

Summertime Success



Fill your L'BRI profits bucket with cool summer cash!

Take this quick Summertime Success QUIZ. Answer TRUE or FALSE.

1. When you drive through your neighborhood at night, all the lights are OUT because EVERYONE is on vacation.
2. When you go to the shopping mall, ALL the stores that sell skin care and makeup products are CLOSED because NO ONE wants to use skin care in the summer.
3. In the summer months ALL of the recognition pages in the WINGS Newsletter are empty because NO ONE has any Shows or sponsors in the summer.

HERE ARE THE ANSWERS:

1. **FALSE** – Not EVERYONE is on vacation at the same time!

Do you know 10 people who are on vacation right now? Do you know 5 people on vacation right now? If someone is NOT on vacation, they NEED a place fun place to go... like a L'BRI Show!

TRY THIS: Offer a gift to your hostess if, while she is inviting her friends to her Show, she finds 10 of them who are on vacation the day of her Show.

2. **FALSE** – Stores remain open in the summer and spotlight summer skin care and updating makeup for a fresh summer look! Most women need to adjust their skin care and makeup during the warm summer months. You can provide a great service by recommending the changes they need. One of the special benefits of hosting a L'BRI Show is getting a free makeover... customized for summer!

3. **FALSE** – Consultants have had personal RECORD-BREAKING sales and sponsoring in summer months.

EVERY month can be a **BAD BOOKING** month... OR... a **GOOD BOOKING** month.
It is all depends on your attitude and perspective!

January - right after the Holidays OR use gift money to buy a new skin care treatment

February - weather is bad OR great time to increase winter skin protection with moisturizing treatment products

March - people are thinking about taxes OR great time to lift your spirits and treat yourself to a new skin care set

April - people are busy with Spring/Easter break OR great time to renew skin care regime and colors for spring

May - lots of school activities OR great time to give L'BRI gifts for Mother's Day, graduations, bridal, baby showers

June - vacations, graduations, weddings OR great time to give skin extra softening and sun protection

July - everyone's on vacation OR great time to look your best from head to toe for all the fun summer activities

August - kids are going back to school OR great time to get away with friends and have some fun

You get the idea!

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Here are four action steps you can take right now to make a big splash in your business!

1. **Think Success** – Your attitude and perspective really determine which months YOU decide are GOOD months to book Shows. And really, EVERY MONTH is a GOOD MONTH!
2. **Invite Customers to Book** – Let everyone know how fun it can be to get friends together during the summer months. Some customers may have family members visiting, and a L'BRI Show is a nice way to treat their special guests to a free “L'BRI 10-minute face lift” or a summer makeover.
3. **Summerize Your Shows** – Turn your summer Shows into a casual, relaxing event for guests. Ask them to wear sandals, do foot spas and have them try some of the L'BRI products on their feet and legs. Add summertime props to your product display – a pretty beach towel instead of a tablecloth. Pull products out of a beach bag as you reveal each one. Highlight the wonderful L'BRI body care and hair care products.
4. **Have Summer Celebrations** – Before making booking calls, select two dates to have fun get-togethers in your home. When customers say they aren't able to have a Show of their own, invite them to attend one of your Summer Celebrations. This gives you an opportunity to build stronger relationships with your customers and introduce them to products they may not be using. Ask them to bring a friend who doesn't know about L'BRI. Serve light refreshments, add summertime props to your product display and demonstrate the great L'BRI summertime products. Select a model and give her a “summer look” makeover. This lets everyone see what a summertime Show looks like and how fun it can be to get their own circle of friends together during the summer.

Summer months can be as successful as you want them to be!

The more Shows you have in the summer, the more sales you'll have, the more people you'll meet, and the more people you can invite to become a Consultant. And that means the bigger summertime PROFITS for you!