

✂ RUBY RIBBON

# NEW STYLIST GETTING STARTED GUIDE

# 24 HOUR CHECKLIST

WHAT TO DO IN YOUR FIRST 24 HOURS!

Name: \_\_\_\_\_ Join Date: \_\_\_\_\_

Sponsor Name: \_\_\_\_\_ Sponsor Phone: \_\_\_\_\_

Sponsor Email: \_\_\_\_\_

Work with your Sponsor to complete this guide.

☐ Starter Kit Selection: \_\_\_\_\_ (see website for more details)  
Starter Kit Order Number: \_\_\_\_\_

☐ Set your COMMITMENT by completing the  
Commitment Letter (page 4).

☐ Review the Smart Start Program overview  
(page 7).

☐ Join our community and the  
Ruby Ribbon HQ Facebook  
Page. Scan the QR code to join!



☐ Schedule next launch meeting with your  
Sponsor: \_\_\_\_\_

☐ Watch CEO, Melyn Campbell's Welcome message  
at Ruby U and get familiar with our Stylist resource  
and training center.

☐ Get social! Let your friends know you are in  
business! Make a post or even go live to share  
your excitement about this brand new journey and  
what you love about Ruby Ribbon.

Congrats!

You've completed your first 24 hours checklist!

Your Stylist ID #:

\_\_\_\_\_  
(Located in your new Stylist  
welcome email)

Your Virtual Office  
Password:

\_\_\_\_\_  
(Located in your new Stylist  
welcome email)

Your Stylist Personal  
Website (PWS):

\_\_\_\_\_  
(Located in your new Stylist  
welcome email)

# IMPORTANT INFORMATION

(WORK WITH YOUR SPONSOR TO OBTAIN ALL CONTACT INFORMATION)

## SPONSOR

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## 2ND UPLINE

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Customer Support: (M - F 6am - 6pm PT, Saturday 8am - 12pm PT)  
Contact our Support Team by submitting a ticket through Ruby U, [here](#).



Stylists get paid every Friday! Receive your earnings instantly with PayQuicker. The Monday after your first order, check your email for instructions from PayQuicker to set up your account and start receiving your weekly commission payments.

## Helpful Links:

[My Ruby U](#)

[Virtual Office](#)

[Ruby Ribbon HQ News Facebook Group](#)

[Smart Start Facebook Group](#)

[Training Calendar](#)

[Return & Exchange Portal](#)

FOLLOW US:  
[@rubyribbonhq](#)



Never skip a beat!

Subscribe to our Stylist text service. Text "newstylist" to (888) 995 - 0479

# WEEKLY HQ SPONSORED CALLS

YOU DON'T WANT TO MISS OUT ON OUR WEEKLY CALLS! ALL OF OUR HQ SPONSORED CALLS (AND THE REPLAYS) CAN BE FOUND ON THE TRAINING CALENDAR!

Smart Start Training: New Stylist? Just sponsored someone to your team? Come learn how to win in your first full six months in the business through the Smart Start Program on Mondays at 8am PT. Note: This call is at 5pm PT on the first Monday of every month.

Skill-UP: Join us on Wednesdays at 8am PT for our weekly training, Skill-UP. This call is designed to provide you with the tools and training you need to level up in your business. Come to learn key business strategies and skills and walk away with action items and a plan!

Meet Ruby Ribbon: Join us Thursdays at 5pm PT for the Meet Ruby Ribbon Call! Invite your friends and guests to learn more about Ruby Ribbon, our essential products, how to earn rewards or even better, how to join our community! This 30 minute call will feature a Stylist who will share her Ruby Ribbon story plus a raffle where 5 lucky guests will win their choice of an essential product.



PRO TIP:  
Set reminders  
on your phone!

Check the training calendar for more training and events available to you.

# COMMITMENT LETTER

Congratulations on your decision to shape your future with Ruby Ribbon! We know that you will achieve great things helping women discover the comfort and confidence of Ruby Ribbon. You can spend as little or as much time as you want on your business - after all, it is YOUR business. To begin earning a consistent income, your hours are flexible but not optional, so we recommend setting your commitment level now and defining how you envision Ruby Ribbon will support your life.

Review the following with your Sponsor, then sign and date your commitment to get started. And remember, a little activity every day goes a long way towards developing your business in the pockets of life.

## KNOW YOUR WHY

"The best way to predict the future is to create it."

1

Why are you joining Ruby Ribbon?

.....

.....

2

Have you ever done direct sales before?

.....

.....

3

How much time are you willing to set aside for building this business?

.....

.....

# COMMITMENT LETTER

(CONTINUED)

4

How much money do you plan on making, and by when?

.....

.....

5

On a scale of 1-10, what is your comfort level talking to people about Ruby Ribbon, including family and friends?

.....

6

If I (your Sponsor) see you getting off track, what would you like me to do?

- ☐ Give me a nudge; Remind me WHY I joined Ruby Ribbon.
- ☐ Reach out to set up a 1-1 coaching session to help me get back on track.
- ☐ Leave me alone - I prefer to not tap into the supportive Ruby Ribbon community.
- ☐ Other \_\_\_\_\_

# COMMITMENT LETTER

(CONTINUED)

## WHAT IS YOUR COMMITMENT LEVEL?

Please read and choose one of the below your commitment level below:

- ☐ I plan to work my Ruby Ribbon business as a HOBBYIST. I commit to having 10 Cami Conversations (page 9) per week. In doing so, I agree to achieve Launch & Step 1 of the Smart Start Program by selling 300 PQV in my first full month and continue through the program.
- ☐ I plan to work my Ruby Ribbon business as an ENTHUSIAST. I commit to having 20 Cami Conversations (page 9) per week. In doing so, I will continue through the Smart Start Program and achieve the following steps by sponsoring 1 new qualified Stylist per month and I will hold a minimum of 1500 PQV.
- ☐ I plan to work my Ruby Ribbon business as a PRO. I commit to having 30 Cami Conversations (page 9) per week. In doing so, I will continue through the Smart Start Program and learn the business basics to growing my business!

# Ruby Ribbon SMART START

SET YOUR DATES AND PREPARE TO LAUNCH

Knowing your launch goals and deadlines are the first steps to launching a successful Ruby Ribbon Business. Download the Smart Start Program Overview from [Ruby\\_U](#) to create your plan for success.

## RUBY RIBBON SMART START PROGRAM

Earn Big Rewards Right from the Start!

STEP	TIME FRAME	REQUIREMENTS	RACK REWARDS
LAUNCH	First 14 days <sup>1</sup> End Date: <input type="text"/>	<input type="checkbox"/> 300 PQV OR Goal Getter Kit Enrollment <input type="checkbox"/> Submit Smart Start Launch Checklist <sup>2</sup>	\$50 Ruby Rewards <sup>3</sup>
1	1st Full Month <sup>4</sup> Month: <input type="text"/>	<input type="checkbox"/> 300 PQV	\$50 Ruby Rewards <sup>3</sup> <b>Sponsor BONUS:</b> Earn \$50 Ruby Rewards for every New Qualified Stylist <sup>5</sup> you sponsor by the end of your first full month.
2	2nd Full Month Month: <input type="text"/>	<input type="checkbox"/> 750 PQV <input type="checkbox"/> Sponsor 1 New Qualified Stylist <sup>5</sup> New Stylist Name: <input type="text"/>	\$100 Ruby Rewards <sup>3</sup>
3	3rd Full Month Month: <input type="text"/>	<input type="checkbox"/> 1,000 PQV <input type="checkbox"/> Sponsor 1 New Qualified Stylist <sup>5</sup> New Stylist Name: <input type="text"/>	\$150 Ruby Rewards <sup>3</sup>
4	4th Full Month Month: <input type="text"/>	<input type="checkbox"/> 1,500 PQV <input type="checkbox"/> Sponsor 1 New Qualified Stylist <sup>5</sup> New Stylist Name: <input type="text"/>	\$200 Ruby Rewards <sup>3</sup>
Each step can be independently earned. Missed a step? You're still in the game, run for the next step.			
COMPLETION BONUS	First 4 Full Months	<input type="checkbox"/> Complete all steps in your first 4 full months.	\$250 Ruby Rewards <sup>3</sup>
STAR BONUS	First 6 Full Months	<input type="checkbox"/> Promote to Star Stylist	\$250 Cash Bonus <sup>6</sup>
REWARDS POTENTIAL		UP TO \$1,050 TOTAL + Additional Unlimited Bonus Opportunities <sup>7</sup>	

### + TRAINING BONUS

Sponsor a new Stylist with a value added Enrollment Kit who completes her Launch & Step 1 to earn a Cash Bonus for you and your Upline, valued up to \$125.

My first 14 days end date:

My first full month:

My second full month:

My third full month:

My fourth full month:

Achieve Star Stylist by:

## Launch Checklist

- ☐ Download and setup Ruby Connect App
- ☐ Register for your 30 day Ruby Studio Free trial
- ☐ Complete New Stylist training (see page 8)
- ☐ Complete a personal styling appt
- ☐ Schedule your first Business Bash
- ☐ Schedule your first Cami Flash

Smart Start



# New Stylist TRAINING

COMPLETE YOUR NEW STYLIST TRAINING HERE

Launching a successful Ruby Ribbon business simple and fun. Complete each of these trainings to check off the New Stylist Training requirement on the Launch Checklist.

Clicking each button will take you to the corresponding training in Ruby U.

Complete Getting Started Guide

[Click Here](#)

Essential Product & Fit Training

[Click Here](#)

Cami Flash Training

[Click Here](#)

Business Bash Training

[Click Here](#)

Smart Start Training

[Click Here](#)

Training Bonus

[Click Here](#)

Smart  
Start

CAMI CONVERSATION /  
 WHO DO YOU KNOW LIST

Who do you know that you would like to introduce to Ruby Ribbon and invite to your launch Party? The location of the people on this list will help you determine the method of your launch event(s) (in person, webinar, conference call, etc).

	Name	Phone	Distance (L - local/D - distant)
1.	.....		L / D
2.	.....		L / D
3.	.....		L / D
4.	.....		L / D
5.	.....		L / D
6.	.....		L / D
7.	.....		L / D
8.	.....		L / D
9.	.....		L / D
10.	.....		L / D
11.	.....		L / D
12.	.....		L / D
13.	.....		L / D

# CAMI CONVERSATION / WHO DO YOU KNOW LIST CONTINUED

	Name	Phone	Distance (L - local/D - distant)
14.	.....		L / D
15.	.....		L / D
16.	.....		L / D
17.	.....		L / D
18.	.....		L / D
19.	.....		L / D
20.	.....		L / D

- ☐ Put a "star" next to the top five people on the list.
  
- ☐ I commit to attending the next virtual event held \_\_\_\_\_.
  
- ☐ I commit to attending the next in person convention held \_\_\_\_\_.
  
- ☐ I will make sure I sponsor and mentor my Stylists by duplicating and teaching this agreement.

---

New Stylist Signature
Date

---

Sponsor Signature
Date

# CAMI CONVERSATION TIPS

CAMI CONVERSATIONS ARE THE SEEDS YOU PLANT  
TO GROW A SUCCESSFUL BUSINESS.

In gardening, the more seeds you plant, the more flowers you grow! The same is true for your business... the more Cami Conversations you have, the more your business will grow by acquiring new customers, Hostesses and teammates.

Cami Conversations are simply instances where you are sharing Ruby Ribbon with another person. The most successful Stylist is the Stylist that is talking about her business DAILY to many women. Cami Conversations can happen anytime, anywhere. Let's take a closer look...

## Types of Cami Conversations:

- In person or Phone Call
- Text Messages
- Tweets
- Social media posts
- Reels, Shorts & TikTok
- Zoom
- Email

## Where to have Cami Conversations?

- At Work
- Sport Practices
- Gym/Yoga Studio
- Church
- Running daily errands
- Online



Part of the Launch Checklist is to complete your first Personal Stylist Appointment (PSA), the best place to start is with your Cami Conversation List (page 9-10).

Go back through your list and send your 5 stars the following message:

"Hi Julie, I need a few friends to help me as I start a new side-hustle, I just need some practice before I go out into the real world. Can you come over this weekend and be my guinea pig? It will be fun, I promise!"

From there you, simply set a time to meet up, let her try on the Camis and share the different ways that she can join our Community, as a customer, Hostess or Stylist.

# CAMI CONVERSATION TIPS

## CONTINUED

When you Smart Start (page 7), you have a goal of enrolling 3 new Stylists within your first full 4 months in business.



PRO-TIP: This business is so much more fun and rewarding when you are doing it with friends. While the Smart Start Program calls for 1 new qualified Stylist in Steps 2, 3 and 4, we suggest that you get ahead of the program by inviting a few friends along on this journey. Enrolling 3 now will fulfill the program's sponsoring requirement, and put you on a great track for success as well as earn you juicy rewards and cash bonuses.

Let's find your 3! Ask yourself?

- Who on my list would love sharing these products with other women?
- Who would I love to build this business with and help them achieve success while having fun together?
- Who do I know that has experience in Direct Sales?

Come up with a minimum of 10 women, and then reach out to each of them with the following message:

"I just started something so fun and you came to mind as someone who might love it like I do. If I send you over a video, would you have 2 minutes to watch it?"

Next Steps...

Growing a team is simple with our Sponsoring Success System which allows a new Stylist to sponsor right away.

- Share our 2 minute Intro Video with a prospect to gauge her interests.
- Set a Studio appointment with your prospect to watch our opportunity presentation together.
- Invite a Closing Partner (usually your Upline Leader) to join the session and answer questions and walk her through the enrollment process.

*Click here to access  
2 minute video!*



# FIND YOUR THREE

THIS IS THE PERFECT TIME TO START BUILDING YOUR TEAM.

We have amazing bonuses in place to help you accelerate your success and maximize your earnings as a new Stylist. Complete this worksheet to build your first POD and earn up to \$375 in cash bonuses!

## TRAINING Bonus

Score CASH Rewards when you sponsor & mentor a new Stylist through Smart Start!

### How to build a POD

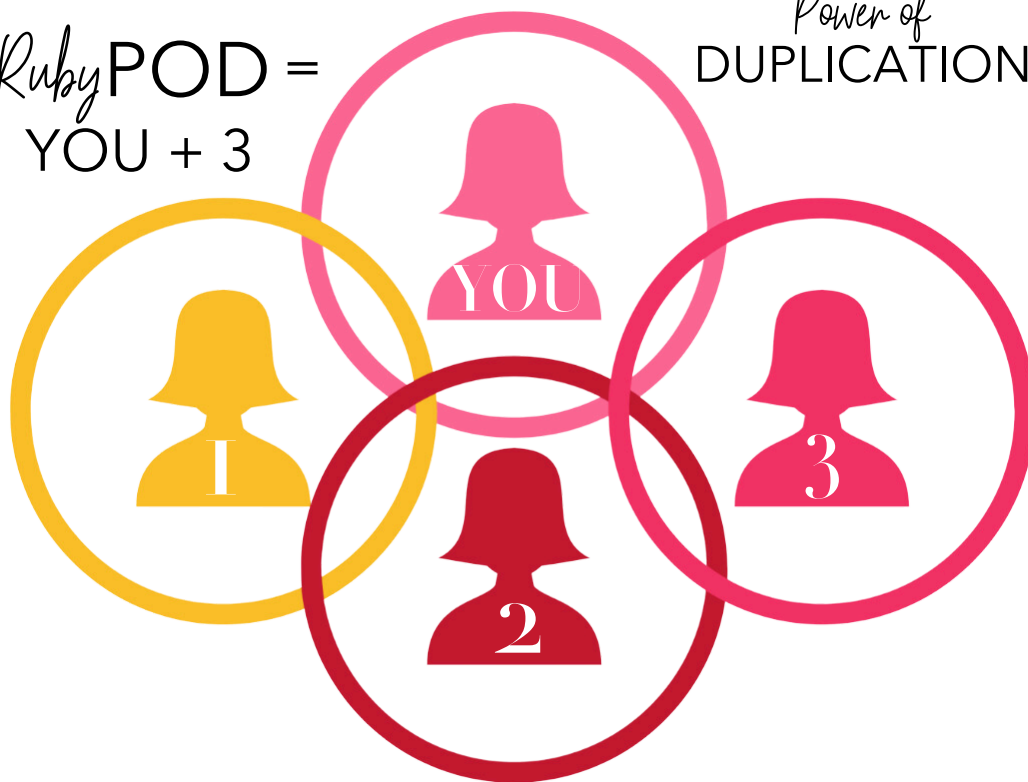
**1**  
Enroll 3 new Stylists with either a Savvy Stylist or Goal Getter Kit

**2**  
Help each of them complete Launch & Step One in their Smart Start

**3**  
Earn \$150 - \$375 in cash bonuses!

Ruby POD =  
YOU + 3

Power of  
DUPLICATION



Name Kit Bonus

Name	Kit	Bonus

KIT	SPONSOR BONUS	UPLINE BONUS
Business Basics	X	X
Savvy Stylist	\$50	\$20
Goal Getter	\$125	\$50

# RUBY RIBBON STUDIO

Ruby Ribbon Studio is a tool that makes growing your business online simple and fun. As a new Stylist, you receive a FREE 30 day trial to explore the Studio so be sure to get registered today!



## More about Ruby Ribbon Studio...

- Live streaming platform that integrates into your personal website.
- Allows you to share products that your viewers can add to cart while you are presenting.
- Features shoppable videos that automatically share products with your viewers.
- Offers the ability to see what products are being added to cart during the presentation.
- Live chat enabled!

## Getting started with Ruby Ribbon Studio:

1. Sign up for your free 30 day trial:
  - a. Visit: [my.rubyribbonstudio.com](http://my.rubyribbonstudio.com)
  - b. Enter your Virtual Office login credentials
  - c. Enter your credit card information, you will not be charged until 30 days from the day you enroll.
2. Watch the Ruby Ribbon Studio training lesson in Ruby U.
3. Host your first Studio Event!
  - a. Set a date
  - b. Invite friends and family members
  - c. Share our amazing products and community.

# THE ESSENTIAL START

## PRODUCT TRAINING

Our ESSENTIAL Camis and Demilettes are the perfect starting point for new Stylists and customers. In this training you will learn about our best-selling styles to be able to recommend them to your first-time customers. You will help them get started with the products they are likely to love most and create long-term customers, referrals and a successful business.

The Essential Collection:

- Includes Cami and Demilette™ styles that are tried and true.
- Features styles proven to be customer favorites by consistently ranking in the top 10 selling styles.
- Offered in black, white and pale (and a few skin tone options) as most new customers prefer to start with versatile classic and neutral colors.
- Considered "Evergreen", meaning we strive to keep them stocked in all sizes.
- Includes options for all women, from petite to curvy.



Unsure about sizing? Fit Finder is the perfect sizing companion to gather customer information and make accurate product recommendations based on customer preferences. See Fit Finder training in Ruby U for more information.



## PRODUCT TRAINING CONTINUED

The Goal Getter Kit is for the woman that means business. This kit is designed to give a new Stylist everything she needs to launch and run a successful Ruby Ribbon business. Let's take a closer look at what's included...

### Build Your Business as a Ruby Ribbon Stylist

# GOAL GETTER KIT

Kick-start your business with this optional kit

HERE'S WHAT YOU'LL GET™

**KIT PRICE**  
**\$599**

**SAVINGS**  
**30%**

Original Cami  
Pale Size 34

Everyday Cami  
Black Size 36

Lace Cami  
Espresso Size 38

Lace Lux Demiétte  
Pale size 40

Sleek Shape Tank  
Fawn Size 42

Ultimate Cami  
(with convertible straps)  
Black Size 44

**\$159 VALUE**

**+** Ruby Ribbon Branded Tote Black

Kit includes everything shown plus...

- Original or Lace Cami  
(Select your personal size in Black or Pale)
- On Waist Shaping Short in Fawn  
(Select your personal size)
- One month of RR Studio
- Free Shipping (\$14.99 Value)
- 5 Pack of Essential Lookbooks
- Business Tools (Personal website, CRM, Virtual Debit Card, measuring tape)

## Product Details

1. Original Cami in Pale - The perfect t-shirt Cami. Features wireless, sling construction for the perfect silhouette and bonded panels for back and tummy control.
2. Everyday Cami Black - This comfortable, shaping Cami provides lighter compression while still offering amazing lift and support. It boasts beautiful details including an elegant matte fabrication with a sassy power-mesh peek a boo.
3. Lace Cami in Espresso - The pretty details make this collection simply luxurious. Get full support shaping with v-neck styling and lace accents under the bust. Wire-free with adjustable straps.
4. Lace Lux Demiétte in Pale - The perfect combination of stylist and sexy, with all the definition and support of an underwire bra in an on-trend cropped style.
5. Sleek Shape Tank in Fawn - The silky-smooth luxe fabric provides shaping benefits without added panels which combined with the seamless edges, provide maximum comfort.
6. Ultimate Cami in Black - Ultra supportive sling plus built-in shelf bra for extra lift and separation with wire-free comfort. Maximum shaping and a roomier hip for curvier shapes.
7. Ruby Ribbon Tote in Black - This super stylish carryall tote is the perfect companion for your Ruby Ribbon business.

PRODUCT TRAINING CONTINUED

# SAVVY STYLIST KIT

Bring your energy and passion to our shapewear revolution and watch your future unfold with this optional Kit

HERE'S WHAT YOU'LL GET\*\*

Lace Cami Espresso  
Size 38

Sleek Shape Tank  
Fawn Size 42

Ultimate Cami (with convertible straps)  
Black Size 44

*plus*

Your choice of 1 Original or  
Lace Cami (black or pale)

**KIT PRICE \$319**  
**RETAIL VALUE \$387**  
**SAVINGS 18%**

*Join Today*

KIT INCLUDES EVERYTHING SHOWN PLUS...

- Free Shipping (\$14.99 Value)
- Personal Website
- Ruby Connect CRM Tool
- One Month of RR Studio
- Virtual Debit Card
- 5 Pack of Essential Lookbooks
- Business Supplies

PayPal Payment Plans Available to Qualified Applicants\*

This optional, value-added kit is available at the time of enrollment, but is not required to become a Ruby Ribbon Stylist. The only requirement to become a Stylist is to purchase the \$99 Business Basics Kit, which is included in this kit (the \$99 Business Basics Kit is optional for Stylists residing in the state of North Dakota). \*Learn more about PayPal payment options and eligibility here - <https://www.paypal.com/us/digital-wallet/ways-to-pay/buy-now-pay-later>. \*\*Products offered are subject to change. See the Ruby Ribbon Income Disclosure Statement for all earning statistics at [tiny.cc/Income-Disclosure](https://tiny.cc/Income-Disclosure).

## Product Details

1. Lace Cami in Espresso - The pretty details make this collection simply luxurious. Get full support shaping with v-neck styling and lace accents under the bust. Wire-free with adjustable straps.
2. Sleek Shape Tank in Fawn- Luxe details include a silky-smooth look and feel, seamless edges that melt into your skin, and cutting-edge fabric that transforms your silhouette without added shaping panels.
3. Ultimate Cami in Black - Ultra supportive sling plus built-in shelf bra for extra lift and separation with wire-free comfort. Maximum shaping and a roomier hip for curvier shapes.

# Ruby Ribbon Values

## OUR MISSION IS *Simple*

To support women with real comfort,  
confidence & opportunity.

We **CARE** about ourselves and one another

We offer **COMFORT** - physically, emotionally and financially

We believe **CONFIDENCE** is beautiful

We **EMPOWER** women to feel and be their absolute best

We are **REAL** in who we are, what we say and what we do

We find **SOLUTIONS**, not problems

## AND WE'RE GUIDED BY OUR *Credo*

We've had enough poking, prodding,  
squeezing, suffocating. We will no  
longer accept unrealistic ideals. It's  
time to be real. Time to celebrate  
women with real bodies who deserve  
real opportunities. Only then will we  
unleash the power of real confidence.