

Making the Most of your *Miracle Launch*

Launch Workbook



Making the Most of your Miracle Launch

1 What are you

leaking?

Check your thoughts about the launch. They will leak into your conversations.

2 Know your

audience

List your TW3D Clients. What is their reorder time frame? Who has used an loved the past Miracle Set?

3 Communicate

and connect

See your Boards to communicate with your current clients and potential clients.

4 Move your current

inventory

Offer a special or half-price if they hold a party or share with friends.

5 Plan your

order

Consider using the cash flow from your current 3D sales and pre-sales to invest in product on shelf to meet client needs going forward.

Place these funds in a separate account until the 26th when you can order

6 Prepare to

share

Don't forget to add sample strips to your order so you can begin to share with new clients and appointments.



1

What are you *leaking?*

How do you feel about the TimeWise Launch?



What feels like your weak point with the new set?

Mindset

I'm not feeling positive or excited about the launch.

Skill Set

I need to learn more about the products or selling strategies.

What makes you nervous about the launch?

What makes you excited about the launch?

What story do you want to be able to tell about this launch? *(I worked hard; I learned a lot...)*

Other thoughts:

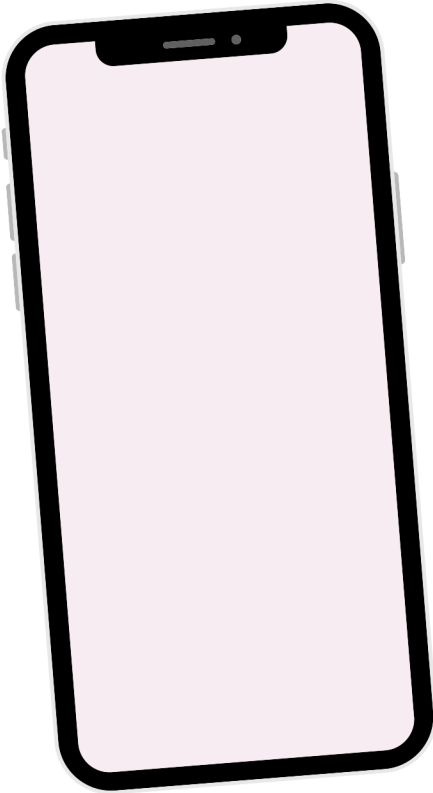
2 Know your audience

List your TW3D Clients.
What is their reorder time frame?
Who has used an loved the past Miracle Set?

Client	N, D, O, or C	Date of First Purchase	# of Reorders	Next Reorder Date	Notes

Client	N, D, O, or C	Date of First Purchase	# of Reorders	Next Reorder Date	Notes

3 Communicate *and connect*



Hi _____! I have my beauty advisor hat on! 😊
There's a new skin care line that I think would be a great fit for you! Can I send over the details?

Hi _____! I have my beauty advisor hat on! 😊 You'll be so excited to know the "Beads Are Back" but BETTER! Can I send over the details?

Hi _____! I have my beauty advisor hat on! 😊 You'll be so excited to know there's a new Antioxidant Moisturizer to be used both day and night! Can I send over the details?

Who to reach out to:

- Loyal TimeWise 3D Customers
- One-Time Buy TimeWise 3D Customers
- VIP Facebook Group Members
- Previous Guests
- Previous Pamper Packs
- Chicken List

Why are you reaching out?

- Part of a Challenge
- Working towards a goal
- Looking for their opinion
- They would love _____

What is in it for them?

- Product Credit/Gift Card
- Free Product
- Giveaway Entry
- Better Results
- First to try new product

keep it simple sweetie

4 Move your current inventory

Clients who will need a long-term transition	
Name	Notes

Current Inventory	
Complete Set-O/C	
Complete Set-N/D	
Cleanser-O/C	
Cleanser-N/D	
Day Cream-O/C	
Day Cream-N/D	
Night Cream-O/C	
Night Cream-N/D	
Eye Cream	

What kinds of sales/deals do I want to offer to transition inventory?			
Special/Deal	Offered to...	Loss of Profit from Special	Wholesale Investment <i>How much will you reinvest into your inventory and what products will you be investing in?</i>

5 Plan your order

Consider using the cash flow from your current 3D sales and pre-sales to invest in product on shelf to meet client needs going forward. Place these funds in a separate account until the 26th when you can order

How many loyal Miracle Customers do you service? _____

They reorder on a consistent basis and you purposefully stock inventory to serve them.

How many of each product is reordered every 3-4 months?

Complete Set-O/C	
Cleanser-O/C	
Day Product-O/C	
Night Product-O/C	
Eye Cream	

Complete Set-N/D	
Cleanser-N/D	
Day Product-N/D	
Night Product-N/D	
Eye Cream	

How many of new skincare sets do you sell on average every 3-4 months?

Oily/Combo: _____ Normal/Dry: _____

Do you need a demo sets for in-person parties/virtual LIVE sessions? Yes No

Do you need a personal set for yourself? Yes No

Did you pre-sell any sets?

Set	no. sold
The Miracle Set-O/C	
The Miracle Set-N/D	
The Ultimate Set-O/C	
The Ultimate Set-N/D	
The Beyond Ultimate Set-O/C	
The Beyond Ultimate Set-N/D	
The Go Set-O/C	
The Go Set-N/D	

Number of Sets needed for reorders in the next 1-2 months.

Number of Sets needed for new skincare clients

Demo Sets Needed

Personal Set Needed

Pre-Sold Sets Needed

The Go-Set

Total

Oily/Combo

Normal/Dry

TMS TUS TBUS

TMS TUS TBUS

TMS TUS TBUS

TMS TUS TBUS

TMS TUS TBUS

TMS TUS TBUS

TMS TUS TBUS

TMS TUS TBUS

TMS TUS TBUS

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TMS TUS TBUS



Prepare to

share

Don't forget to add sample strips to your order so you can begin to share with new clients and appointments.

How many samples do you share on average each month? Oily/Combo: _____

Normal/Dry: _____

How many samples will you need to meet the current goals set in the next 1-2 months?

Think about the number of faces you are wanting to see, the type of appointments you'll be holding, etc.

How many clients and/or team members are you *initially* sending sample strips to?

Clients: _____

Team Members: _____

Total Samples: _____	_____
<i>Oily/Combo:</i>	<i>Normal/Dry:</i>