

Your Checklist to Success:



DAY 1-3: START STRONG

- **Focus:** Set your goals and outline your outreach strategy.
- **Tools to Leverage:** The **New Starter Kit** launches on March 1! Share the excitement with potential new Stylists and customers—this is a great conversation starter.
- **Collection Highlight:** The **Sparkling Garden** Spring Catalog is here for a limited time—don't let customers miss these seasonal shades!
- **Tip:** Early momentum is key. Start reaching out to customers early to make sure they get their orders in.



DAY 4-6: RALLY YOUR LUCKY CREW

- **Focus:** Surround yourself with motivated crossline partners and teammates who will help push your sales to the next level, no matter who benefits!
- **Tip:** Teamwork is the ultimate charm! Work together to build your success and remind your team about the Green by 15 Challenge. The more you inspire others, the closer you'll get to your goal! Make it a fun competition and see who can get to 300 PV first.



DAY 7-9: MIDPOINT CHECK-IN

- **Focus:** Make sure you're selling at least 20 PV per day to meet the Pot of Gold goal!
- **Collection Highlight:** In conjunction with the **Spring Fling Easter Collection** launch, leverage Easter-themed deals and items in your closed groups to engage your customers with fresh offers. Encourage Easter gifting and bundles.
- **Promotion Alert:** Highlight our special limited-time **International Women's Day Bundle** (March 7-8) and encourage your customers to treat themselves or their loved ones.
- **Tip:** Reach out to customers who've shown interest before but haven't yet committed. Remind them of the benefits of St. Patrick's Day deals (such as the Lucky Throwbacks BOGO), the Spring Seasonal Collection, and other exciting offers!



DAY 10-12: PUSH FORWARD

- **Focus:** Keep the momentum going. You're almost there!
- **Collection Highlight:** Keep the Spring vibe alive by promoting our limited-time **Sparkling Garden Collection** AND using the **2025 Core Catalog** to upsell nail shades and makeup items that complement our seasonal nail offerings!
- **Tip:** Think about how you are showcasing yourself on social media: Have you been active this month? Mixing and matching promotional items and year-round Core Catalog shades can help you create engaging content!



DAY 13-14: THE FINAL STRETCH

- **Focus:** You're so close! Push those last-minute sales over the top.
- **Collection Highlight:** Get your customers excited about the **Greatest Hits Throwbacks Collection**, which brings back some of our most popular products for a limited time! PLUS, the new (and returning!) shades of the **Life's Little Moments Collection** include nail looks for life events from graduations to new babies and other memorable milestones.
- **Tip:** Don't forget to remind your customers about other ongoing collections, such as the **Spring Fling Easter Collection** and the **Sparkling Garden Spring Collection**.



DAY 15: CELEBRATE YOUR SUCCESS

- **Focus:** Hit 300 PV? Awesome job! Celebrate your achievement and treat yourself to something special!
- **Tip:** Take a moment to reflect on what you've already accomplished in only the first half of the month, then build on that momentum!