

• Barbara Mathis - 1

• Victoria Okafor - 1

• Adina Tompkins - 1

• Leticia Valdivia - 1

GOOD LEADER

focus on time

interests and

needs

stimulating work

recognition

encouragement

support

clear communication

vision

good example

clear goals

integrity

innovation

41 appts in June

15 leaders w/ appts

Follow us Online

AVON

One TEAM

AVON

One TEAM

AVON

One TEAM

AVON

One TEAM

AVON

One TEAM

AVON

One TEAM

AVON

One TEAM

AVON

One TEAM

AVON

One TEAM

AVON

One TEAM

• MakeupMarketers.com - Avon Reps - Tips & Training

• ShirlsGlitzandGlam.com - Shirl's blog

• MakeupMarketingOnline.com - Avon Reps, Customers, and Recruits

• BeautyRep.com - Avon Customers

• SellingBeautyOnline.com - Avon Recruits

• Facebook: www.facebook.com/EmilySeagren

• YouTube: www.youtube.com/user/AvonRepEmily

• Instagram: www.instagram.com/avonrepemily/

• Pinterest: www.pinterest.com/avonrep2

• LinkedIn: www.linkedin.com/in/eseagren

• Twitter: www.twitter.com/your_avon_rep1

www.emilyseagren.com

www.MakeupMarketers.com
www.ShirlsGlitznGlam.com

14

Emily's Top 12 Service Providers

1. Constant Contact - Email Marketing Free Trial:
<http://conta.cc/2laHZJY>
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/t/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/i/6f4BA891>
10. Pizap - Photo Collages: <https://www.pizap.com/>
11. Mailmunch - Email List Builder: www.mailmunch.co
12. Blog Providers: Blogger or WordPress (Bluehost)





CALL FOR SUPPORT

Monday - Friday
8:00 am - 11:00 pm
(Eastern Time)

Sunday
3:00 pm - 12 am
(Eastern Time)

English:
(866) 513-AVON (2866)

Spanish:
(866) 588-AVON (2866)

For product questions,
please call:
(800) 367-AVON, option 3

<https://www.facebook.com/groups/MakeupMarketingOnline>

Frustrating issues and no answers?
Nowhere else to go? Email - use sparingly - be professional:
officeofthepresident@avonusa.com



