



Avon Representative Campaign 17 2018 Tips

Hosted by: Emily Seagren
& Shirl Papaian



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Who is Emily Seagren?

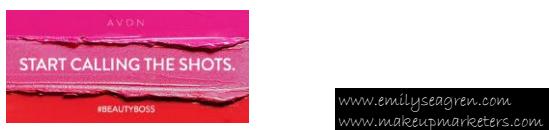


- Wife, Mother, Entrepreneur
- 2015 Avon Woman of Enterprise, Team Momentum Bronze Executive Leader, President's Council
- Rep since January 2008
- Why listen to me?
- **2017 Face-to-Face Sales: \$98,000**
- **2017 eSales: \$88,400**
- **Total 2017 Personal Sales: \$186,400**
- **Total 2017 Team Sales: \$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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Helpful Tips for your Avon Biz

- Free Tips for All Representatives -
www.youtube.com/user/avonrepemily & www.makeupmarketers.com
 - 10 Reasons to do Avon Email Marketing Online:
<https://youtu.be/A5v3PopNQiy>
 - Sell Avon Online with Magazine Featured Products:
<https://youtu.be/6KDYrFahnl>
- Training – Free for Team Momentum – www.emilyseagren.com





Team Momentum is 1,315 Reps Strong!!!

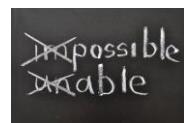
**TEAM
AWESOME**

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Way to go Team Momentum – WOW!



2018 Team Performance through C14
Year-to-Date Team Sales: \$1,444,770
2018 Goal Team Sales: \$4 million
Year-to-Date Team Sales Increase: \$609,819
2018 Goal Team Sales Increase: \$2 million



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Amazing job in Campaign 14!

\$96,169 in Unit Sales - Fabulous!

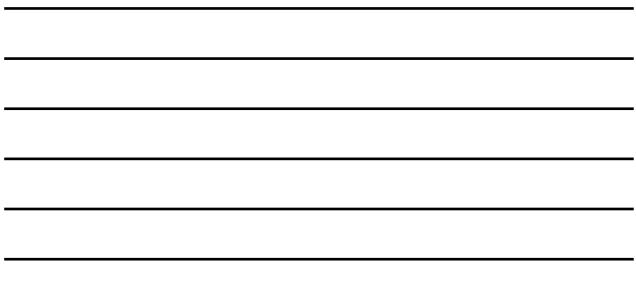
#30 in the Nation for C14 - #32 in the Nation YTD



Campaign 17 Important Dates



- **Flexible Face-to-face Ordering:** Wednesday, July 25 – 5pm Eastern on Tuesday, August 7
- **Online Store:** Tuesday, July 24 – Monday, August 6
- **Facebook Livestream Campaign Insider:** July 10th at 4pm Eastern



Avon Representative Monthly Update by Emily Seagren and Shirl Papaian

Avon Business Updates

New Incentive! Share the Love this Summer for \$10



Attend RepFest for a Chance to Win Big



July Virtual Sales Meeting: C17 & C18



Extended Hours at Avon Care Center July 9-10



New Recipes from Espira by Avon's Nutritionist



C16 Campaign Insider



JULY SALES MEETING

the VIRTUAL
BOSS life

C17 A Box: Perfect Pout

the VIRTUAL
BOSS life

C17 A Box: Perfect Pout



- 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!**

Time is running out.

17 : 16 :

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Are you Registered for Avon RepFest 18?



Katie Albarado
Mignon Biggs
Sherry Block
Ellen Compell
Ramesha Eady
Hannah Escoria
Sarah Escoria
Lisha Johnson
Amy Mason
Susan Berube
Marie Long
Charlene Whiston
Kathy Whiston
Shanna Charles
Wanda Montjoy
Tami Mosqueda
Patsy Belcher
Rachel Martinez
Shelly Martinez
Kimberly Arzon
Becky Kubacki
Bridget Amadon
LaMont Watts
Brienne Rawlings
Sarah Robison



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Flexible Ordering for All Reps

2018 NATIONAL FLEXIBLE ORDERING CAMPAIGN CALENDAR		
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	Flexible Ordering		President's Club+	
	Non-PR 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

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Learn from the best and Avon U!

Find your region on Facebook –
Northwest, Southeast, Southwest,
Northeast

YourAvon.com – Rewards &
Recognition – Top Personal & Top
Team Recognition

AVONU

SEAGREN AVON BTY CTR

ACTIVITIES IN PROGRESS COMMUNITIES UPDATES

Challenge Yourself! Let the Competition Begin! LAUNCH

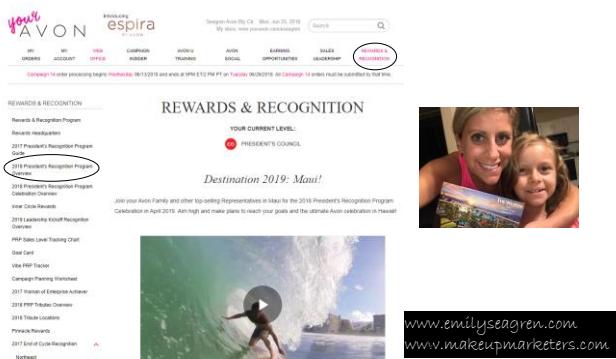
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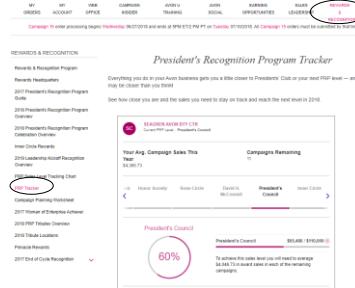


- **When:** April 7 – 11, 2019
- **Where:** Westin Maui Resort & Spa
- **4 Ways to Earn:**
 1. Achieve President's Council (\$110,000+) or Inner Circle (\$220,000+) level – trip + free guest.
 2. Be a Bronze Executive Leader and achieve any level of the President's Club. Silver Executive and above get trip + free guest.
 3. Achieve Top 20 Notability of the Avon Pinnacle Recognition.
 4. Be in the Top 5 in Sales Increase for First Time Achievers Honor Society, Rose Circle and David McConnell levels of the President's Club.

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Avon President's Recognition Program Goal Card



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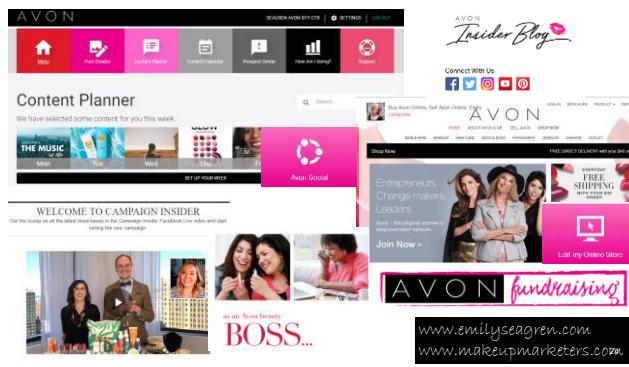
Let's Celebrate! Top Sellers

Top 20 in Sales C14 - Established Reps

1. Julitza Geerman - \$2,543	11. Kimberly Darrah - \$543
2. Peter Regan - \$1,440	12. Lorraine Kraepelin - \$526
3. Terri Mosqueda - \$1,115	13. Lisha Johnson - \$525
4. Angelene Cavitt - \$1,080	14. Maria Scharon - \$504
5. Wendy Smith - \$1,030	15. Marissa Colareta - \$501
6. Bridget Amadon - \$877	16. Sally Merrill - \$492
7. Brandy Shelley - \$782	17. Thelma Cox - \$461
8. Tricia Thomas - \$710	18. Eduardo Herrera - \$459
9. Kelly Sublett - \$613	19. Rachael Runkel - \$438
10. Shirl Papaian - \$591	20. Ellen Compell - \$435



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Let's Celebrate! Top eSellers

Top 10 in eSales C14

1. Wendy Smith - \$1,016
2. Terri Mosqueda - \$439
3. Jason Rehder - \$256
4. Rachael Runkel - \$186
5. Peter Regan - \$174
6. Victoria Perciavalle - \$164
7. Brandy Shelley - \$157
8. Cheryl Foster - \$154
9. Ramona Barela - \$141
10. Anne Binseel - \$140



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New Products





MIXED METAL COLLECTIONS
Customers will love the new Mixed Metal Jewelry coming in Campaign 17. It's the perfect gift for everyone with luxe metal collections in gold tone, silver tone and rose gold tone. You can dig in right and work with any look. Choose from chic, chunky link designs, geometric shapes in matte, shiny, and rose gold tones or multi-texture charms. Demand something from each collection so you can appeal to all your customers' preferences!

ESPIRA CALM & RESTFUL SLEEP
Help customers handle all-day stress and relax. With Espira Calm, they can relax from the stress of everyday life while maintaining an alert mind. It contains a unique combination of vitamin B complex and green tea supports mood and boosts body's natural energy. Espira Restful Sleep contains melatonin and botanicals to relax the mind and magnesium to promote a restful night's sleep. Try these yourself so you're ready with a personal testimonial!

*These statements have not been evaluated by the U.S. Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

ALL NEW CANDLES IN FRESH PICKED SCENTS
Buy unlimited boxes of these limited edition candles at \$8.99 each (\$8.39 FPP) or 6 for \$50. Bring the fresh scents of summer with you with Wildflower Honey, Sea Salt Verbena, Blackberry Jam, Garden Tomato, Summer Rain and Sprout Tomato. These candles are so fragrant, you can layer scents by burning two different candles together to create their own unique fragrance. Change a room-to-room flavor or ambiance using a different scent in each room of the home.

*Our return policy: If you are not completely satisfied with any item within 30 days of receiving it and get your money back.

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all new

MIXED METAL JEWELRY

There's something for all of your customers with our luxe metal collections in gold tone, silver tone and rose gold. They're perfect for everyday wear or dressing up any look.



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Unwind both your body and your mind.



NEW

Espira's Nutritionist Ashley Koff, RD

TIPS FROM THE PRO

STRESS... OR CAN ANYONE EVEN SAY IT?

ASHLEY KOFF, RD

THE ESPIRA PROMISE

10 DAY TRIAL

10 DAY 2-DAY SAMPLE PACKS

YOUR CHOICE IS EACH

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START WITH AVON FOR \$10

They'll love you for the samples.
You'll love Avon for the opportunity.



WHEN YOU KEEP IT GOING,
WE'LL KEEP THE PERKS COMING.

Your new Share the Love Starter Kit is just the beginning. Want to earn more of everything you need to succeed? It's as easy as 1, 2, 3.



AVAILABLE FOR A LIMITED TIME BEGINNING NEXT MONTH

7 WAYS TO SHARE THE LOVE ALL SUMMER LONG

Avon is more fun with a friend and at only ten bucks, everyone will want to give it a try. Best of all, you earn 40% on everything you sell in your first 90 days when you hit your KickStart sales goals. You can do it! Here's how:



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STEP UP AND JOIN TEAM AVON

AVON
National Partner of Team

"I'm Walking with Team Avon" Button:
Earn a pin for a Haking Strides walk and attending RepFest

"Super Strider" Fundraising Pin:
For those who raise \$100+ 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 REPFEAST

Participants: All RepFest attendees

Prize: "I'm walking with TEAM AVON" button

How to Get It

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 \$500 to earn the Super Strider pin.
- Raise at least \$1,000 to earn the Super Strider Pin and Grand Club Pin.
- For each pin you earn, you will receive a pin for the top 3 RepFest attendees.

Prerequisites:

- 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 23 to receive the pin(s) in your Campaign 23 order.

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ATTEND REPFEAST TO EARN DOUBLE DOLLARS FOR ALL REPRESENTATIVES ATTENDING REPFEAST

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 products below:

- White Supplies List items
- Stock items
- Backorders
- Business tools
- Outlet items



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JOIN US IN THE HEARTLAND AND EARN EXCLUSIVE PRIZES



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Earn Big Money with Team Building



Qualified New Recruit Bonus
You are entitled for recruiting and developing your new Representative.

- Earn a \$20 cash bonus each time you sponsor a new Representative who submits a paid order of \$500 or more during their first two campaigns.
- Visit www.avon.com and find item #77, consult page 17 and the bonus is \$20 for each.
- This bonus is paid in addition to any other bonus you receive based on your new Representative's orders.



You're a new Representative

You earn a \$20 cash bonus

This bonus is paid in addition to your new Representative's orders.

Sponsor Bonus 3%

Make a significant impact when you work with those you personally recruit.

- When you sell \$50 or more in a campaign, you'll earn the 3% sponsoring bonus on the Personal Sales of all Representatives you personally sponsored. This is paid in addition to any other bonuses you may be earning on those sales.



You're a new Representative

You earn a \$20 cash bonus

This bonus is paid in addition to your new Representative's orders.



Promotion Bonuses

Qualifying levels bonus your achievement up the ladder.

- Beginning with the Bronze Ambassador title, you will earn a one-time Bonus Bonus the first time you achieve that title. This bonus is paid out with each title promotion. These bonuses are paid out in four equal installments each time you maintain the requirements for the title.

For example, when you promote to a Bronze Ambassador, you will receive a \$500 bonus. This is paid out in four equal installments of \$250 each time you maintain the requirements for your new title.

AMBASSADOR

BRONZE (BA)	SILVER (SA)	GOLD (GA)
\$500	\$750	\$1,000

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Career & Compensation Plan At-a-Glance

As a Promoter, you're setting amazing products to be your personal income.	INDEPENDENT MONTHLY PERSONAL SALES		CARRIER PERFORMANCE MONTHLY PERSONAL SALES		TOTAL MONTHLY SALES & LEADERS	LEADERSHIP COMMISSION PERCENTAGE	INDEPENDENT BONUS	LEADER BONUS	AMBASSADOR BONUS
	20-40%	20%	\$50	1					
Lead Delegation									
As an ALMA-Lead Buy	BRONZE	20-40%	20%	\$50	2	3%	\$1,000		
As an ALMA-Lead Buy	SILVER	20-40%	20%	\$200	0	3%	\$2,000		
As an ALMA-Lead Buy	BRONZE	20-40%	20%	\$200	1	3%	\$4,000		
Leaders									
As a Leader, you're ready to lead your team. You're setting aside time and team building to help your team succeed. You're connecting with your team, connecting with others, and connecting with your customers, advancing others, and advancing your business.	BRONZE	20-40%	20%	\$200	10	3%	\$6,000		
As a Leader, you're ready to lead your team. You're setting aside time and team building to help your team succeed. You're connecting with your team, connecting with others, and connecting with your customers, advancing others, and advancing your business.	SILVER	20-40%	20%	\$200	10	3%	\$12,000	1 Leader	
As a Leader, you're ready to lead your team. You're setting aside time and team building to help your team succeed. You're connecting with your team, connecting with others, and connecting with your customers, advancing others, and advancing your business.	BRONZE	20-40%	20%	\$200	10	3%	\$20,000	1 Leader	
Leadership									
As a Leader, you're ready to lead your team. You're setting aside time and team building to help your team succeed. You're connecting with your team, connecting with others, and connecting with your customers, advancing others, and advancing your business.	BRONZE	20-40%	20%	\$200	10	3%	\$40,000	2 Leaders	
As a Leader, you're ready to lead your team. You're setting aside time and team building to help your team succeed. You're connecting with your team, connecting with others, and connecting with your customers, advancing others, and advancing your business.	SILVER	20-40%	20%	\$200	10	3%	\$80,000	4 Leaders	
As a Leader, you're ready to lead your team. You're setting aside time and team building to help your team succeed. You're connecting with your team, connecting with others, and connecting with your customers, advancing others, and advancing your business.	BRONZE	20-40%	20%	\$200	10	3%	\$160,000	8 Leaders	
As a Leader, you're ready to lead your team. You're setting aside time and team building to help your team succeed. You're connecting with your team, connecting with others, and connecting with your customers, advancing others, and advancing your business.	PLATINUM	20-40%	20%	\$200	10	3%	\$320,000	16 Leaders	
As a Leader, you're ready to lead your team. You're setting aside time and team building to help your team succeed. You're connecting with your team, connecting with others, and connecting with your customers, advancing others, and advancing your business.	BRONZE	20-40%	20%	\$200	10	3%	\$640,000	32 Leaders	
As a Leader, you're ready to lead your team. You're setting aside time and team building to help your team succeed. You're connecting with your team, connecting with others, and connecting with your customers, advancing others, and advancing your business.	PLATINUM	20-40%	20%	\$200	10	3%	\$1,280,000	64 Leaders	

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Sign Someone up on your Team



In Three Simple Steps!

1. **New?** Register on yourAVON.com and activate your eShop. You will need your District & Family ID from your Welcome to Avon Email.

Already registered on yourAVON.com? Activate your eShop. Go to www.avon.com and click on the "Personal Web Page" link at the bottom of the page. In the "About Me" section, click "Edit Personal Web Page". It will walk you through the activation process.

2. **Find your Reference Code (C)**
Send your friends and family to startavon.com and give them your Reference Code. They will automatically be linked to your team!

3. **Send them to www.startavon.com and give them your Reference Code.** They will automatically be linked to your team!

1. Send them to www.startavon.com

2. Tell them to use your reference code.

3. Your reference code is the same as your website URL Ex: www.youravon.com/seagren so my code is ESEAGREN

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1. **Social**

2. **Content Planner**

3. **Recruiting**

Avon Recruiting Tips



1. Always share the opportunity – consistently and frequently.
2. Be a walking ad – wear / carry products, samples, brochures and logo items.
3. Get into a routine of what works. Spend time daily on recruiting activities.
4. Go for no. Use frustration as a driving force. Avoid pity parties. Stay away from the source of drama.
5. Know your weaknesses. Become your own coach. Talk to yourself.
6. Always learn and grow. Do things outside of your comfort zone.
7. Be a source of knowledge, inspiration, and happiness for those around you.
8. Show how much fun you have in your Avon biz and others will flock to you.
9. Avoid distractions. Focus on being efficient, productive, and money making activities. Protect your time. You are a CEO.
10. Find your favorite way of recruiting and become an expert on it. Then duplicate your efforts by training your team.
11. Follow up with leads as soon as possible – Call, Text, and Email – 9 contacts within one week. Then follow up consistently if it's not the right time.

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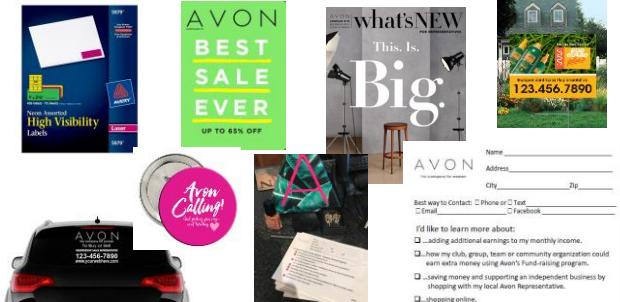
Why Join Avon? Recruiting Tools



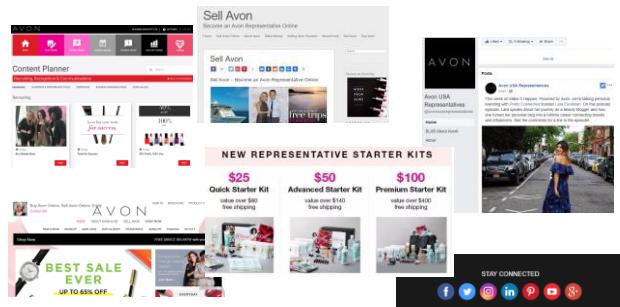
Benefits	Face-to-face Tools	Online Tools
1. Causes	1. Causes	1. Flyer
2. Products	2. Labels	2. Your Avon eStore
3. Discount	3. Brochure	3. Avon Corporate on Social Media
4. Friendship	4. What's New Brochure	4. Blog
5. Incentives	5. Business cards	5. Email
6. Recognition	6. Signage – yard or car	6. Text
7. Espira	7. Events / Pop-up	7. Social Media
8. Rewards	8. Parties / Open House	8. Videos
9. Brand power	9. Products	9. Live feeds
10. Lucrative	10. Buttons	10. Signature links
11. Life changing	11. Wear & Share	11. Online groups
12. Trips / Fun	12. Make contact calls	12. Online parties

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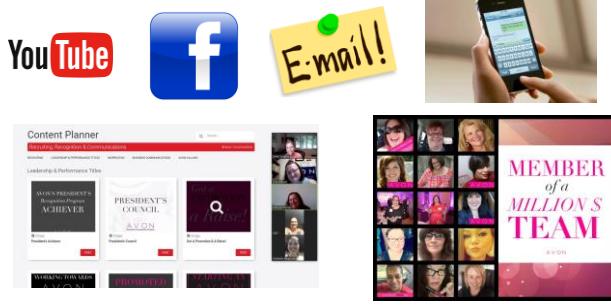
Avon Face-to-face Recruiting Tools



Avon Online Recruiting Tools



Avon Duplication



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Congratulations New Promoters!



- Melissa Arias
- Marie Long
- Ashley Bauerlien
- Belmary Muniz
- Nicole Becker
- Victoria Okafor
- DJ Bowers
- Susan O'Neal
- Jennifer Canales
- Leticia Pastrano
- Sharon Cook
- Stacy Ramos
- Natalie Cummings
- Elisabet Reynoso
- Cindy DiDonna
- Eartha Strong
- Angela Emmons
- Betty Thomas
- Joy Lombard
- Carol Thompson
- Andrea Wernofsky

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Let's Celebrate! C14 Recruiting & Leadership

Top 5 Team Sales

1. Shirl Papaian - \$17,193
2. Kim Karpowitz - \$9,011
3. Jayne Hewitt - \$6,984
4. Terri Mosqueda - \$4,835
5. Gisela Miranda - \$3,505

Top 5 Team Reps

1. Shirl Papaian - 280
2. Jayne Hewitt - 118
3. Kim Karpowitz - 98
4. Terri Mosqueda - 53
5. Tricia Thomas - 48



29 appts in July
 15 leaders w/ appts

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- [Instagram](http://Instagram.com/avonrepemily): [www.instagram.com/avonrepemily](http://Instagram.com/avonrepemily)
- [Pinterest](http://Pinterest.com/avonrep2): [www.pinterest.com/avonrep2](http://Pinterest.com/avonrep2)
- [LinkedIn](http://LinkedIn.com/in/eseagren): [www.linkedin.com/in/eseagren](http://LinkedIn.com/in/eseagren)
- [Twitter](http://Twitter.com/your_avon_rep1): [www.twitter.com/your_avon_rep1](http://Twitter.com/your_avon_rep1)

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Emily's Top 12 Service Providers

1. Constant Contact - Email Marketing Free Trial: <http://conto.cc/2qH7JY>
2. Campaign Mailer - Catalog Mailing: <http://www.campaign-mailer.com>
3. Zoom - Record your Screen - Host Webinars: <http://bit.ly/2izFeXQ>
4. Animoto - Video Collages - <https://animoto.com/reff/Emily-c61f9dc6>
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/6f48AB91>
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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<https://www.facebook.com/groups/Makeup.Marketing.Online>

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

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)
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