

# New Distributor Checklist

First of all, WELCOME! I am so happy to have you on our team. This business is FUN and if you work it, it *will work*! We have MANY tools available that your upline has put together for your success and to save you time. You are never alone and you don't have to reinvent the wheel!

*The most important things to do first:*

- 1) Read through this document (consider printing and using it as a to-do list)
- 2) Place your first order with SeneGence!
- 3) Start a Facebook group (for your retail customers, it's your online store)
- 4) Create your order form
- 5) Start your contact list

## Place your first order with SeneGence

Go ahead and place your first order with SeneGence. If you need help, contact your upline and they'll walk you through it. Getting product in your hands right away gets you excited and lights a fire under you. I suggest you buy at least 3 of each color. One as a tester, and two to sell. If you're on a tight budget, use disposable lipstick applicators to apply LipSense for your selfies so you can reuse those as testers at parties.

Don't forget - your goal should be to always place a 300 PV order! If you order less than that, you are losing out on free money and product. 300 PV gets you a 40% discount. Don't worry, it's easy to sell 300 PV of product at one good party. Don't sweat it. Breathe, reach out to upline and have fun with it!

## Create a public Facebook group.

There is a video in the Files section of La Lippy League that shows you how to do this, and here are step-by-step instructions.

Log in to Facebook and scroll down to the bottom left hand side of the page.

- Under Create, click Group.
- Name your Group something catchy (You may not use the trademarked terms /LipSense or SeneGence in the name.)
- Add your upline to your group, but no one else just yet.
- **Create a header graphic** to upload to the top of the page to make it attractive. (There is a video showing how to do this in the Files in the La Lippy League FB group.) I use Canva.com (free) to do this. It has pre-formatted graphics that are the size Facebook prefers. When you create an account at Canva, click on Create a Design. Scroll down to "Social Media & Email Headers" and click on "Facebook Event Cover". Now you can

create a design. If you need a pretty image to use here, you can download one free or for a small fee with Canva, or at Pixabay.com. Once you're happy with your image, download it to your computer and then upload it to your new FB group page.

- **Now create 3 photo albums.** To do this, go to your group page, click on Photos on the left hand side, then +Create Album. You're going to create 3 albums. One is for your LipSense Selfies (pics of you wearing your colors!), one for LipSense Info and one for Available Colors (the colors you have on hand for sale). You can find photos for these albums here: Available LipSense Colors:  
<https://www.dropbox.com/sh/w8qx0769b5ewipg/AABPmoOzVANBnkUvJGm34do9a?dl=0> Download them to your computer, then upload to Facebook.
- LipSense Info: these are graphics that give people information about the Starter Collection, pricing, ingredients, etc. They're also found in the dropbox files.
- Create a pinned post. This will be the first thing everyone sees with they come to your group. It should welcome people and tell them what LipSense/SeneGence are and why you're excited about it! It should also explain how they order. (Tell them to look at your available colors and message you. You will send them the link to your order form. They'll fill it out, then you can invoice them via PayPal.)
- Now that your Facebook group is pretty and professional looking, **start inviting friends to join.** I recommend that you send a short, personalized email or private message sending them the link and asking them to help you out. Give them a reason to get excited about LipSense. For example, *"Girl I just started selling this awesome lip color that doesn't smudge and lasts all day. You need to see this since you're a teacher/nurse/mom/whatever and you don't have time to worry about reapplying it - you're going to love it!"* or something that has to do with the benefit of the product to THEM. Inject your personality and say what will work to generate interest in your friend.
- **Create your own videos right away!** Making videos is fun and so effective! **Go live in your Facebook group as soon as possible.** This is one of the most effective things you can do to create interest and make sales. I cannot emphasize this enough. Video, especially live, makes people feel close to you and builds trust. Film yourself applying LipSense, do a video where you do the smudge test, kiss your babies/husband, drink from a coffee mug, etc... make it fun and lively and people will want to buy from you!

## Create a Contact List

Sit down and make a list of ladies you want to contact about your products and the business opportunity. Every single one of us has a group of "Superfans" who would do anything we ask. It may be your mom/sister/bestie/girlfriends/aunts/grandma etc, but put those people on your list first. Think of it - in what other career do we get to CHOOSE who we work with?! Who do you want to work with? Invite them first!

Then think of women who need extra income, women who love makeup, women who already have a clientele (hairstylists, makeup artists, boutique owners, bloggers, etc), women who spend a lot of time on social media or who have a lot of followers, etc. Stay at home moms,

women who work outside the home but want a side hustle or who want to quit, entrepreneurial types, women who are DYNAMIC.

Start systematically contacting those people in a friendly way to tell them about what you're doing. Be natural and excited. *"Hey girl, I just started selling this awesome lipcolor called LipSense and I'm so excited. It's a game-changer and I think you would love it! It stays on all day, doesn't dry out my lips and doesn't kiss off on the baby! Can I add you to my Facebook group/would you help me out and host a party/can I take you out for coffee and show it to you/etc?"*

You know your friend best and what type of approach would work for them. Make it about THEM. For instance if your contact is a nurse, tell them LipSense will last an entire shift. If they're a mom, tell them it won't come off when they kiss the baby. If they're an older lady, tell them it doesn't feather into fine lines around the mouth. Etc. People don't care about features, they care about BENEFITS - what's in it for THEM. Tell them!

By the way, this action is NEVER checked off your to-do list! You will always be adding people as you go about your life. Talk to people when you leave your house, add new people as Facebook friends, add people you meet at parties you do, events you host, etc. You'll always be moving people through the funnel to either become your customer, hostess or recruit.

### **Order Shipping & Business Supplies**

These are not mandatory, but they're super helpful supplies from Amazon.com. If you're on a tight budget, do a ring light and the disposable lipstick testers first. Ring lights make your selfies look amazing and the testers allow you to use just ONE LipSense for yourself and for potential customers at demos.

- [Acrylic Lipstick Organizer](#) - great for displaying testers at parties. You can also find a small one at Dollar Tree.
- [Pink Bubble Mailers](#) in 4"x 8" - fits up to 6 tubes - for shipping products to customers
- [BUDGET find: 500 white 4 X 8 bubble mailers for \\$30!](#)
- [Disposable Lipstick Wands](#) - search Amazon for best prices
- [100 Organza Bags](#) (cute for packaging in-person sales)
- [Bulk Gift Bags](#) (great prices)
- [Clip-On Selfie Ring Light](#) for your phone
- [Carrying Case](#) for organizing product
- 14" [Ring Light](#) - game-changer for videos and selfies! Look flawless - so worth it! This should be your first investment because it will help you sell product.

### **Order your business cards**

VistaPrint is a great source, and they're typically cheaper than office supply stores. They have dozens of templates to play around with too, or upload your own unique art. They should have your contact info and the URL to your Facebook group.

## Create your customer order forms

There is also a how-to video in the Files at the La Lippy League FB group with step-by-step instructions. These order forms are helpful because they allow you to collect important customer information.

1. Go to Google Forms here: <https://docs.google.com/forms/u/0/>
2. Click on the pink + sign at the bottom right hand of the screen to create new form.
3. Give your form a name (it should match your Facebook group name so customers will recognize it)
4. In the description, type in a warm, personal "Thank You!" message. Ask them to fill out the form and submit payment via PayPal. Now you will create the form.
5. Click on the plus + icon on the right side to add a field. For your first question, type Customer Name. Choose "answer" in the dropdown menu as the option here (not multiple choice) and make this a requirement. You will do this for the other fields also.
6. Click the + plus button on the right to add another question. This field should read "Email".
7. Do the same thing for Mailing Address. Create separate fields for 1) Street Address, 2) Address 2 (apartment or suite number, *not* a required field), 3) City/State/Zip and 4) phone number.
8. Then create a field for the product description. It can read "what do you want to order?" or something similar. Choose "paragraph" option, not "short answer" (since they may be ordering a lot!).
9. The next section is a paragraph where you add instructions for your customer to pay via PayPal. Don't click the plus sign, this time click the Tt icon to add text. Add your PayPal email address here!
10. You're almost done! You did great! Now, if you wish, you can play around with the look of the form so that it matches your other marketing tools (business cards, Facebook page header graphic, etc). Click on the icon at the top of the page that looks like an artist's palette and choose colors. You can even upload your own logo to this form. To do this, click on the "add image" icon on the right side of the screen.
11. This is optional but helpful: you may want to add another field to your form asking the customer if their order resulted from a party or event, and if yes, who the hostess was.
12. Now preview the form to see what it will look like to customers.
13. Whew! You did it! You can view the responses from customers now. Go ahead and fill out a sample order with your own info to test. Then, go to your form and click on Responses. Click on the green icon to create a spreadsheet. Select Add New Spreadsheet. Give your form a name, then click create.

14. Your spreadsheet will open up now so you can see what it looks like. It's a great idea to save this page to your favorites or browser bar so you can easily go to it with one click every day. Also, go ahead and tell Google to send you email notifications so you'll know when anyone fills out the form. Looking at your form, near the top right side of the page, you'll see three dots. Click on it then choose "get email notifications of new responses".
15. Well done! Pat yourself on the back. :-)

## Collecting MONEY!!

You will be accepting payment for orders via PayPal. Your customers will fill out your order form then you will use the information they give you to create a PayPal invoice. Note that your customers do NOT have to have a PayPal account in order to pay with their credit or debit card via PayPal. You can get a FREE card swiper for your phone to accept payment in-person at parties and demos here: <https://www.paypal.com/us/webapps/mpp/credit-card-reader>

Here is a helpful video for creating your PayPal invoice located here:

<https://www.youtube.com/watch?v=IPgy4r981Hw> - you can save your invoice as a template so it will auto-fill the information to save you time. When your customer pays their invoice, you can then print a shipping label directly from PayPal, so no trips to the post office necessary!

## Get Familiar With Your Back Office!

When you go to SeneGence.com and log in, you'll find a TON of helpful resources. Spend some time getting familiar with what's there! You'll find training recordings (audio and recorded webinars), beautiful graphics, templates for marketing materials and so much more. At the very least, download the Product Knowledge Guide which is a complete reference to all of the SeneGence products. This Guide allows you to become an expert and speak confidently about our awesome skin care.

**Important!** After signing up, go into the back office and change your retention level to ZERO so you get commission checks!! Otherwise they'll save it to use on product purchase. How to: Go to your Back Office, click on Business, click on SeneCash, click on Retention Level, Select 0% and Confirm Choice.

## A word about Facebook groups

When you first join, you'll be added to your upline's group (La Lippy League) and Diana's Glossy Gals. I would also recommend that you join SeneGraphics, a group where you can download graphics created by distributors who are freely sharing them.

\*I do NOT recommend that you join any other groups, especially at first. It is best for you to get your information from your upline, as there are TONS of FB groups with SeneGence distributors and some of them do not have a great, positive vibe and even have incorrect information. In addition, there are unscrupulous people who hang out at some of these groups who have cheated other distributors in trades.\*

FOCUS. Spending time on Facebook does not build your business unless you are connecting with customers or creating videos to build buzz.

## Schedule Your First Party!!

Get with your upline and schedule your first party - ideally within a week of signing up. A good party can launch your business! You'll make sales, get bookings, and maybe even a new distributor!

An in-home demo is great because you get that belly-to-belly experience and can show the product to your friends and family, and a Facebook party is awesome if you have a lot of out-of-town contacts. Or better yet do both! If you're nervous about doing a Facebook party, contact your upline or me (Carrie Willard) and we'll help you out. Remember that step-by-step instructions for Facebook parties, including to-dos and scripts, are in this checklist and the graphics are available in the Dropbox files linked above. There is also a script in the Files in the La Lippy League FB group. (Note: I did my first Facebook party with ZERO help and it was a smashing success. I sold \$650 in product and got a couple of bookings and TWO recruits! Feel the fear and do it anyway! You won't regret it!)

For in-person demos, I like the S.E.A.T. method. There are two YouTube videos about this script as well as cards you can download in the video description here:

<https://www.youtube.com/watch?v=MSoOunhk1fE>

## Staying Organized

It's important to get and stay organized. You will want to have a system to keep track of communication with customers and potential recruits. There are spreadsheets you can use in the Files section in the La Lippy League group, or simply use a notebook. I have a simple chart with the person's name, the date I shipped their order, what they purchased, whether I've added them to my FB group, and whether I've followed up yet.

**The fortune is in the follow up!** Follow up with your customers when they get their order. Make sure they're happy with their product (note: if they aren't, 99% of the time it's because of an error in their application. Make sure you educate your customers well by posting application videos and troubleshooting tips! If you're new, post videos created by your upline.)

Ask your customers if they'd like to host a party to earn discounts. And always offer the business opportunity! If you're nervous about this, just include a little info when you ship their order. Create a simple printable that you include in their package that tells them they can start a business for \$55 and to ask you for more info.

## FAQs and Tips

1. **What discounts can we offer?** Our company-wide policy is that we can only offer up to a 15% discount to customers (the exception is hostesses, who can earn steep discounts). You can offer free shipping, but make it something rare and special. If you offer discounts all the time, customers will always expect this. *Our products sell well at full price. Don't sell yourself short!*
2. **What discounts do I get as a distributor?** You get 40% off a 300PV order so take advantage of that! The magic number is 750PV which gets you 50% off. Don't be intimidated by these numbers. It's not hard to sell 750PV your first month!
3. **What do I say when customers contact me asking about pricing?!** FIRST, send them the link to your Available Colors so they can see them. This will get them hooked and excited about what we have to offer and all the beautiful colors! Second, send a modified (to fit you and your personality) version of this:

*"As a new customer you will need the Starter Kit which comes with one LipSense Color, Glossy Gloss and Oops! remover. The kit is \$55. The Gloss seals in the color, keeps your lips hydrated, and makes the color last up to 18 hours! The Oops! remover is in case you draw outside the lines, and to remove your Color at night. Once you have the kit, the Colors are \$25 so it's very similar to MAC and other high quality brands. The only difference is LipSense lasts all day through eating, kissing, talking. And one tube of LipSense is equivalent to FOUR regular lipsticks."*

4. **What do I say when someone is interested in becoming a distributor?** The most important thing is to *not say too much*. We tend to get excited when someone asks about signing up and verbally vomit all over them. Don't spill all your beans in the lobby! Take a deep breath and just offer a little information and let them ask you more questions.

*Say something like this: "To sign up as a distributor for SeneGence is \$55, that gets you 20%-50% off. You can make immediate retail income selling products. You also earn a commission off of anyone you bring into the business. The \$55 gets you your New Distributor Kit which comes with training and marketing materials to set you up for success. I was so hesitant at first, but now my biggest regret was not signing up sooner! If you have any other questions let me know!"*

Personalize that to your business and to fit your prospect. And invite them to our monthly



recruiting rallies held on the 4th Monday of each month! These are powerful because they can see a variety of women working the business and having success - both part and full time!

5. **How do I approach someone about becoming a distributor?** Once you have sent out your orders follow up with your customers and see how they like the product. Tell them about the opportunity to get a discount on the product by signing up as a distributor. Let them know how easy this product is to sell and how much this company has blessed your life.

People will watch you and they will become interested as they see you becoming successful and having a blast doing it! I promise you - if you are consistent and don't quit, they'll start coming to you! It will get easier and easier.

6. **What should my goals be?** It's up to you. We all do this business for different reasons. *Please get with your sponsor and tell them your WHY.* What do you want to accomplish? Is it a dollar amount per month? Is it to earn free trips? Is it the CAR!? Or just to get out of the house and have some fun and feed your LipSense addiction? LOL!

Whatever it is, our job as your upline is to support and encourage you to meet those goals. It's our job to help you overcome your fears (we all have them!) so you can meet YOUR goals. Please reach out to your upline privately if you need encouragement. When you're down, go UP! If your upline is not available, contact HER upline. Or HER upline! This is a team effort and we're never alone.

#### **Some great first goals:**

- **Schedule one demo or party each week.** Not hard to do, because each demo leads to more bookings. In-home, person-to-person, or on Facebook. Demos sell! Remember to always tell your customers about hostess rewards. Women love free stuff and discounts!

- **Rank as Maiden your first month.** Again, totally attainable. A maiden is a distributor who has 3 girls under her working the business. You're now recognized by SeneGence as a leader! Parties lead to recruits. Your distributors in the beginning usually come from your customers. Book those parties ladies!

- **To sell 750PV in product your first month.** If you do one demo a week, this is totally doable!

Remember, you can't control the OUTCOME. You can only control your ACTIVITY. So set a daily activity standard for yourself and the results will come. For example, make it a goal to contact 5 people (or 10 or whatever you can realistically achieve) each day to ask them to join your FB group, book a demo or look at the business. This is a numbers game. Talk to enough people and you WILL make sales and get new recruits!



**Do not prejudge people.** You don't know anyone's personal situation or what's in their heart or what their secret desires and goals are. I have heard SO many stories of women who signed up just for the discount, or who were already successful in another business, or who were super busy, or who never wore makeup, or who were flat broke (or whatever other excuse you're telling yourself about why you shouldn't contact someone!) who are now rocking this business. Tell everyone and let THEM decide for themselves!

## **Show Up to Go Up**

My last bit of advice is this: hook into all the trainings available to you. Watch/listen to Facebook trainings offered by your upline. Go to local trainings (check the back office under Resources/Trainings for events in your state). Watch/listen to trainings in the back office. Check La Lippy League daily for helpful tips, advice and videos. Show up and you will go up in this business! And then, IMPLEMENT what you learn. Make it a goal to get 3 actionable takeaway points from each training you watch and put them to use ASAP in your business.

I look forward to working with you!