

✂ RUBY RIBBON

# SPONSOR GUIDE

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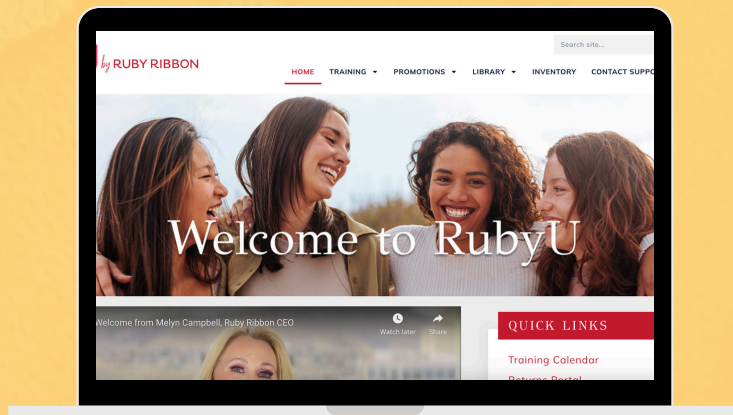
Congratulations - You just sponsored a new Stylist. Now it's time to help her get off to a great start! This guide is designed to help you launch your new Stylist through a series of check-ins and activities designed to support her in her first 30 days with Ruby Ribbon and beyond.

Encourage her to get started right away!

- Use the checklists to have her take action immediately!
- Use the "words that work" to guide her along the way
- Show her the importance of completing her New Stylist Getting Started Guide.

This will set her up to easily maximize her Smart Start Program.

Everything your new Stylist needs to accomplish for a successful launch is laid out in the New Stylist Getting Started Guide, found in [RubyU](#).



# GROWING A TEAM IS GOOD BUSINESS

“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”

Whether you have been a Stylist for 1 day or 5 years, you have the opportunity to create an income that is meaningful to you by taking advantage of our Success Plan. Our plan rewards building a team while selling our amazing products.

Growing and leading a team here is as simple as inspiring other women to set goals and go after them, while introducing women to our life changing products and opportunity.

Ask yourself, can you...

- Stay connected to our community by following our Facebook page and email communications and attending regular trainings and/or events?
- Plug new Stylists into existing programs and trainings?
- Use our tools and technology designed to simplify running your business?
- Share tips and tricks on what works well for you?
- Celebrate achievements and milestones?

The answer is YES! You can grow your business to be everything you desire and it starts today when you launch your new Stylist! Then, keep going and find more women to join the fun! You've got this!





# TOP 3 GOALS FOR YOUR NEW STYLIST

In her first 14 days!

1. Help her download the New Stylist Getting Started Guide and set up a time to review it with her.
2. Define her commitment level and complete the Commitment Letter.
3. Support her in adding the dates below to her Smart Start Tracker and completing her Smart Start Launch.

Everything you communicate to her from enrollment day to her 14th day should pertain to these three goals.

## LET'S GET STARTED!

New Stylist's Name: \_\_\_\_\_

New Stylist's Join Date: \_\_\_\_\_

New Stylist's Email: \_\_\_\_\_

New Stylist's Phone: \_\_\_\_\_

New Stylist's 14th Day: \_\_\_\_\_

New Stylist's First Full Month: \_\_\_\_\_

New Stylist's Second Full Month: \_\_\_\_\_

New Stylist's Third Full Month: \_\_\_\_\_

New Stylist's Fourth Full Month: \_\_\_\_\_

New Stylist's Sixth Full Month: \_\_\_\_\_



SPONSOR TIP: Plug her key new Stylist dates into your personal calendar to keep you checking in with her.

Example: "March 5th - Debbie's day 14"



# 24 HOUR SPONSOR CHECKLIST

- ☐ Get her enrolled! What Kit did she choose? \_\_\_\_\_  
(Check the website for current enrollment kits.)



SPONSOR TIP: The Goal Getter Kit will accelerate her meeting her Smart Start Launch goal.

- ☐ Walk through the New Stylist Getting Started Guide with her and explain how exciting the next 24 hours, 14 days and first full six months are going to be.
  - ☐ 24 Hour New Stylist Checklist COMPLETED.
- ☐ Help her define her activity level by completing the Commitment Letter (in New Stylist Guide). See page 4 for an overview of the Commitment Letter.
- ☐ Point her to the Who Do You Know List to start having Cami Conversations and collecting Cami Stories.

How many Cami Conversations did she agree to have each week? \_\_\_\_\_
- ☐ Get her plugged in to the Ruby Ribbon community.
  - ☐ Invite her to join your team pages, text groups, etc.
    - ★ Introduce her to the groups!
    - ★ Introduce her to your Upline levels.
  - ☐ Encourage her to sign up for Ruby Ribbon texts.
  - ☐ Add her to the Ruby Ribbon HQ News Facebook Group and Smart Start Facebook Group.
- ☐ Show her the value in jump-starting her business through the Smart Start Program.



WORDS THAT WORK: "Awesome Suzie! I can't wait to get you started! And, guess what? You can get \$50 in Ruby Rewards, plus \$60 commissions (or more) in your first 14 days through Smart Start."

# COMMITMENT LETTER

The Commitment Letter can be found on page 4 of the New Stylist Getting Started Guide. This is your top tool in mentoring your new Stylist. Using this tool will allow you to understand her goals and needs. You'll discover how you can best support her Stylist journey which puts you on track to building a successful Ruby Ribbon team and business.

Let's talk through the different components of the Commitment Letter.

## KNOW YOUR WHY

This section takes your new Stylist through a series of 6 questions that will help her in determining and declaring her WHY. This is such a vital step for every new Stylist and so helpful to you as her mentor, because you will learn more about her goals and motivation and how you can best support her. Her WHY should be revisited in the future when coaching her.

## COMMITMENT LEVEL

In this section, your new Stylist is asked to identify her level of commitment to her Ruby Ribbon business. Is she a Hobbyist, Enthusiast or PRO? There is no wrong answer. Her answer will allow both of you to set expectations and goals.

## CAMI CONVERSATIONS / WHO DO YOU KNOW?

This is a great exercise for new Stylists and is fundamental to a successful launch. Encouraging your new Stylist to fill out this list will allow her to start collecting Cami Stories right away and help her achieve early success in her business.

## ACKNOWLEDGEMENTS

The acknowledgements in this section prompt your new Stylist to commit to important business activities like attending upcoming corporate-hosted events and mentoring her new Stylists through this agreement.

## SIGNATURES

To set the intentions and commitments made, each of you are prompted to sign the Commitment Letter.



# 48 HOUR SPONSOR CHECKLIST

- ☐ Guide her to watch the Welcome video in Ruby U and get to know the resource center.
- ☐ Show her how to get social with her business! It's time for her to let her friends and family know she is officially in the Cami business.

## SOCIAL PROMPTS TO DRIVE CURIOSITY:

- ★ Post her own before and after.
- ★ Post a selfie of herself in a Cami or showing the Cami strap she is wearing.
- ★ Take a picture of all of her old bras in a pile "I am done with this pile of bras!"

- ☐ Spend time covering the Smart Start Program with her.
  - ☐ Did she complete the Smart Start Training in Ruby U?
    - ★ Did she print out the Smart Start Overview One Sheet?
    - ★ Pick a date for you to join her on the weekly Smart Start Training Calls.

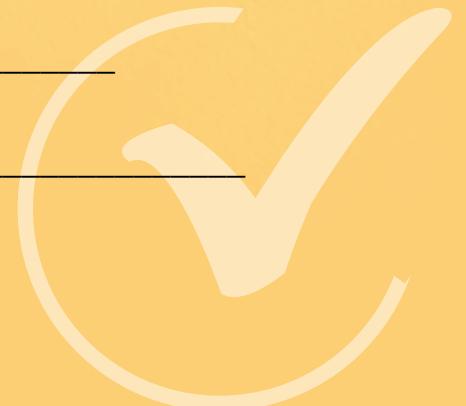
Training Call Date Selected: \_\_\_\_\_

- ☐ Show her how Ruby Ribbon Studio works by holding a kit opening together (more details on page 7)!
- ☐ Schedule her first PSA, as part of completing her Smart Start Launch.

PSA Date: \_\_\_\_\_

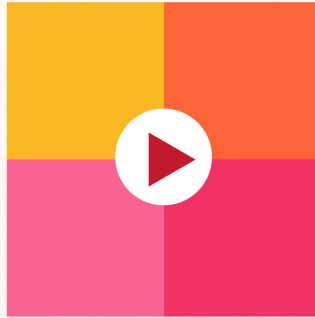
PSA Type (virtual or in person): \_\_\_\_\_

How many women did she commit to inviting? \_\_\_\_\_



# RUBY RIBBON STUDIO

Ruby Ribbon Studio (Studio) will change the way we do business online. Helping your new Stylist get started on the platform is a crucial step in a successful launch.



RUBY RIBBON *Studio*



TIP: Did you know that new Stylists receive a free 30 day trial?

Follow the following steps to help your new Stylist get started with Ruby Ribbon Studio:

1. Help her sign up for her free 30 day trial with the following steps
  - a. Visit: [my.rubyribbonstudio.com](https://my.rubyribbonstudio.com)
  - b. Enter her Virtual Office login credentials
  - c. Enter her credit card information, she will not be charged until 30 days from the day she enrolls.
2. Have her watch the Ruby Ribbon Studio training videos found in Ruby U.
3. Assist her in hosting her first Studio Event!
  - a. Set a date
  - b. Invite friends and family members
  - c. Assist her during the event.



# 72 HOURS & BEYOND SPONSOR CHECKLIST

## DAY 2-3

Guide her to:

- ★ Go back to her Cami Conversation / Who Do You Know? list she started in her first 24 hours and get her to invite them to her launch event. Encourage her to have a minimum of 20 people in her group before you start the party.
- ★ Take a before & after of herself or her showing her bra strap to drive curiosity.
- ★ Post on her timeline the “Hey ladies” post, a personal invite or before and after pictures anytime before the event begins on her timeline.

Check-In:

- ★ How many people has she reached out to share Ruby Ribbon?
- ★ How many people has she invited to her launch?
- ★ How many curiosity posts does she have on her timeline?



SPONSOR TIP: Day 2-3 is a great time to check her pace. The check in questions above will help you determine how best to guide her or if she may need to move at a different pace.

CONGRATULATE HER ON HER PROGRESS!



## DAY 4-5

Check-In:

- ★ Did she GO LIVE with her testimony?
- ★ Did she post her Fit Finder link?
- ★ Has she downloaded the Conversation Tracker?

CONGRATULATE HER ON HER PROGRESS!



# 72 HOURS & BEYOND

CONTINUED



Check Results:

Day 5 PQV (to date): \_\_\_\_\_

9 days remaining for Smart Start Launch!

Go to your Virtual Office to "check in" where she is at in sales on Day 5. Send her the "words that work" below to congratulate her progress. If she has not gotten any orders at this point, it is OK! Keep encouraging her progress!



WORDS THAT WORK: "Hey Betty! You already have \$100 in sales! Way to go!! ONLY \$200 to go towards LAUNCHING in the Smart Start Program. You can do it!!!"

## DAY 5-10

Guide her to:

- ★ Private message anyone who likes, loves, or comments on her posts.
- ★ Send a THANK YOU message in her group to anyone who orders.
- ★ Encourage her to prepare customers for their order to arrive by sharing the "How to step in" video as well as the graphic for the Hostess Rewards. Reach out to guests who have not ordered, but joined the party.



Check Results:

10 day PQV (to date): \_\_\_\_\_

4 days remaining for Smart Start!

CONGRATULATE HER ON HER PROGRESS!



As she begins to get her first orders.....CELEBRATE with her!! Make a big deal to her about her progress!!



# 72 HOURS & BEYOND

CONTINUED

## DAY 10-14

Guide her to:

- ★ Post “Party is closing soon” messages to create a sense of urgency for guests.
- ★ Follow up with anyone who has filled out the Fit Finder link or requested the link, but has not yet filled it out yet to ask if they have any questions about recommendations, etc.
- ★ Remind her of the importance of booking parties! A \$1,200 party is awesome!.....but if she doesn’t book another event it all stops there.
- ★ Send “Thank you for joining the Party” and turn her party into a VIP Group.



Check Results:

14 day PQV: \_\_\_\_\_

CONGRATULATE HER ON HER PROGRESS!



## DAY 15-30

Check-In:

- ★ Review her RESULTS with her.
  - Does she know she is \_\_\_\_\_ away from the next earnings level?
- ★ Is she still on track for Smart Start? Review the Program with her.
- ★ Is she inviting potential customers to host a party?
- ★ Has she plugged into the Meet Ruby Ribbon Call?
- ★ Has she plugged her CUSTOMERS into the Meet Ruby Ribbon Call?
- ★ How many people are on her conversation tracker that she still needs to follow up with?
- ★ How many people has she talked to about Ruby Ribbon?

# 72 HOURS & BEYOND

CONTINUED



Check Results: Day 25

Date: \_\_\_\_\_ PQV: \_\_\_\_\_ Sponsored #: \_\_\_\_\_

Guide her to:

- ★ Review her RESULTS with her. Does she know she is \_\_\_\_\_ away from the next earnings level? Does she know how close she is to her next promotion?
- ★ Follow up! Her fortune is in the follow up! Follow up! Follow Up! Follow Up! People are busy. They forget. Follow up for orders, check their recommendations, or ask if they have any questions.
- ★ Check in with her customers who have ordered until she can connect for their Fit Check. The slightest adjustments can often make her fall in love! Help her gain customers for life!
- ★ Follow up with customers to invite them to the next product launch to see what exciting Ruby Ribbon items are on the way!
- ★ Keep reaching out to everyone on her list as well as referrals!



Check Results: Day 30

Date: \_\_\_\_\_ PQV: \_\_\_\_\_ Sponsored #: \_\_\_\_\_

CONGRATULATE HER ON HER PROGRESS!



- ✓ Recognize all her achievements if you haven't already.
- ✓ Call or send her a text recognizing her achievements.
- ✓ Recognize in your team page & your upline's page.
- ✓ Congratulate her on an amazing first 30 days!

Check-In:

- ★ Has she started inviting guests to the Meet Ruby Ribbon Call?
- ★ What does she hope to achieve now that she has her first 30 days under her belt?
- ★ Has she planned her parties for the next 30 days?







# Power of Duplication (POD)

While your new Stylist is working on building her personal POD, your goal is to build many PODs on your team to truly see the power of duplication. Use this worksheet to build your PODs, and watch your team and Training Bonus potential GROW!

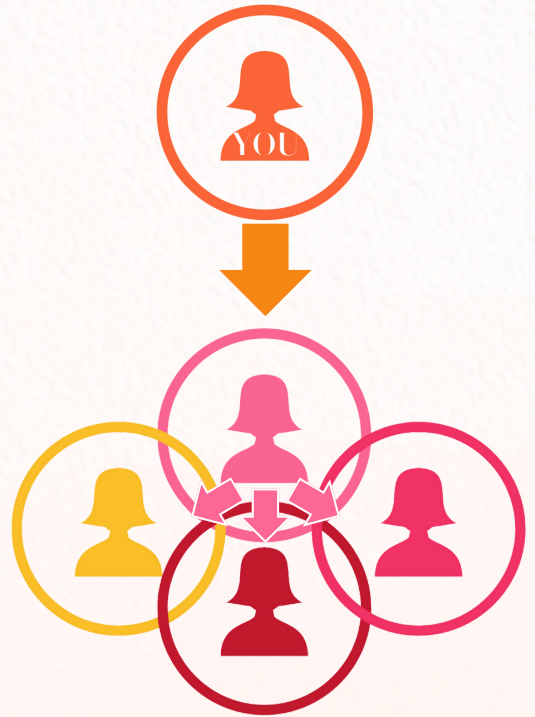
Every new Stylist you enroll is really *Her* + 3

New Stylists that complete the following steps trigger the Training Bonus for her Sponsor and their Upline (you!)

- ☐ Join with a Goal Getter or Savvy Stylist Kit
- ☐ Successfully complete Smart Start Launch AND Step 1

Your goal is to help each of your new Stylists launch and develop their personal PODs.

**How many PODs can you develop to trigger the Upline Bonus??**



New Stylist Name: \_\_\_\_\_  
 Teammate 1: \_\_\_\_\_  
 Teammate 2: \_\_\_\_\_  
 Teammate 3: \_\_\_\_\_

New Stylist Name: \_\_\_\_\_  
 Teammate 1: \_\_\_\_\_  
 Teammate 2: \_\_\_\_\_  
 Teammate 3: \_\_\_\_\_

New Stylist Name: \_\_\_\_\_  
 Teammate 1: \_\_\_\_\_  
 Teammate 2: \_\_\_\_\_  
 Teammate 3: \_\_\_\_\_

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



# 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.

  
**RUBY RIBBON**