

BEAUTY SHOULD BE GOOD FOR YOU

CONSULTANT WORKBOOK

BEAUTYCOUNTER®

I believe that business can be a powerful tool for change. When I started Beautycounter six years ago, we set out to make the safest products possible while delivering exceptional performance. From the start, it was clear that the quest for better beauty extended far beyond safety and performance. Sustainability, giving back, transparency, and forward-thinking advocacy would also be necessary to fulfill our bold mission to get safer products into the hands of everyone.

Today, the beauty industry still has very little regulation, and the supply chain is complex. Much of our product development and advocacy work has been challenging, and at times even daunting. But this hard work comes with a big reward: It is helping us get safer products into the hands of everyone. I hope you find just as much fulfillment in this movement as I do, and I thank you for joining our team.

A handwritten signature in black ink that reads "xx gregg". The "xx" is written above the first part of the name, and the signature is written in a cursive, lowercase style.

GREGG RENFREW
FOUNDER & CEO

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Welcome

Congratulations on becoming a Beautycounter Consultant!

The New Consultant Workbook is designed to be used during your first 30 days as a guide to help you launch a successful Beautycounter business. Your Mentor is here to help you along the way, so make sure that you reach out within 48 hours of joining to work through the steps to success together.

You've already begun receiving your New Consultant emails to help you through your first few weeks, and this workbook is designed to complement them. In this first chapter you will familiarize yourself with Beautycounter and our brand.

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Meet Beautycounter

OUR MISSION

Our mission is to get safer products into the hands of everyone. We deliver on this bold mission in three key ways: Creating and distributing safer, high-performing products; educating the public about how to avoid harmful ingredients; and urging the government to pass laws to better regulate the beauty industry.

COMPANY PROFILE

We create safer, cleaner cosmetics and skin care products. We are a direct-retail brand, offering our products across a wide range of sales channels: Independent Consultants, e-commerce, and limited-time brand partnerships. We also educate the public about environmental health issues, advocate for health-protective laws, and build a movement for change.

B CORP

Beautycounter is proud to be a Certified B Corporation. The B stands for Benefit, which means that, unlike the traditional corporate structure, we consider people, the planet, and profits. We use the power of business to help solve social and environmental problems by voluntarily meeting standards of transparency, accountability, and performance. Becoming a Certified B Corporation is a difficult accomplishment.

Beautycounter certified as soon as it was possible, and we're pleased to participate in this growing community of more than 2,600 Certified B Corps from 50 countries and over 150 industries working together toward one unifying goal: to redefine success in business. Learn more about B Corps at <https://www.bcorporation.net/community/beautycounter>.

Speaking Beautycounter's Language

THE BEAUTYCOUNTER BRAND

- Our mission is to get safer products into the hands of everyone.
- We are a multichannel, mission-driven company.
- We are a disruptive California brand full of smart, hopeful, authentic pioneers.
- We deliver on our bold mission in three key ways: Creating and distributing safer, high performing products; educating the public about how to avoid harmful chemicals; and urging the government to pass laws to better regulate the beauty industry.
- Our position is at the intersection of safety and efficacy.

PRODUCT & INGREDIENT SAFETY

What to say:

- We use safer ingredients.
- We make clean cosmetics and skin care products.
- We do not compromise on product performance or safety.
- We review emerging data regularly and even occasionally commission our own studies when we are not able to gather enough information on a particular chemical.
- We do not test products or ingredients on animals.
- The Never List™: When formulating our products, we prohibit the use of over 1,500 harmful or questionable ingredients.
- Focus on product innovation and the Ingredient Selection Process as key market differentiators.

What not to say:

- Non-toxic
- All-natural or natural (Many of our ingredients are natural, but not all are.)
- Green
- Pure
- Healthy products
- Organic (Many of our ingredients are organic, but not all are.)
- Eco-friendly
- Chemical-free (Even water is a chemical!)
- Heavy-metal free
- Lead-free
- 100% safe (Please use the word safer to describe our products.)
- Beautycounter tests every ingredient for safety. (We screen and/or assess ingredients for safety and health impacts based on best available science—we do not test every ingredient. Occasionally we commission non-animal studies on ingredients we need to learn more about.)

INGREDIENT SELECTION PROCESS

To ensure our products work beautifully without compromising safety, we developed a rigorous Ingredient Selection Process. In this process, we handpick the best, safest ingredients for our products and reject everything else, including the more than 1,500 questionable or harmful ingredients we will never use when formulating our products.

- 1 – Ban intentionally
- 2 – Screen rigorously
- 3 – Source responsibly
- 4 – Learn constantly
- 5 – Share transparently

POLICY & ADVOCACY

What to say:

- We want better laws that protect public health from harmful ingredients commonly used in the beauty industry.
- Stronger laws can help make products safer for everyone.
- The beauty industry is virtually unregulated.
- We are dangerously behind other countries when it comes to cosmetic safety.
- We want Congress to prioritize safe beauty.
- We generously donate to non-profit organizations that align with our company's mission.

What not to say:

- There is no regulation on the beauty industry. (There are some regulations, but very few on ingredient safety.)
- Anything related to political parties or one's personal politics.

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Why Safer Beauty

More than 40 years of scientific studies link toxic chemicals to serious health problems, and we know that some of these chemicals are getting into our bodies. At Beautycounter, we are committed to a health and safety standard that goes well beyond what is legally required.

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Transparency & Safety

TRANSPARENCY IN SAFER PRODUCTS

We are proud to go beyond the current industry standards of transparency. For example, we share the ingredients we use to formulate our products, including all known components of fragrances that traditionally fall under the words “fragrance” or “parfum”. In our Ingredients Glossary, we list the sources of our ingredients and share whether they are naturally derived or synthetic. We also share the differences between our testing and ingredient screening processes.

TRANSPARENCY IN ADVOCACY

Since day one, we have decided to be forthright and outspoken in our advocacy efforts. This approach not only applies to the ways in which we engage politicians and lawmakers, but also to our broader community of Clients and Consultants with whom we openly share our policy positions, legislative priorities, and upcoming actions. We believe that to be successful, our clients and consumers must be given the opportunity to actively participate in the social change we are working toward.

TRANSPARENCY IN EDUCATION

Transparency through education is difficult in today’s world, with an ever-growing focus on bite-sized pieces of marketing content aimed at shorter attention spans. As a brand focused on safer products and education, we work to explain the reasons behind Beautycounter’s positions and decisions. We share all of this information with our customers so that they may, in turn, make educated purchasing decisions. Transparency has been a guiding principle of our company since we started, and we remain dedicated to it as we grow and continue to develop safer products for the whole family.

WHAT DOES “SAFER” MEAN TO BEAUTYCOUNTER?

When we started Beautycounter, we knew we had to avoid using harmful ingredients found in many common beauty products on the market. That is why we created our 5-Step Ingredient Selection Process, in which we prohibit over 1,500 ingredients from product formulations, screen ingredients for safety, and guide ingredient sourcing.

WHAT DOES “SAFER” MEAN IN A VIRTUALLY UNREGULATED INDUSTRY?

Since “safer” has no official definition in the cosmetics and skin care industry, we had to define it for ourselves. To Beautycounter, “safer” means that we are doing our best to choose ingredients with little or no risk to health. However, there are still major data gaps regarding many cosmetic ingredients. We do not assume that the absence of data means a chemical is safe—it simply means we don’t know about the potential health impacts. So, as part of our Ingredient Selection Process, we review emerging data regularly and even occasionally commission our own studies when we are not able to gather enough information on a particular chemical.

In addition, the connection between safer and natural ingredients is something we explore and discuss with suppliers and clients, and we encourage other brands to do the same. In short, natural ingredients are not necessarily safe, and synthetic ingredients are not necessarily harmful. Our goal is to create products using natural and synthetic ingredients that do not compromise health or safety.

Ingredient Selection Process

Beautycounter created an Ingredient Selection Process to ensure that our customers feel confident in the safety of our products. Developing it was not simple, but understanding it is.

STEP 1. BAN INTENTIONALLY

The Never List™ is made up of approximately 1,500 harmful or questionable ingredients we prohibit from our product formulations, including the nearly 1,400 cosmetic ingredients banned or restricted in the European Union.

STEP 2. SCREEN RIGOROUSLY

Using the best available sources, we screen every potential ingredient for information on specific hazards like cancer, developmental toxicity, hormone disruption, and infertility.

STEP 3. LEARN CONSTANTLY

There are major data gaps on most cosmetics ingredients, so we review emerging data regularly and even commission our own non-animal studies.

STEP 4. SOURCE RESPONSIBLY

We choose the best organic, natural, sustainable, and synthetic ingredients that meet our standards. Over 80% of the ingredients in our products are natural or plant-derived.

STEP 5. SHARE TRANSPARENTLY

Every formula ingredient, including known components of fragrances, flavors, and intentionally added preservatives, are listed on our product labels or at [beautycounter.com](https://www.beautycounter.com).

NOTE: We go to great lengths when choosing our product packaging. For example, we restrict polyvinyl chloride (PVC) and bisphenol A (BPA) and opt for glass, paper, and safer plastic materials.

The Never List™

The Never List™ is robust, helping you to recognize, understand, and avoid these ingredients. At Beautycounter, we work incredibly hard to minimize—but unfortunately, can't eliminate—the potential that a product may contain trace levels of a chemical from The Never List™. Check out this pocket-sized version of The Never List™.

BENZALKONIUM CHLORIDE a disinfectant used as a preservative and surfactant associated with severe skin, eye, and respiratory irritation and allergies. Found in: sunscreens, moisturizers.

BHA AND BHT synthetic antioxidants used to extend shelf life. They are likely carcinogens and hormone disruptors and may cause liver damage. Found in: lipsticks, moisturizers, diaper creams, other cosmetics.

COAL TAR HAIR DYES AND OTHER COAL TAR INGREDIENTS a byproduct of coal processing that is a known carcinogen. It is used as a colorant and an anti-dandruff agent. Found in: hair dye, shampoo.

ETHYLENEDIAMINETETRAACETIC ACID (EDTA) a chelating (binding) agent added to cosmetics to improve stability. May be toxic to organs. Found in: hair color, moisturizers.

ETHANOLAMINES (MEA/DEA/TEA) surfactants and pH adjusters linked to allergies, skin toxicity, hormone disruption, and inhibited fetal brain development. Found in: hair dyes, mascara, foundation, fragrances, sunscreens, dry cleaning solvents, paint, pharmaceuticals.

FORMALDEHYDE used as a preservative in cosmetics. A known carcinogen that is also linked to asthma, neurotoxicity, and developmental toxicity. Present where quaternium-15, DMDM hydantoin, imidazolidinyl urea,

diazolidinyl urea, sodium hydroxymethylglycinate, 2-bromo-2-nitropropane-1,3 diol (Bronopol), and several other preservatives are listed. Found in: shampoo, body wash, bubble bath.

HYDROQUINONE a skin-lightening chemical that inhibits the production of melanin and is linked to cancer, organ toxicity, and skin irritation. Found in: skin-lightening creams.

METHYLISOTHIAZOLINONE AND METHYLCHLOROISOTHIAZOLINONE chemical preservatives that are among the most common irritants, sensitizers, and causes of contact skin allergies. Found in: shampoo, conditioner, body wash.

OXYBENZONE sunscreen agent and ultraviolet light absorber linked to irritation, sensitization, allergies, and possible hormone disruption. Found in: sunscreens, moisturizers.

PARABENS (METHYL-, ISOBUTYL-, PROPYL- AND OTHERS) a class of preservatives commonly used to prevent the growth of bacteria and mold. Parabens are endocrine (or hormone) disruptors, which may alter important hormone mechanisms in our bodies. Found in: shampoo, face cleanser, body wash, body lotion, foundation.

PHTHALATES (DBP, DEHP, DEP AND OTHERS) a class of plasticizing chemicals used to make products

more pliable or to make fragrances stick to skin. Phthalates disrupt the endocrine system and may cause birth defects. Found in: synthetic fragrances, nail polish, hairspray, and plastic materials.

POLYETHYLENE GLYCOL (PEG COMPOUNDS)

PEGs are widely used in cosmetics as thickeners, solvents, softeners, and moisture-carriers. Depending on manufacturing processes, PEGs may be contaminated with measurable amounts of ethylene oxide and 1,4-dioxane, which are both carcinogens. Found in: creams, sunscreens, shampoo.

RETINYL PALMITATE (VITAMIN A PALMITATE)

Retinyl palmitate is an ingredient composed of palmitic acid and retinol (Vitamin A). Data from an FDA study indicate that retinyl palmitate, when applied to the skin in the presence of sunlight, may result in adverse health consequences like lesions and photosensitization. FDA, Norwegian and German health agencies have raised a concern that daily skin application of vitamin A creams may contribute to excessive vitamin A intake for pregnant women and other populations.

SODIUM LAURYL SULFATE AND SODIUM LAURETH SULFATE (SLS AND SLES)

SLS and SLES are surfactants that can cause skin irritation or trigger allergies. SLES is often contaminated with 1,4-dioxane, a byproduct of a petrochemical process called ethoxylation,

which is used to process other chemicals in order to make them less harsh. Found in: shampoo, body wash, bubble bath.

SYNTHETIC FLAVOR OR FRAGRANCE

an engineered scent or flavoring agent that may contain any combination of 3,000-plus stock chemical ingredients, including hormone disruptors and allergens. Fragrance formulas are protected under federal law's classification of trade secrets and therefore can remain undisclosed. Found in: all types of cosmetics.

TOLUENE a volatile petrochemical solvent that is toxic to the immune system and can cause birth defects. Found in: nail polish.

TRICLOSAN AND TRICLOCARBAN antimicrobial pesticides toxic to the aquatic environment; may also impact human reproductive systems. Found in: liquid soap, soap bars, toothpaste.

Beautycounter will never test our products on animals, nor do we ask others to.

Sources: National Institutes of Environmental Health Sciences, CosIng, Health Canada, The Endocrine Disruption Exchange, EWG Skin Deep Cosmetics Database

Health and Safety Achievements

1. In May, 2017, Beautycounter received the highest score in the Chemical Footprint Project's survey for the second year in a row. We are proud to be among 25 pioneering businesses both small (millions in annual revenue) and large (tens of billions in annual revenue) to have their chemical management practices closely examined.

Similar to carbon footprinting, the project applies clear and consistent metrics for benchmarking companies. Scores are based on a companies' efforts to reduce the use of harmful chemicals, replace harmful chemicals with safer alternatives, and to disclose this work publicly. Our top score demonstrates to companies worldwide that it is possible to grow a business while using safer formulas.

2. There are still numerous data gaps regarding chemicals used in the cosmetics and skin care industry. In an effort to learn more, we launched a ground-breaking research initiative assessing the endocrine activity of some cosmetics ingredients. Exposure to endocrine—or hormone—disrupting chemicals may lead to serious, adverse health issues, such as pregnancy complications, obesity, type II diabetes mellitus, and hormone-related cancers.
3. Beautycounter is also a Founding Member of the Environmental Working Group (EWG) VERIFIED™ program. EWG VERIFIED™ goes beyond labels and drives companies to disclose more ingredients seldom listed on product labels. To be verified, for example, products:
 - Cannot contain ingredients with health, ecotoxicity and/or contamination concerns.
 - Must follow the European Union's requirements for labeling fragrance allergens.

Advocacy Achievements

OUR ADVOCACY EFFORTS IN ACTION

In less than five years, Beautycounter has had a significant impact in Washington, D.C. We believe that in order to fully deliver on our mission to get safer products into the hands of everyone, we must advocate for more health-protective laws.

During this time, we had a meaningful role in several state legislative initiatives in the states of California and New York; and in Oregon, our team testified in support of the Toxic Free Kids Act, mobilizing our Consultants around the passage of this important children's health bill.

In May, 2016 we made our mark in Washington, D.C. by bringing 100 of our Consultants from all 50 states to lobby on Capitol Hill. We held 100 meetings with key members of Congress and the Executive Branch, including Vice President Joe Biden.

In March, 2017 our Consultants held over 100 meetings with members of Congress and Canadian Parliament, asking for better beauty laws. The meetings spanned 41 states and 8 Canadian provinces, with over 450 people participating.

Since we began our advocacy efforts, we have held over 650 meetings, made more than 3,700 calls, and sent approximately 85,000 emails urging members of Congress and Parliament to pass laws to better regulate the industry.

WHAT'S NEXT?

We will continue to mobilize our Clients and Consultants through specific email campaigns and newsletters to advocate for new laws that protect the consumer and work to get safer products into the market.

PARTNERSHIPS

Giving back is central to who we are at Beautycounter. We have generously donated to trusted non-profit partners since day one. We carefully select leaders that are aligned with our mission and support various organizations throughout the year. We will continue to dovetail our company's work with supporting organizations that stand up for protecting public health, advancing scientific research, advocating for women's empowerment, and preventing cancer.

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Getting Started

Use this workbook in conjunction with your New Consultant emails to jump start your business.

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The Beautycounter Business Cycle

The Business Cycle is made up of five fundamental activities to grow your Beautycounter business. It is important to understand each part of the cycle in order to reach your full income potential.

PROSPECTING

Prospecting is the act of connecting with people in order to grow your Beautycounter business.

SCHEDULING

Scheduling Pop-ups, One-on-One appointments, and Drop-offs are important to your business. The key to scheduling meetings is following-up personally.

SELLING

People shop in different ways. Direct Retail is about meeting the needs and preferences of our customers.

RECRUITING

Recruiting Consultants to your team is the lifeblood of a growing business because it multiplies your efforts.

ADVANCING

The final stage of the sales cycle is Advancing. As your scheduling, selling, and recruiting skills improve, and you start teaching others about the ins and outs of what you do, you advance your Career Plan.

Pop-ups, One-on-Ones, Drop-offs

There are three primary ways Consultants share Beautycounter in person: Pop-ups, One-on-Ones, and Drop-offs.

POP-UPS

A Pop-up is simply a gathering of people to sample our products and learn about our mission. It is also a great way to expand your network and meet new potential Clients and Consultants. Hosts earn great rewards and help you build your business!

ONE-ON-ONES

Some Clients may prefer to meet with you one-on-one. This gives you an opportunity to make a personalized presentation and product assortment for your Client based on their individual needs. One-on-Ones are great to have in local coffee shops or in your Client's home.

DROP-OFFS

“Drop-offs,” “share kits,” and “loaner kits” are terms you hear often at Beautycounter. These terms all refer to the same method of selling: providing samples of products to people to try for a few days before they make a purchase. In addition to the products, each kit should include a Product Lookbook, Opportunity Brochure, and a Host Program Brochure, along with any product tip cards, a copy of The Never List™, and your contact information.

Scheduling Pop-ups, One-on-Ones, and Drop-offs throughout the month is a sure way to grow your business and share our mission.

Quick Start

GETTING STARTED WITH BEAUTYCOUNTER

1 GET CONNECTED

MENTOR: _____ PERSONAL WEBSITE: _____
DIRECTOR: _____ BEHIND THE COUNTER: behindthecounter.beautycounter.com

Schedule a meeting with your Mentor.

2 KNOW YOUR WHY

What first drew you to Beautycounter? What convinced you that you made the right choice? What are your goals? What do you hope Beautycounter will do for you?

3 PLAN YOUR TIME

Use a calendar and highlight the dates when you can work on your business over the next month. Book your Launch Pop-ups right away and schedule your first One-on-One appointments to share Beautycounter products over the next two weeks.

SCHEDULE TWO LAUNCH POP-UPS:

I will share the dates of my Launch Pop-ups on social media and send personal invitations to my friends and acquaintances.

Launch Dates: 1. _____ 2. _____ # of personal invites: _____

WHEN DO YOU PLAN TO WORK:

I will work _____ hours a (day/week) on my business. How I will fit this time into my schedule:

(Ex: waking up early, using lunch hour, after kids go to bed, etc.)

DEFINE YOUR ACTIVITY:

I will complete the following activities every day/week:

(Ex: one social media post a day, two new contacts a week, etc.)

▽ These activities will help me:

(Ex: build my brand, increase my confidence, etc.)

IDENTIFY OBSTACLES:

The following are obstacles that I foresee:

(Ex: kids getting sick, work running late, etc.)

▽ I plan to overcome these obstacles by:

(Ex: having a backup babysitter list, planning ahead, etc.)

4 DEVELOP A LONG LIST OF PROSPECTS

You know more people than you realize. Create a list of people from all your different circles: work, family, friends, neighbors, volunteering, kids, etc. Invite all of them to your Launch Pop-ups. Also, circle the top 10 who you think would like to hear about the business opportunity, and work with your Mentor to reach out to them this week.

Use your Contact List, Memory Jogger, and FRANKS List.

5 SHARE YOUR EXCITEMENT

Now that you know when you want to work Beautycounter into your schedule and you know who to reach out to, it's time to start talking about it. Text, call, or meet your contacts over coffee or drinks and start talking about Beautycounter and why you became involved with our mission. Follow our social media best practices and let your friends know you are part of our movement and why you love the Beautycounter mission and products.

6 SET SPECIFIC GOALS

Successful Consultants use goals as a framework to get started strong and hold themselves accountable to their action plan. Use the Consultant Goal Tracker every week and share it with your Mentor and fellow team members. Take your income goal and the amount of time you can dedicate to your business to determine the sales and activity required.

YOUR GOALS:

Each month I want to make:

GOALS	MONTH ONE	MONTH TWO	MONTH THREE
POP-UPS <i>An informal gathering to tell family and friends about Beautycounter.</i>			
PRODUCT DROP-OFFS <i>When you leave product with a friend for a few days to try.</i>			
ONE-ON-ONES <i>When you meet up with a friend to tell them about Beautycounter.</i>			
NEW CONSULTANTS <i>When you ask others to join you in sharing the mission and the business.</i>			

CONNECT YOUR GOALS TO YOUR WHY:

How achieving my goals will impact my business and personal life:

7 TAKE THE NEXT STEP

Get started in Counter University. In this program, you get to decide how you learn. Be sure to set up time to touch base with your Mentor so you can talk about what you're learning, and so they may answer any questions you may have. Remember, your Mentor is there to support and guide you through training.

Sample Scripts

When it comes to making follow-up calls with potential clients after Pop-ups, making calls to potential new Consultants, or guiding conversations during a One-on-One meeting, a simple five-step outreach process can be applied to each interaction.

The flow of the five-step outreach process is as follows:

GREET AND CONNECT

Share who you are and how you know the person with whom you are talking.

ASK FOR PERMISSION

Inquire if this is a good time to talk, or if another time would work better.

BE DIRECT

Let the person know why you are calling.

PROVIDE A BENEFIT

Share the benefit(s) the person may receive if they agree to work with you.

SECURE COMMITMENT

Take the conversation to the next step by scheduling an appointment to meet face-to-face.

This process should take only 3–5 minutes. By following this five-step process, each conversation you have will be friendly, efficient, and effective at getting to the next step: a face-to-face meeting.

The following pages contain simple phone scripts that follow the five-step process detailed above. Each script applies to a specific scenario, including:

- Following up with a client
- Scheduling a Pop-up
- Contacting a referral

FOLLOWING UP WITH A CLIENT

GREET AND CONNECT

Hi Natalie, this is Jane Doe with Beautycounter. We met at Meaghan's Pop-up last Thursday. How are you? (pause)

ASK FOR PERMISSION

Is this a good time to talk? It will just take a few minutes. (pause)

If you get a "No, this is not a good time," response, politely suggest another option such as, "I understand, how does tomorrow morning work?"

BE DIRECT

I'm reaching out to see if you are enjoying your Beautycounter products, and answer any questions that may have come up about them. (pause)

PROVIDE A BENEFIT

I'm so excited you're enjoying the Countermatch Collection! As your Beautycounter Consultant, I am available to help with anything—from future products you might be interested in, to making sure you are the first to know when new products launch. Since you love the Countermatch Collection, you might also like our Body Collection. My favorite is the Body Oil in Citrus Rosemary—it works really well when combined with our Hydrating Body Lotion—I use it daily! Why don't we set-up a quick appointment and you can try them for yourself? I'd also love to share a little bit about our exclusive Member program with you—it's a way for us to reward our most loyal clients with benefits and perks.

SECURE COMMITMENT

This Saturday morning works well for me. How about 10 a.m.?

SCHEDULING A POP-UP

GREET AND CONNECT

Hi Dana, this is Jane Doe with Beautycounter. We met last night at Jen’s Pop-up. How are you?

ASK FOR PERMISSION

Do you have a couple minutes to chat? (pause)

If you get a “No, this is not a good time,” response, politely suggest another option such as, “I understand, how does tomorrow morning work?”

BE DIRECT

I’m calling because you mentioned you’re interested in hosting a Pop-up with your friends. (pause)

PROVIDE A BENEFIT

Hosting a Beautycounter Pop-up is a lot of fun, and it’s very easy. You invite your friends, pop some wine, and I bring Beautycounter products for everyone to sample. As the Host, you can earn a savings on your favorite Beautycounter products. You mentioned that you loved the Body Oil, right? (pause) Well, you can purchase it at a discounted price as a special thanks for hosting—we call it our Host Reward Program. Is this something you would be up for discussing further and starting to plan together? (pause)

SECURE COMMITMENT

Thanks so much for your interest in hosting. I have two dates left this month. How about Monday the 20th or Thursday the 23rd?

FOLLOWING UP WITH A REFERRAL

Prior to following up with a referral, you may want to send a quick email to introduce yourself and ask when would be a good time to connect. Or, you may want to ask the person who gave you the referral to send an introductory email or text on your behalf.

GREET AND CONNECT

Hi Olivia, my name is Jane Doe with Beautycounter. We share a friend in common, Kelly Lewis. (pause)

ASK FOR PERMISSION

Is this a good time to talk for just a couple minutes? (pause)

If you get a “No, this is not a good time,” response, politely suggest another option such as, “I understand, how does tomorrow morning work?”

BE DIRECT

Kelly and I were having drinks the other night. She mentioned that you loved one of the Beautycounter products she’s been using, the Hydrating Body Lotion. (pause). Jane gave me your information and suggested I give you a quick call you to see if you’d like to try some additional Beautycounter products. (pause)

PROVIDE A BENEFIT

We have skin care collections for every skin type, makeup, bath and body products, and a line just for men. I’d love to set up some time to share these products with you. We can meet for coffee, and I can tell you a little more about Beautycounter and what we’re all about.

SECURE COMMITMENT

Great! I’m so glad you’re interested. I have time this Wednesday at 11 a.m. or 3 p.m. Would either of these times work for you?

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Your Launch Pop-up

Whatever your long-term strategy is for running your Beautycounter business, there is no better way to launch your business and get the word out than by hosting a Launch Pop-up.

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8 Tips For a Successful Launch Pop-up

Your friends, family, and acquaintances will be thrilled to learn about the Beautycounter mission and to experience our safer, high-performing products for the first time. Here are some tips to ensure a successful Launch Pop-up.

1. A Launch Pop-up is the same as a Pop-up, with the exception of the opening and the closing of the event. When you open your Launch Pop-up, be sure to share why you joined Beautycounter and provide a personal thank-you to everyone for supporting you. When you close, share that you are building a team with Beautycounter and would love for the guests to join you and/or recommend people for your business. If your Mentor is able to join you, this is a great time to have them validate you as a business owner and share ways in which your friends and family can support you.
2. Schedule your Pop-up as quickly as possible, preferably within the first 10 to 14 days after ordering your kit.

MY LAUNCH POP-UP DATE IS: _____

Have two times scheduled, to accommodate everyone's calendars. For example, schedule an evening and a morning, back to back. Use the evening launch to present a typical Pop-up. Use the morning/daytime launch as a drop-in or open house in which you casually meet one-on-one with your friends and family.

3. When you're going through your contact list, make sure to over-invite because some people may not be able to attend. By over-inviting, you have a better chance at having good attendance.

I AM INVITING:

4. Tell your friends to bring one or two friends you don't know along with them. Your business will expand when you start growing outside your own social network.
5. Don't feel like you have to know everything to get started! Just be enthusiastic and genuine. It's okay to say things like, "I'm new and just getting started," and, "I'll check on that and get back to you."

NOTE: Follow up with the people who can't make it. It will be a great conversation starter and an opportunity for you to be able to share info about your Beautycounter business. Turn a "Can't make it" into a One-on-One appointment, Drop-off, or even a Pop-up of its own.

I WILL FOLLOW UP WITH:

6. Your goal is to get bookings for future Pop-ups and One-on-One appointments. When your friends and family book Pop-ups, it will put you in front of many new people, and that is exactly what you want to get your business started strong.

Have your calendar open, with available dates for Pop-ups and appointments highlighted. Ask your guests to select from the open dates, and aim to fill the first available openings before moving to the following month.

7. Relax and have fun. Hosting your first Pop-up can be a little intimidating, so work with your Mentor to address any questions you may have so that you feel confident and prepared. Keep in mind that with practice and time, Pop-ups will get even easier and more fun.
8. For more, watch the How to Host a Pop-up video.

Your Launch Pop-up Script

INTRODUCTION

Welcome and thanks to (Host name) for allowing me to introduce you to Beautycounter!

Beautycounter's mission is to get safer products into the hands of everyone. We believe that products can be beautiful, effective, AND significantly safer. The products we create meet incredibly rigorous standards. They have to pass our Ingredient Selection Process, they have to perform, and they must meet your personal standards and be as good or better than the brands you already love. That's why, to date, we've already sold more than 240 million products. We believe no other company in the industry is delivering on both performance and safety to the extent that we are.

Note: Consider playing a video from our YouTube channel to introduce Beautycounter to your guests.

YOUR REASON FOR JOINING BEAUTYCOUNTER

The reason I joined Beautycounter is... (Share your personal story.)

WHY THIS IS SO IMPORTANT

Did you know?

1. It's perfectly legal for companies to use harmful ingredients in the products we use on our skin every single day.
 - According to many of the world's leading scientists and medical organizations, many ingredients commonly used in the personal care industry have been linked to cancer, hormone disruption, infertility, and other health issues. We think this is unacceptable, and we're doing something about it.
 - At Beautycounter, we've put together a list of more than 1,500 ingredients that we prohibit from our product formulations, while creating beautiful products that perform to your highest standards. We not only avoid the 1,400 ingredients that the European Union bans, but we created The Never List™, which includes more than 100 additional ingredients that we prohibit from our product formulations.
2. The European Union prohibits the use of more than 1,400 ingredients from personal care products. The U.S. has banned or restricted 30 ingredients, while Canada has banned nearly 600.
3. So is it all doom and gloom? No! At Beautycounter, we believe that when you know better, you do better. We believe our products are some of the safest on the market. We disclose every single ingredient and evaluate every ingredient for safety. We believe in helping our Consultants become successful entrepreneurs and champions for better beauty.

We invite you to review The Never List™. Check the labels on your favorite products, and see how they compare. Our goal is to educate you so you can make more informed choices.

HOW CAN YOU GET INVOLVED?

The first way is as a Client. Begin to educate yourself and start making safer choices for you and your family. When you become a Client and use Beautycounter products, you can be assured that you are enjoying safer products that perform.

The second way is as a Band of Beauty Member. Members enjoy perks such as free shipping on orders over \$100, product credit to use on future purchases, and special surprises and delights that are only available to those in the program.

The third and, we believe, the most exciting way is as a Consultant. Our Consultants are passionate about our mission and want to share it with others. We have some Consultants who work four hours a week and others who work 40 hours and make a full-time income.

There is a place for everyone at Beautycounter. Consultants save 25% on products and receive income based on their sales and building a team.

PRODUCTS

Select one collection and walk guests through each product. (Example: Countermatch)

- Explain why they are designed to work together to achieve the ultimate benefit.
- Demonstrate the order in which to use the products.
- Be sure to put the products on the guests' hands so they can feel them.

Then, add on by choosing a couple of your Host's favorite products and ask her to share why she loves them. Explain that you'll be happy to answer any questions, and invite them to look up additional product selections on your personal website.

CLOSE

I hope you have enjoyed learning a little bit more about Beautycounter and our mission, products, and opportunity. If you are interested in becoming a Host like (Host name), please come talk to me. Hosts like (Host name) get their friends and family together to learn about Beautycounter, and in return they can receive free products and save 50% on other Beautycounter items. I would love the chance to help any of you host your own Beautycounter Pop-up. Another way to get involved is to become a Consultant like me. I'd love to tell you more about the business opportunity.

Please feel free to sample any of the products and ask me any questions.

Thank you so much for coming tonight and supporting (Host name) and Beautycounter. We value our Hosts and could not build this movement without you. I'll be right over here and will be happy to help you place your order. Thanks again.

How to Grow Your Business

Scheduling Pop-ups and One-on-Ones throughout the month is a sure way to grow your business and share our mission.

But your success depends on how proactive you are. Though they may take a little effort, Pop-ups and One-on-Ones both are key to achieving the kind of activity each month that will result in you meeting your financial and other business goals.

SET A GOAL

It is a good idea to make a goal for yourself. How many Pop-ups and One-on-Ones each month will it take to receive the commission check, recruiting opportunities, and scheduling opportunities you desire? To achieve optimal momentum and growth for your business, we recommend 4 to 6 Pop-ups and 8 to 10 One-on-One appointments in a given month.

MAKE A PLAN

Once you know your goal for Pop-ups and One-on-Ones each month, decide how you're going to get those booked on your calendar. Which one of the following fits you the best?

FACE TO FACE: "I'm out and about, and I see 3 to 5 people a day and at least 15 different people each week. I am comfortable having conversations about Beautycounter and scheduling Pop-ups and One-on-Ones during my conversations."

PHONE: "I'm busy, and the best use of my time is jumping on the phone and asking my list of contacts. I can do this in the car, over my lunch, or for a while in the evening."

DURING YOUR EXISTING POP-UPS: "I'm going to use already scheduled Pop-ups as my office, and I'm going to be sure I get 2 to 3 Pop-ups or One-on-Ones scheduled during every Pop-up I hold. My time is valuable, and this is the best use of it."

Usually, it takes a mixture of all of the above, but ultimately, it's for you to decide how you will work to reach your goals. Most importantly, you should make a commitment to do these things: It's the only way you will have the kind of business success you want.

Now make the connections count. In your planner, draw five boxes on every day. These stand for conversations you plan to have about Beautycounter—whether you're talking about our products, the business opportunity, or about hosting a Pop-up or One-on-One. Every time you have a conversation, fill a box. The idea is that each conversation will lead you to more Pop-ups, One-on-Ones, or conversations about our products or opportunities—or maybe even all three.

WORK YOUR PLAN

You've set your goals and made your plan of action; now it's about working your plan.

When you are talking with someone face to face about hosting a Pop-up:

“Paula, how are you? [She responds.] Wonderful. Hey, there is something I've been dying to share with you. Have you heard of Beautycounter? [She responds 'No.'] Beautycounter is a safer, high-performing beauty brand that screens all of its products' ingredients for safety. I know a healthy lifestyle has always been important to you. I'm launching my Beautycounter business and thought we could get some of your friends together to sample some of the products and talk about why safer products are important. What do you think?”

When you are calling someone on the phone to schedule a One-on-One:

“Amy, it's Karen. How are you? [Comment on something personal to Amy.] I won't keep you long, Amy. I'm calling because I am working with a company called Beautycounter. Have you heard of us? [She responds 'No.'] We're a young company committed to making safer products. I know you love your beauty products, so I thought it would be fun to get together over coffee next week to sample these incredible products, and I can share what's different about Beautycounter. How about next Wednesday?”

At a Pop-up, during your “Why” or opening:

“As a result of hosting, Emily can receive products for a discounted rate, so I know she'll be building her skin care collection tonight. After you experience these products, I'd be happy to help you order a couple of items and then schedule your Pop-up so that you can complete your collection with the help of Host rewards. If you are interested, I have a couple of dates still open this month.”

At a Pop-up, when sharing our mission and our story:

“To make change happen, we need more women and men to help us share the message. I'm looking for people who would be interested in becoming Beautycounter Consultants and starting their own business, to lock arms in this mission and educate others on the importance of using safer products.”

When sharing our products at a Pop-up:

“Margo, you will love the Countermatch Eye Rescue Cream. Pairing it with Countermatch Recovery Sleeping Cream is a fantastic start to your beauty regimen. The eye cream is one of the discounted products you can choose when you host a Pop-up. Would you like to purchase the night cream and serum tonight and receive the eye cream as part of your Host rewards?”

When tallying up Pop-up orders with each guest:

“Jen, thanks for coming tonight. I always offer a couple things to every guest. The first is to consider joining this movement and to take a look at what it would mean to start a Beautycounter business as a Consultant. Would you be interested in learning more about that? [Response.] The second is hosting a Pop-up with your friends to help move our mission forward while earning some more of these incredible products I know you already love. Would you like to set a date? I have only a couple left next month.” [Response.]

5

Building Your Team

Create a list of the people from all your different circles: work, family, friends, neighbors, volunteering, kids, etc. Invite all of them to your Launch Pop-ups. Also, circle the top 10 who you think would like to hear about the business opportunity, and work with your Mentor to reach out to them this week.

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Four Ways to Join Beautycounter

As you start reaching out to your contact list, keep in mind there are four ways for people to connect with Beautycounter:

CLIENT

Someone who purchases Beautycounter products at full retail price.

HOST

Someone who brings people together for a Beautycounter Pop-up. Hosts open their network to you, and in return they receive Host Rewards based on sales and the number of guests who purchase Beautycounter products at their Pop-up.

BAND OF BEAUTY MEMBER

Someone who is a loyal Beautycounter Client and purchases from you on a continual basis. After signing up as a Band of Beauty Member, your Client will receive exclusive Beautycounter promotions, perks, and special offers.

CONSULTANT

Someone who decides to build a Beautycounter business, like you. Consultants receive a savings on all product purchases and earn income based on sales and the sales of others recruited to their team.

Getting Started With Recruiting

- Don't wait for the perfect time to start recruiting—that time is now. Make a list of who you would like to add to your team. Invite them to learn more about the business today, and share with them why now is a good time for them to get started.
- Don't worry if you are not sure what to say, and don't let that hold you back from talking to people. Everyone has to start somewhere. Here are two strategies to build your confidence:
 - Know your own story: What drew you to Beautycounter, and why? What convinced you it was the right choice? Be able to share your story without hesitation.
 - Use tools: Beautycounter has created some great tools that help you share our story.
 - Share videos from the Beautycounter YouTube channel.
 - Share the Opportunity Brochure and your business card with The Never List™ on the back.
 - Share a link to one of our recorded Opportunity Calls located on the Beautycounter Facebook page, or invite them to an upcoming live call.
 - Ask your Mentor to get on a call with you and your prospect.

The more you talk about Beautycounter and have these conversations, the easier it becomes. You don't have to know everything about the business to invite people to learn right alongside you. In fact, you may learn some things from your New Consultants.

- Don't just share the business opportunity at your Pop-ups or during One-on-One conversations—recruits are everywhere. Think about who you are looking for, and then start consciously looking for those types of people. It is very helpful to write out a description of the exact person you think would be a great asset on your team.
- At Pop-ups, offer the business opportunity every time you hear a compliment about Beautycounter or about you. Say, “Thank you! I really love what I do. Have you ever thought about having your own business? Would you like to learn more about Beautycounter?”
- When you invite people to join you, be sure to compliment them on why you think they would make a great Consultant. *“Susan, you have such a great attitude about life; I would love to work with you. I think we would have fun together, and I'd love for you to join my Beautycounter team.”*
- Always have something to invite interested people to—it's a great way to get their contact info. You can say something like, *“I have really enjoyed chatting with you. Can I get your number or email so I can send you an invite for my upcoming [call, event, Pop-up, etc.]?”*
- Listen for the verbal cues that indicate that they would be a great fit. For example, if you hear “I am a skin care junkie.” or, “I participate every year in the Breast Cancer Awareness Walk,” you could respond with, *“That's incredible; we share some similar interests. I'd love to tell you a little bit about my company, Beautycounter, and what we are all about. I think it would be a great fit for you. Can we schedule a time to chat some more?”*

- Don't wait for people to approach you. Nine times out of 10, they won't. If you meet people you would like to work with, it is up to you to share the opportunity with them and invite them to join you. It's your team to build, so go make it happen.
- Don't let a possible "No" defeat you. This business is not for everyone, but that should not preclude you from approaching people about the opportunity. Do not let the fear of rejection stop you from asking others to join your team. Your next best New Consultant may be the person you never asked. Speak with confidence and know you are part of something special, great, and meaningful.

WHO I PLAN ON ASKING:

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WHAT I PLAN TO SAY:

Your FRANKS List

FRANKS is a simple acronym to help you build your contact list. Keep a contact list updated at all times. This is a great exercise to do when you have some downtime, like sitting at one of your children's activities or while waiting at the doctor's office.

FRANKS stands for:

F: Friends (college, high school, childhood, church, social clubs, Facebook)

R: Relatives

A: Acquaintances—people you know but aren't super close to (friends of friends, etc.)

N: Neighbors—these are people you are friendly with but may have no idea about Beautycounter

K: Kids' friends' parents

S: Significant others' contacts

Cross-pollinate that list for even more contacts: friends of relatives, friends' neighbors, and neighbors' friends.

Memory Jogger

FAMILY

Father & Mother
Father-in-Law & Mother-in-Law
Grandparents
Children
Brothers & Sisters
Aunts & Uncles
Nieces & Nephews
Cousins

YOUR LISTS

Current address book
Email address list
Cell phone contacts
Holiday cards list
Wedding invite list
Child's birthday invite list
Business cards list
Facebook
LinkedIn
Twitter
Skype
Instagram

BUSINESS ASSOCIATES

Accountant
Banker
Beautician
Car Dealer
Dentist (your kids too)
Doctor (your kids too)
Dry Cleaner
Esthetician
Grocer/Gas Station Attendant
Hair Stylist/Barber
Housekeeper
Insurance Agent
Lawyer
Merchants
Pharmacist
Real Estate Agent
Travel Agent

FRIENDS, ETC.

Friends & Neighbors
People you work with
Church members
Art classmates

Camping friends
Dance classmates
Singing classmates
Workout friends

WHO IS MY...?

Architect
Association member
Bus driver
Babysitter/Nanny
Children's friend's parents
Chiropractor
Club members
Delivery person
Florist
Jeweler
Mailman
Minister/Pastor & their wife/husband
Pet groomer
Photographer
Tailor
Veterinarian
Waitress/Waiter
Water Supplier
Yoga Instructor

THOSE YOU HAVE BEEN ASSOCIATED WITH IN THE PAST:

Former co-workers
Former roommates
Former teachers
People in your hometown
Previous neighbors
Military cohorts
Retired co-workers
Schoolmates
Former bosses

I KNOW INDIVIDUALS WHO...

Are actively looking for part-time job
Are ambitious
Are enthusiastic
Are entrepreneurial
Are caring people
Are champions
Are fun & friendly
Are fund-raisers
Are goal-oriented

Are natural leaders
Are organized
Are positive-thinking
Are self-motivated
Are single moms/dads
Are team players
Bought new home/car
Don't like their job
Have character & integrity
Have children in college
Just got married
Just graduated
Just had a baby
Just quit their job
Love a challenge
Love to learn new things
Want to help their spouse retire early
Want to make more money
Want more time with their families
Want to work for themselves

I KNOW SOMEONE WHO IS A(N)...

Accountant
Actor
Advertiser
Airline Attendant
Acupuncturist
Baker
Banking Professional
Beauty Salon Worker
Broker
Chef
Chiropractor
Coach
Cook
Dancer/Dance Teacher
Dentist & Staff
Dermatologist
Designer
DJ
Doula
Dry Cleaner
Education Professional
Engineer
Entertainer
Environmental Scientist
Farmer
Film Industry Professional

Fitness Instructor/Classmate
Florist
Fundraiser
Furniture Salesperson
Gardener
Government Worker
Graphic Artist
Gym Staff
Hairdresser
Handyperson
Health Practitioner
Hospital Staff
Human Resources Staff
Insurance Agent
Interior Decorator
Investor
Jeweler
Karate Master/Classmate
Kitchen Renovator
Lawyer
Leasing Manager
Lab Technician
Loan Officer
Lifeguard
Makeup Artist
Manager
Manicurist
Massage Therapist
Medical Professional
Midwife
Minister
Mortgage Broker
Music Teacher
Musician
Naturopathic Doctor/Professional
Nonprofit Organization Associate
Nurse
Nutritionist
Office Manager
Optometrist
Orthodontist
Painter
Party Planner
Pediatrician
Personal Trainer
Pet Care Professional
Pharmacist
Photographer
Physical Therapist
Piano Teacher
Pilates Instructor/Classmate

Publisher
Postal Worker
Promoter
Property Manager
Public Relations Professional
Psychiatrist
Psychologist
Recreation Therapist
Realtor
Rental Office Agent
Recruiter
Rehabilitation Specialist
Reporter
Restaurant Owner/Manager
Salesperson
Scientist
Skin Care Consultant
Social Worker
Student
Tailor
Tanning Salon Worker
Teacher
Therapist
Trainer
Travel Agent
Tutor
Uber/Lyft Driver
Volunteer
Waiter/Waitress
Web Designer
Writer
Yoga Instructor/Classmate
Zumba Instructor/Classmate

Kansas
Kentucky
Louisiana
Maine
Maryland
Massachusetts
Michigan
Minnesota
Mississippi
Missouri
Montana
Nebraska
Nevada
New Hampshire
New Jersey
New Mexico
New York
North Carolina
North Dakota
Ohio
Oklahoma
Oregon
Pennsylvania
Rhode Island
South Carolina
South Dakota
Tennessee
Texas
Utah
Vermont
Virginia
Washington
West Virginia
Wisconsin

**WHO DO YOU KNOW FROM A
DIFFERENT STATE OR PROVINCE?**

Alabama
Alaska
Arizona
Arkansas
California
Colorado
Connecticut
Delaware
Florida
Georgia
Hawaii
Idaho
Illinois
Indiana
Iowa

Wyoming
Washington, D.C.
Alberta
British Columbia
Manitoba
New Brunswick
Newfoundland and Labrador
Northwest Territories
Nova Scotia
Nunavut
Ontario
Prince Edward Island
Quebec
Saskatchewan
Yukon

Responding to Objections

When you hear an objection, LEAP will help you respond by asking clarifying questions to get to the heart of the objection and produce a better solution.

When someone says, *“I just don’t have the time.”*

LISTEN: Listen to their objection.

EMPATHIZE: Empathize with them by saying something like *“I get where you’re coming from. Our days are busier now than ever.”*

ASK: Ask a clarifying question like, *“How much time do you think it takes to do this?”* They may think it takes 20 hours a week.

PRODUCE: This is where you produce a solution. So in this example, you could say, *“The time you invest is really related to what you want out of it and how much time you’re able to give. If you want to have a few hundred to \$1,000 dollars extra a month, I’d be happy to show you how you can do that by potentially investing between five and ten hours a week in Beautycounter. How would that sound?”*

Asking more detailed, clarifying questions in the LEAP process really gets to the heart of the objection. Ask a clarifying question that begins with Tell Me, What, or How to get to the root of the objection.

Write your own response using LEAP to the following objection. *“I’d love to become a Consultant, but I don’t know enough people.”*

LISTEN: _____

EMPATHIZE: _____

ASK: _____

PRODUCE: _____

Sample Scripts

As you start scheduling calls with potential New Consultants, remember the five-step outreach process we discussed in chapter 3, and then check out the sample script on the next page.

GREET AND CONNECT

Share who you are and how you know the person with whom you are talking.

ASK FOR PERMISSION

Inquire if this is a good time to talk, or if another time would work better.

BE DIRECT

Let the person know why you are calling.

PROVIDE A BENEFIT

Share the benefit(s) the person can receive if they agree to work with you.

SECURE COMMITMENT

Take the conversation to the next step by scheduling an appointment to meet face-to-face.

SCHEDULING A RECRUITING INTERVIEW

GREET AND CONNECT

Hi Sharon, this is Jane Doe with Beautycounter. We met on Tuesday at Christina's house. How are you?
(pause)

ASK FOR PERMISSION

Is now a good time to talk? (pause)

If you get a "No, this is not a good time," response, politely suggest another option such as, "I understand, how does tomorrow morning work?"

BE DIRECT

I really enjoyed our conversation from the other night, and remembered you mentioned you were intrigued by Beautycounter's mission and what I do. I'm reaching out to tell you a little more about it.
(pause)

PROVIDE A BENEFIT

As you already know, Beautycounter's mission is to get safer products into the hands of everyone. What we're doing is really interesting. If you have 20 minutes this week, I'd love to meet you for coffee, and share a little more about it—and also bring a few products for you to try.

SECURE COMMITMENT

I'm so glad you have some time this week. How does Friday morning at 10 a.m. work for you?

6

Building Buzz

Whether you're in this business for the mission or to earn extra income, engaging others is a key facet of your Beautycounter business.

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Host Coaching — Before the Pop-up

Your relationship with your Host is mutually beneficial. They receive generous Host rewards, and you get the opportunity to grow your business and spread our mission among their family and friends. Here are some helpful steps to follow:

STEP 1

Once your Host confirms the date, schedule the Pop-up on your personal website.

STEP 2

Email your Host and let them know the Pop-up is officially booked. Share how excited you are, and ask them to make a guest list and share it with you. In the email, brainstorm ways to make the list more robust. Remind them that because not everyone will be able to attend, they should expand the list outside of their immediate network of close friends. Attach the PDF showing Host rewards, available in the Tools section of Behind the Counter (BTC), to your email so they are aware of the earning potential, and have them start making a wish list of additional products they would like to earn. This will motivate your Host to achieve high attendance.

STEP 3

Once you receive the guest list, send the invite out 7 to 10 days prior to the Pop-up (this is usually the best time frame to get an accurate RSVP count). Also, make sure you send frequent reminders to guests who are slow to respond.

STEP 4

Engage your Host. As you check the RSVPs, let your Host know who has yet to respond, and ask them to personally follow up with each guest, as they are more likely to respond when they hear from the Host. Also, get your Host excited by sharing any product launches or promotions that may occur at the time of the Pop-up. This creates excitement that they will, in turn, likely share with friends when they reach out to them. If your Host has never used Beautycounter products and this is their first Pop-up, be sure to get some products into their hands two to three days prior, so that they can sample them and share their testimonials with friends at the Pop-up. Your Host should be your biggest advocate at the Pop-up and have the opportunity to share what they like and why.

STEP 5

On the day of the Pop-up, email the guests to introduce yourself and say that you are excited to meet them. This serves several functions: You are giving guests another event reminder and building a relationship as their Beautycounter Consultant. And, if they can't come, they know who you are and have both your website link and the link to the Pop-up so that they can still order online.

Social Media 101

WHY SOCIAL MEDIA?

We live in a media-saturated world in which millions of organizations are all vying for your Clients' attention. In order to cut through the noise, it's imperative that you meet people where they are by getting messages in front of existing and potential Clients. Social media is the medium to do just that. It's a space to share to share your Beautycounter story, raise awareness about safer beauty, and drive sales.

WHO ARE YOU TRYING TO ENGAGE?

As you're getting started, think about who you're trying to reach. Of the people in your existing and extended networks, who is most likely to have an interest in Beautycounter? Once you have determined a likely clientele, write them down and think about how they can be targeted. These people will make up a profile for your target audience. The next step is to determine the characteristics of your audience: What do they value? Every post should reinforce your understanding of your audience and the Beautycounter message.



FACEBOOK

Best used for building community with current, and potential Clients. Be sure to follow Beautycounter & Gregg Renfrew.



INSTAGRAM

Visual display of your business and Beautycounter lifestyle. Follow @Beautycounter and @GreggRenfrew.



PINTEREST

Catalog and categorize your products. Make boards to inspire your Clients, collect products for certain skin types, and showcase the collection. Follow our boards: Beautycounter.



TWITTER

A real time platform to share information and mobilize your audience to take action. Share important product and advocacy tweets from @Beautycounterhq

CALLS TO ACTION

Every post should have a call to action (CTA) such as “Try this,” “Follow on Facebook,” or “RSVP today.” This is a simple message that prompts your Clients to take action. What’s important here is to think through the value proposition—answering the question “What’s in it for me?” for your Clients. When you approach social content from the perspective of the audience, your engagement will increase. Posts should be simple and direct, with just one CTA per post.

SOCIAL MEDIA FOR BUSINESS

Social media is a powerful tool for building your personal business. Use your social accounts to share content, talk about your business, grow your audience, and increase loyalty. Think of your social profile as a storefront; it’s a space to find and engage with Clients and give them a glimpse of Beautycounter. Social media is a portal to share brand preferences that influence purchasing behavior. For existing clients, use this tool to make product recommendations and field any inquiries about the brand.

SOCIAL MEDIA ETIQUETTE

The way you communicate on social media is just as important as what you say face-to-face. You are a Beautycounter Consultant, and your content should be just as polished as Beautycounter’s. We encourage you to share information from Gregg Renfrew’s and Beautycounter’s accounts, but make sure that you are citing your sources. Your audience should understand what information is a reflection of your expertise and what comes from other organizations. Take time to think about your audience and what will make your messages resonate. In the times when they don’t, handle any negative interactions with grace and professionalism.

Some additional best practices to keep in mind: Don’t use all caps, use proper grammar, remember to spell check, and limit abbreviations.

More Social Media Tips

ATTRACTING PEOPLE TO YOUR PAGE

Once you've committed to using social media to promote your business, it's time to build your audience. The first step is to invite your Clients to follow and befriend your accounts. Once they become a part of your digital network ask them to share your page and/or content with their followers. This will increase your reach and raise awareness of your business. As you're growing your business, make sure to share attention-grabbing content. This can come in the form of photos, graphics, quotes, articles, etc.

USING DIFFERENT SOCIAL MEDIA NETWORKS FOR CROSS-PROMOTION

Each social platform is unique. Facebook is best used to raise awareness and build community—think of it as social media long-form, because there aren't limited parameters around length. Instagram should be prioritized for visual storytelling, showing that Beautycounter is more than just beauty; it's a lifestyle. Twitter focuses on real-time interactions—it's a platform where you can insert your brand into a larger conversation. Pinterest is evergreen—primarily focusing on research and sales.

SOCIAL MEDIA MEASUREMENT METRICS

- Fans/followers: The total number of people in your various networks.
- Activity: Your activity log is a tool that lets you review and manage content you share on social media.
- Reach: The number of people who see your content, handle, or page.
- Engagement rate: The percentage of people who saw a post and liked, shared, clicked, or commented on it.
- Acquisition: The process of persuading a potential consumer to purchase a company's goods or join their list.
- Conversion rate: Percentage of users who took a desired action.
- Impression: A measure of the number of times an ad and/or content is displayed.
- Click-through: How often a user clicks when served an impression (calculated as clicks/impressions).

BEST TIMES FOR POSTING

Facebook: 1-4pm EST

Instagram: 5-6pm EST

Twitter: 1-3pm EST

Pinterest: 8-11pm EST

7

Business Aids

These tools are designed to help you better
plan your business.

Investment Calculator	page 62
Goal Tracker	page 64
The Contact List	page 66
Compensation Plan	page 67

Investment Calculator

INITIAL INVESTMENT

BUSINESS KIT	<input type="text" value="\$"/>
ENROLLMENT PURCHASE	<input type="text" value="\$"/>
BUSINESS AIDS	<input type="text" value="\$"/>
TOTAL	<input type="text" value="\$"/>

EARN IT BACK

Earn back your investment quickly. Enter your total investment in the first box and multiply it by four (you earn 25% commission from Client and Member orders): the total is your sales goal.

<input type="text" value="Your Investment"/>	×	<input type="text" value="4"/>	=	<input type="text" value="Sales Goal"/>
--	---	--------------------------------	---	---

On average, a Client or Member will place an order for \$110, and sales at Pop-ups average about \$550. With this in mind, determine how many individual orders and Pop-ups you need to achieve your sales goal and earn your investment back.

	AVERAGE SALES		HOW MANY TO ACHIEVE MY GOAL?		POTENTIAL SALES TOTAL
ORDERS	<input type="text" value="\$110"/>	×	<input type="text"/>	=	<input type="text" value="\$"/>
POP-UPS	<input type="text" value="\$550"/>	×	<input type="text"/>	=	<input type="text" value="\$"/>
POTENTIAL PERSONAL VOLUME (PV)					<input type="text"/>

Now, calculate your commissions and compare them to your initial investment amount.

<input type="text" value="Potential PV"/>	×	<input type="text" value="0.25"/>	=	<input type="text" value="Your Commissions"/>
---	---	-----------------------------------	---	---

Now decide how many orders and Pop-ups you want to aim to have each month to earn back your investment. Remember, this is your business: You determine how many months you need to earn it back.

ORDERS	<input type="text"/>	POP-UPS	<input type="text"/>
--------	----------------------	---------	----------------------

PERSONAL SALES BONUS

Depending on your PV each month, you may be eligible for the personal sales bonus! Calculate your bonus below. Remember, this is based on your PV for each month.

<input type="text" value="\$750 - \$1,499"/>	<input type="text" value="5%"/>	<input type="text" value="\$1,500 - \$2,999"/>	<input type="text" value="7%"/>	<input type="text" value=">\$3,000"/>	<input type="text" value="10%"/>
--	---------------------------------	--	---------------------------------	--	----------------------------------

<input type="text" value="PV (By Month)"/>	×	<input type="text" value="Bonus %"/>	=	<input type="text" value="Your Bonus"/>
--	---	--------------------------------------	---	---

EARNINGS TOTAL W/ BONUS*

*This is a hypothetical example intended only to illustrate how income is earned and calculated. It is not a representation of results you should expect. Beautycounter makes no guarantee that you will earn an income or be successful.

Goal Tracker

MONTH: _____ CURRENT PAID-AS TITLE: _____ PAID-AS TITLE GOAL: _____

WEEKLY ACTIVITY	GOAL	WEEK ONE	WEEK TWO
VOLUME			
PERSONAL VOLUME (PV): The dollar value of product you've sold to Clients or Members			
BUSINESS VOLUME (BV): The total of all of the QV from yourself and all of the members of your downline team			
NEW VOLUME (NV): QV you get from selling to new Clients or Members, or from the QV of Consultants that you personally enroll			
EVENTS			
POP-UPS BOOKED: Number of Pop-ups booked during the week			
POP-UPS HELD: Number of Pop-ups held during the week			
CONVERSATIONS			
ONE-ON-ONES: Number of individual meetings with Clients and contacts			
DROP-OFFS: Number of product Drop-offs completed during the week			
NEW CONTACTS: Number of new contacts during the week			
NEW BAND OF BEAUTY MEMBERS: Number of New Members recruited during the week			
FOLLOW-UPS: Answered emails, social media messages/posts, phone calls, and texts			
EXISTING-CUSTOMER CHECK-INS: Check-ins on recent orders, replenishments, and promotions			
RECRUITS			
CONSULTANT LEADS: Number of New Consultant leads during the week			
RECRUITING CONVERSATIONS: Number of Consultant leads contacted during the week			
NEW CONSULTANTS: Number of New Consultants recruited during the week			

Contact List

NAME	PHONE	EMAIL	PREFERRED CONTACT	POTENTIAL ROLE	NOTES	POP-UP GUEST	ONE-ON-ONE APPT	PRODUCT DROP-OFF	LAST CONTACT	NEXT CONTACT
Meredith Miller	555-825-4608	m.miller@gmail.com	Phone Text Email	CIRCLE ONE Client Host Consultant Member	Met at Susan's	10/1	10/3	N/A	email 10/5	10/8
1.			Phone Text Email	Client Host Consultant Member						
2.			Phone Text Email	Client Host Consultant Member						
3.			Phone Text Email	Client Host Consultant Member						
4.			Phone Text Email	Client Host Consultant Member						
5.			Phone Text Email	Client Host Consultant Member						
6.			Phone Text Email	Client Host Consultant Member						
7.			Phone Text Email	Client Host Consultant Member						
8.			Phone Text Email	Client Host Consultant Member						
9.			Phone Text Email	Client Host Consultant Member						
10.			Phone Text Email	Client Host Consultant Member						
11.			Phone Text Email	Client Host Consultant Member						
12.			Phone Text Email	Client Host Consultant Member						
13.			Phone Text Email	Client Host Consultant Member						
14.			Phone Text Email	Client Host Consultant Member						
15.			Phone Text Email	Client Host Consultant Member						
16.			Phone Text Email	Client Host Consultant Member						
17.			Phone Text Email	Client Host Consultant Member						
18.			Phone Text Email	Client Host Consultant Member						
19.			Phone Text Email	Client Host Consultant Member						
20.			Phone Text Email	Client Host Consultant Member						

COMPENSATION PLAN

For U.S. Consultants

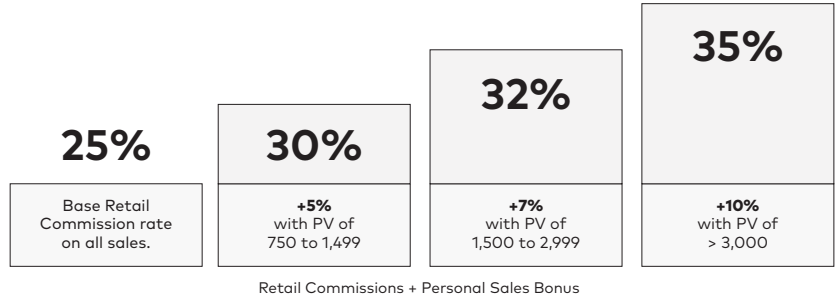
1. SELLING TO CLIENTS & MEMBERS

Earn up to 35% on your sales with Personal Sales Bonuses of up to 10%

Selling Commissions are based on Personal Volume, or PV.

PV is, in most cases, the dollar value of product you've sold to Clients or Members.

Please note that items you purchase for yourself do not count toward your PV.



2. DEVELOPING A TEAM

Title Qualifications

Your Title is earned by accumulating Qualifying Volume (QV), New Volume (NV), and Business Volume (BV) each month.

To advance past Director, you should develop other Directors among those closest to you to form "Director Branches".

Paid-As Title	Consultant	Senior Consultant	Manager	Senior Manager	Director	Senior Director	Executive Director	Managing Director
QV	-	250	250	250	250	250	250	500
NV	-	-	250	250	250	250	250	-
BV	300*	1,250	2,500	5,000	10,000	25,000	50,000	100,000
Director Branches*	-	-	-	-	-	1	2	4

QV comes from the published value for each item you purchase for yourself or sell to a Client or Member.

NV is a special type of QV. You get it from selling to new Clients or Members, or from the QV of Consultants that you personally enroll.

BV is the total of all of the QV from yourself and all of the members of your downline team. You may receive credit for up to 50% of your BV requirement from a single Level 1 Consultant's team.

Team is the network of Consultants connected to you by direct and indirect enrollment relationships.

Director Branch is a unique series of Consultant-to-Consultant connections that contains at least one Director or higher.

Level Override Commissions

Level Overrides are calculated using the Commissionable Volume (CV) of the sales and purchases of your downline team members.

Paid-As Title	Consultant	Senior Consultant	Manager	Senior Manager	Director	Senior Director	Executive Director	Managing Director
Level 1	5%	7%	9%	9%	9%	9%	9%	9%
Level 2	-	5%	7%	9%	9%	9%	9%	9%
Level 3	-	-	5%	7%	9%	9%	9%	9%

CV is typically 75% of dollar value of the product that was sold by or purchased by a downline Consultant.

Level is a person-to-person relationship on your Team. If you personally enroll Cindy, she is on your Level 1. If she enrolls Lisa, Lisa is on your Level 2.

3. DEVELOPING OTHER LEADERS

Generation Override Commissions

As a "Leader of Leaders," you may earn Generation Overrides when your downline team members advance to Director or higher Titles.

Each Director has a Generation that is made up of every Consultant on his/her team that counts him/her as their first upline Director.

Generation Overrides are calculated by adding up the CV of each Director and the members of his/her Generation, then applying the pay rate shown.

Paid-As Title	Director	Senior Director	Executive Director	Managing Director
1 st Generation	3%	3%	3%	3%
2 nd Generation	-	3%	3%	3%
3 rd Generation	-	-	3%	3%
4 th Generation	-	-	-	1%

Other Important Notes: PV, CV, and QV may be reduced on certain products for various reasons. These include discounts, promotions, use of Product Credits, and variations in item-by-item pricing.

* 300 BV required to earn an override / + Director Branch must form within Levels 1-4.

COMPENSATION PLAN

For Canadian Consultants

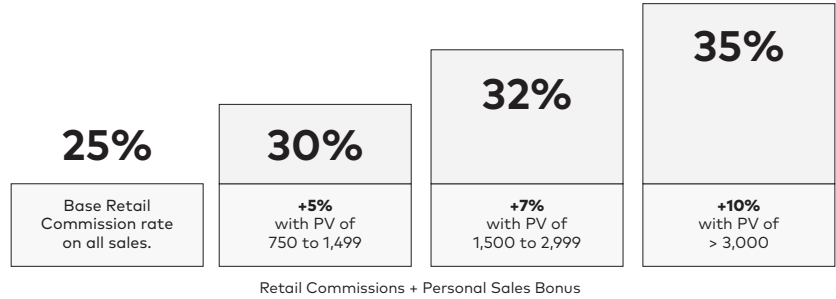
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NV	-	-	250	250	250	250	250	-
BV	300*	1,250	2,500	5,000	10,000	25,000	50,000	100,000
Director Branches*	-	-	-	-	-	1	2 Branches or 1 Branch and 20,000 QV	4 Branches or 1 Branch and 40,000 QV

QV comes from the published value for each item you purchase for yourself or sell to a Client or Member.

NV is a special type of QV. You get it from selling to new Clients or Members, or from the QV of Consultants that you personally enroll.

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* 300 BV required to earn an override / + Director Branch must form within Levels 1-4.

+ In 2018, a typical Beautycounter Canada Consultant earned between \$0.00 and \$1,000.00 CAD, excluding Retail Commissions and Personal Sales Bonuses.

SKU 10000507



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