

**AVON**

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**THIS IS AVON  
ONLINE**

**OPPORTUNITY EVENT**

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## WHAT IS A THIS IS AVON OPPORTUNITY EVENT?

We know how eager you are to grow your team, and how you are always looking for new ways to recruit new team members and share our fabulous opportunity. This guide aims to share with you exactly how you can do that for FREE online without leaving your home.

It is a chance to show others what Avon has to offer including the flexibility and GREAT earnings potential.

You will get to network with a wide range of people for free and hold them as regularly as you like, we recommend holding one each campaign for you and the team to invite along your guests. As it's a Facebook Live, those who couldn't join at the time can re-play at their own leisure. So now you can share the fantastic Avon opportunity online and reach even more people.

**TOP TIP** - Avon host a This is Avon opportunity event on the first Tuesday of every month on the main [Avon GB Facebook page](#) - check it out for some great tips and ideas before holding your own.



**LOUISE FOX**  
NATIONAL TRAINING  
MANAGER



# LET'S GET YOU SET UP!

## STEP 1

### GOING LIVE, ALL YOU NEED TO KNOW

Need some tips on going live? We've got you covered!

[TAP HERE TO CHECK OUT YOUR GUIDE](#)

## STEP 2

### IT'S TIME TO SET UP YOUR EVENT

Follow these easy steps to set up your This Is Avon Opportunity event on Facebook.

[TAP HERE TO SEE THE STEP BY STEP GUIDE](#)

## STEP 3

### LET'S GET EVERYONE THERE

Who will you invite to your This Is Avon opportunity event? Tap below for top tips on who to reach out to and some great examples of personal messages to send when you are inviting your guests.

[TAP HERE TO FIND OUT MORE](#)

**TOP TIP** - Download Avon Grow App to help you recruit on the go and to manage leads instantly.



AVON  
Grow



Download on the  
App Store



GET IT ON  
Google Play

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# THE WEEK BEFORE

## STEP 1

### CREATE THE BUZZ

Checkout out the countdown assets for you to create the excitement with your team and guests.

[TAP HERE FOR YOUR COUNTDOWN ASSETS](#)

## STEP 2

### WHAT WILL YOU SAY DURING YOUR EVENT?

We have you covered! Check out the script created especially for TIA ONLINE opportunity events. Tweak it to make sure it sounds like you!

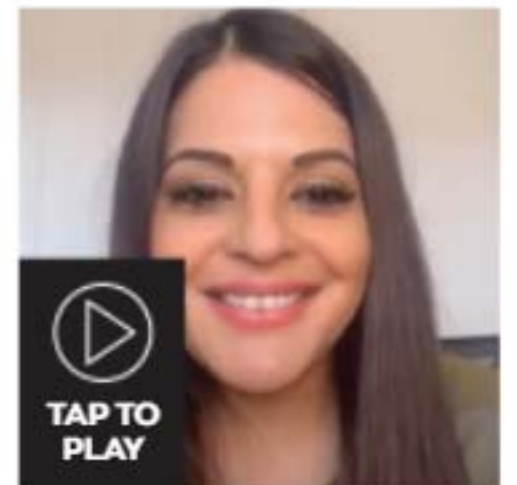
[TAP HERE TO SEE THE SCRIPT](#)

## STEP 3

### FIND OUT WHO'S COMING

Reach back out to your guests with a personal message, it will help you to remind them to join your event!

Watch our short video on why its so important to personalise your messages.



**RUBY CHANA**  
NATIONAL SALES  
TRAINER

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# THE DAY OF THE EVENT

## STEP 1

### YOUR CHECKLIST FOR SUCCESS

Use this to keep you on track for the day. Simply tap on the button below to download and print!

[TAP HERE FOR YOUR CHECKLIST](#)

## STEP 2

### LAST PUSH FOR YOUR EVENT

Schedule your countdown posts as a gentle reminder for all your guests.

[TAP HERE TO DOWNLOAD ASSETS](#)

## STEP 3

### SEND A PERSONAL REMINDER TO YOUR GUESTS

People are more likely to attend if they receive a personal reminder, so on the day of your event send out a gentle friendly reminder message.

[TAP HERE TO SEE EXAMPLES](#)

# TOP TIPS FOR YOUR THIS IS AVON ONLINE OPPORTUNITY EVENT

- Make sure everyone you invite gets a **personal message**. The personal touch makes all the difference.
- Advertise your This is Avon online opportunity** on buy and sell sites, local networking pages, business pages and any local parent forums. Pop a post on your Facebook timeline and in your exclusive customer Facebook group to reach more people!
- Share, Share, Share!** Reach out to your friends and family to see if they will share and invite friends too.
- Lets go big!** Make this a team effort and encourage your Reps to invite their potentials too. Shine a light on anyone who reaches out to lots of guests with a personalised message.
- Invite your guests how you normally reach out to them. It could be on **text, telephone, Facebook messenger, WhatsApp** or any other social media platforms.
- Go Live** on **Facebook** or **Instagram** to promote the event.
- Make sure you reply** to anyone who comments on your social media posts, inviting them to your event.
- This is also your chance to **reach back out** to your **Who Do You Know List** and any **old leads** to invite them too.

# LET'S HEAR FROM OUR SALES LEADERS



**CAROLYN HAYWOOD**  
SILVER AMBASSADOR

## MY TOP TIPS FOR HOSTING A THIS IS AVON ONLINE OPPORTUNITY EVENT.

- Host your events daytime or evening to catch a different niche of people.
- I ask my team members to help out as guests, it breaks the event up and gets other people perspectives.
- Be consistent the more you have your face out there the more people are going to listen to what your talking about.



**KIRSTIE HILL**  
SALES LEADER

# WHAT'S IN IT FOR THEM?

When you are recruiting your new Reps they will want to know what's in it for them! So start by sharing what they will get when they join the Avon family.

- Award winning products
- Flexibility
- Unlimited earnings
- Free online store and digital brochure
- Kick Start their Avon Rewards within the first 3 campaigns with amazing benefits
- Avon Rewards - Earn benefits including discount, free products, exclusive training, rewards points and more
- No animal testing
- Charitable Causes Avon support
- Earn from every product they sell
- Meet new people
- Training and support

# WHY JOIN YOUR TEAM?

This is your time to shine... share what makes you stand out from the rest and what they will get for being part of your fab team!

- Support
- Communication
- Working with YOU
- Make new friends
- Team incentives
- Recognition
- Share your experience and achievements
- Fun
- Work as a TEAM



# THE FOLLOW UP

**Well done, you nailed it! Now it's time to get the next one booked in.**

**TOP TIP:** hold them on the same time and day each month, so your team know exactly when they are.



Remember the magic happens when you follow up with your guests. Here are some suggestions of what you can do.

- Post straight after with an image of the current kits and the next steps for anyone who wants to join and add your store link for your guests who want to shop Avon.
- Personally reach out to everyone who joined your Live TIA opportunity event to find out if they have any more questions and ask your team to do the same with the contacts they invited.
- Contact anyone who said they were going to attend and didn't by tagging them in the LIVE event and by sending them a personal message.



**KATE LEWIS**  
NATIONAL SALES  
TRAINER



# THE FOLLOW UP EXAMPLE MESSAGES

## FOR YOUR TEAM

Hi Sarah

Thanks so much for your support last night! Did you enjoy the event? I would love to hear your thoughts. Are you free either later today or tomorrow afternoon, I will give you a call for a chat.

Ruby

## FRIEND/FAMILY MEMBER

Hi George

It was lovely to see you at my event last night! I hope you enjoyed watching it as much as I did. Will you be free around 12pm today for a very quick catch up?

Ruby

## WORK FRIENDS/MOBILE THERAPISTS

Hi Zoe

I know you couldn't make it last night, but just wanted to let you know the recording is now in my group from last night's event. Take a look when you can and let me know when you have 5 mins to have a quick chat as I have some other bits I want to share with you personally.

Ruby

**WELL DONE  
YOU DID IT!**

**THE SECRET  
OF GETTING  
AHEAD IS  
GETTING  
STARTED**