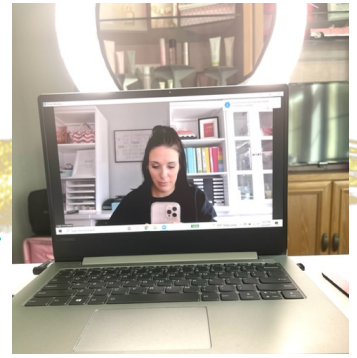


Your BEAUTY Community



- Make it private. Give it a fun name.
- Ask Membership Questions to make sure it's not someone else's customer.
- The less you sell, the more sales you will make.
- Have an aesthetically pleasing background with no clutter.
- Always use fresh, clean products. No half squeezed bottles or messy compacts.
- Good lighting is key.
- Pick a posting schedule that works for you. Consistency and good content is more important than posting every day.
- Don't be a copy and paste leader.
- Think of it as a beauty blog or magazine, not an infomercial.
- Posts should always include a picture.
- Your community wants to see your face, not a stock photo.
- If you feel like you're saying the same thing over & over, you're doing it right!
- It's not about you. It's all about them.

BE THE BEAUTY EXPERT.