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WELCOME TO OUR BEAUTYCOUNTER TEAM!

LET'S GET STARTED!!



Beautycounter was created by our CEO, Gregg Renfrew because she believes this story is best told person to person, friend to friend, woman to woman and family to family. Beautycounter is on a mission to shake up and ultimately change the outdated personal care and cosmetic industry, through education and by offering safer alternatives into the market place. As a consultant, it is our responsibility to share our knowledge and educate our friends, family members and community about the lack of regulation in the beauty industry. We offer safer alternatives, spread the mission and share the consultant opportunity freely for others to do the same.

You couldn't have picked a better time to be part of a phenomenal company who is making tremendous waves and a real difference for future generations to come. Be proud, be brave, be strong and whole heartedly be behind the mission of Beautycounter and watch your business soar!!

In the below newsletter, you will be introduced your leadership team and some top tips for new consultants to help you get started with your business. As your upline leaders, we ask that you really put yourself all in and give this opportunity your best efforts. You can be a voice for change and be financially rewarded in the process!



WE COULDN'T BE MORE EXCITED TO WELCOME YOU!

Congratulations! You're officially in business!! You're one smart cookie because you just made a very wise decision and invested in one of the fastest growing direct retail companies in the country. Beautycounter is on it's way to being a billion dollar business and YOU, will be part of this growth! You're an entrepreneur and independent business owner and while you're in

Kristie Conklin

Kristie is using Smore newsletters to spread the word online.

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Now is the time to dream BIG and envision what you want your life to look like. Flexibility, financial freedom, travel, whatever it is, now is the time to put pen to paper and start writing out your goals for your new business. We are here every step of the way to help, guide and keep you on track to accomplish your goals and maintain a thriving business. Please take a look at the check list to follow and work with your upline leader to help you get started. We are so excited and honored to be your business partners with you! Let's dive in and get started sharing our amazing products and mission of safe products for everyone!

A collage of various images including people, a 'family' sign, a beach scene, a 'love life' sign with a heart, a kitchen, a red cart, a Paris scene with the Eiffel Tower, and a small dog.



Many of us join Beautycounter for lots of different reasons. You should begin to think about your "why" and craft your story around it. People, especially women are fascinated by stories and we are moved by emotion, not facts and figures. Don't feel like you have to know everything or every ingredient to get started. Just know your why and begin sharing it. You'll be surprised at how interested people are in your story.





NEW CONSULTANT NEXT STEPS!

Your a consultant, now what??

Ready, set, launch!! - Look at your calendar and schedule your launch social two weeks from the date you started. Don't over think it, just pick a date that works for you and your mentor, and begin spreading the word.

Begin filling out your "Who Do You Know List".

- Write names and email addresses of friends and family, near and far! You can start with local friends and also add college, high school, colleagues, co-workers, neighbors, kid's friends parents, family, acquaintances, etc.. Make a BIG list and think about who you would like to link arms with in this business and invite to join you with Beautycounter as a consultant too.

Print Team New Consultant Training Manual.

- This will be a great tool for you to carry with you on the go. It will also act as a guide for you and your Mentor as you are starting out. **Tip...**download the file and have it printed and bound at your local printshop. Here's the link
https://drive.google.com/file/d/0BvLkhlGF54_LTkNwd3VZSVh2V1U/view?usp=sharing

Schedule a 30 minute call or arrange to meet in person with your upline and director to go over new consultant training and to plan your business strategy. She will walk you through the beginning steps to help you get your business off to a strong start.

Update Personal website with a picture, your Social Media and Email Signature with your Beautycounter business info.

Send out an "I'm Open/Grand Opening/Update email to all your contacts and let them know about your new venture with Beautycounter. Make it personal as to why you decided to join. Announce your new business through social media (FB, Instagram, Pinterest, etc.)

Log into your virtual office at <http://behindthecounter.beautycounter.com> using your registered email address and password you selected during the consultant sign up process. Our Training Program is called "**Counter Intelligence**". Self teach/train through the training modules. They are short and sweet and you can easily go through 10 modules a week.

Visit your team FB group daily. Post, share, respond. This is your online board room.

Attend any local Training and Team Meetings.

Start to educate yourself about Beautycounter

<https://www.youtube.com/user/BeautycounterHQ>

<https://vimeo.com/user22824581/videos>

Also be sure and [watch this video full of great tips for new consultants.](#)



INCENTIVES!

You've just launched your new Beautycounter business and we know you're excited! Don't bottle all that excitement....Share it! Now's the time to put yourself out there and really GO FOR IT!! Launch your business strong and earn some incredible incentives in while you do it. It doesn't matter that your brand new. YOU can earn all of these incentives with a plan and some dedicated effort. Connect with your upline or Director and get started on your plan today!

Double The Rewards with the Start Counting Incentive!

As a new consultant you can earn up \$250 in FREE product credits and \$700 in cash bonuses. Invite a friend to join you at Beautycounter and double your rewards and earn an additional \$700 in cash!

BEAUTYCOUNTER				
Start Counting				
NEW CONSULTANTS AND MENTORS GET 2X THE REWARDS				
Start strong and earn even bigger rewards along the way. New Consultants who join between now and December 31 will receive double rewards when they achieve any of the Start Counting goals, including the Start Counting Bonus.				
New Consultants can earn up to \$250 Product Credit and \$700 cash PLUS Mentors can earn up to \$700 cash				
MONTH	SELLING GOAL	RECRUITING GOAL	CONSULTANT REWARD	MENTOR REWARD
BONUS	500 QV in calendar month*		\$100 Product Credit + \$100 Product Credit	
MONTH 1	1250 BV	Recruit a new Level 1 Consultant who reaches 500 QV in their calendar month	\$50 Product Credit, Two Sample Packs: Nourishing and Rejuvenating + \$100 cash	\$50 + \$50 cash
MONTH 2	2500 BV	Recruit a new Level 1 Consultant who reaches 500 QV in their calendar month	\$100 Cash, Beautycounter Tote Bag + \$100 cash	\$100 + \$100 cash
MONTH 3	3500 BV	Recruit a new Level 1 Consultant who reaches 500 QV in their calendar month	\$200 and Exclusive 5'well Bottle OR Leadership Summit Registration + \$200 cash	\$200 + \$200 cash

Set Your Sights Higher and Earn \$2,500 in our Dash to Director Incentive!

Earn exclusive perks and luncheon invitations when you personally recruit two new consultants to your team!

BEAUTYCOUNTER							
<h1>Dash to Director</h1>							
<p>New Director Consistency Bonus: When you promote to the Paid-As Title of Director, you begin to maximize your earning potential. Directors who build a consistent business month after month know this is the best way to ensure long-term, sustainable growth. Therefore, we want to reward those Consultants who promote to Director or above and maintain a Director or above Paid-As Title for consecutive months.</p>							
<p>January 1 - December 31, 2017, when Consultants promote to Director or above for the first time and maintain a Director or above Paid-As Title for consecutive months, they will earn a cash bonus.</p>	<p>FIRST TIME DIRECTOR (OR ABOVE)</p> <table> <tr> <td>2 Consecutive Months =</td><td>\$500</td></tr> <tr> <td>4 Consecutive Months =</td><td>\$2000</td></tr> <tr> <td>TOTAL</td><td>\$2500</td></tr> </table>	2 Consecutive Months =	\$500	4 Consecutive Months =	\$2000	TOTAL	\$2500
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MEET YOUR LEADERSHIP TEAM - DIRECTORS and OUR "WHY'S"



Kristie Conklin, Plymouth MI - Senior Director

I started my journey with Beautycounter in July 2015. When I was first introduced to this company, I had no clue about the chemicals that were inside of mine and my family's products. I assumed if they were labeled "natural or organic" they were safe. My son has suffered with asthma, allergies and eczema since he was an infant. I started using the kidscounter line on him and immediately saw an improvement with his conditions. That's when I had my light bulb moment! I knew I need to clean up act for my son, my family and myself. I also knew that more people needed to know this information, so I jumped in with both feet and haven't looked backed! My upline leaders are Laura Keziah (Birmingham, MI) and Lynn Cooper (Mobile, AL). I'm a wife and mom to three awesome kiddos (Katie, Lily & Luke). I work my business full time and I love coaching others so they can achieve their goals and live the life they envision.

Missy Sigler, Franklin MI - Senior Director

Missy lives in Huntington Woods, MI. She joined Beautycounter in November 2015 after dealing with some scary health issues that forced her to take a long, hard look at he personal care and cosmetics she was using. She was on the hunt for safer, high performing options for herself and her family and we're so glad she found it in Beautycounter. Missy is a wonderful mom to her three sweet girls and a tremendous leader and pace car for our team.

Kristen Makins, Farmington Hills, MI - Senior Director

My name is Kristen Makins, Farmington Hills, MI. I am a mom of two kids, Landon 6, and Avery, 3 almost 4. I have been sharing the mission of Beautycounter since July 2015.

Sometimes things happen in your life that truly open your eyes. Well, my sister having her sweet baby, Piper, was one of those moments for me. It brought me back to many of the challenges God has given to my family and I. My sister and I both suffered from 3 miscarriages & are now both blessed to have beautiful little miracles. After having cancer myself and watching my mother also beat cancer, having 8 surgeries by the time I was 25... I have started to make changes in my life. Andy Makins (my husband) and I started doing research and followed the Whole30 for better digestive health, we joined the gym and made a regular workout schedule, we got our children involved in sports and classes and spent a lot of time working to be healthy. But what I recently realized is that something was missing. I cared so much about what I put in my body and my physical health, but I never cared about what I put ON my skin. That is what brought me to Beautycounter. Sharing the mission of "Getting safe products in the hands of everyone" has been truly incredible. Our #1 job is to educate others so they can lead a healthy life for themselves and their families!



Connect with Kristie Conklin

Kristie is using Smore newsletters to spread the word online.



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