



# JOIN LULAROE

TEAM LULAWOW



## START

A Quick Guide to Jumpstart Your Business

## CONNECT

The 411 on the LulaRoe social network

## GROW

Challenge Yourself to Succeed

## ALSO

- Fundraising for Profit
- Leadership Bonus Plan
- Why Pricing Matters

# STEPS TO BECOMING A CONSULTANT

- 1) Read thoroughly through this PDF
- 2) Chat with your sponsor (e-mail [akozaczka@Hotmail.com](mailto:akozaczka@Hotmail.com)) if you don't have one yet and want to be matched with one on our team) .
- 3) Create your LuLaRoe Specific E-mail account : must be LuLaRoeFirstLast @ Gmail.com. Ex : LuLaRoeJaneDoe@Gmail.com
- 1) Ask your Sponsor for their specific "Join Link" & fill it out. This will create your Audrey account. Your "Public ID" must be your full name, as one word, in all lowercase.
- 2) Print out the Independent Consultant Agreement ( can be found inside this PDF) .
- 3) Fill out the Independent Consultant Agreement clearly, carefully & completely.
- 4) Scan or take a cell phone photo of the following 2 documents :
  - 1) The signed and/or filled out pages of the Consultant Agreement
  - 2) Either a voided check or a direct deposit form for the bank account you will use to receive deposits from LuLaRoe. This check should match the information you input when creating your account in Step 4.
- 8) E-mail ALL documents in ONE E-MAIL to [onboarding@ LuLaRoe. com](mailto:onboarding@LuLaRoe.com) from the e-mail you used to create your Audrey account (the one you made in Step 3) . If choosing a package, specify within the e-mail which package you are choosing.
- 9) Tell your sponsor you e-mailed in your docs, ask them to add you to Queue Groups.
- 10) Within 10 business days you should receive an e-mail from Onboarding notifying you that your documents have been received.
- 11) Your name will be added to the queue and when it is your turn you will receive a call to place your Initial Order over the phone. Ask your sponsor for estimated wait time.
- 12) Let your Sponsor know your order has been placed and you are now officially a LuLaRoe Consultant so they can celebrate with you!





# INSTAGRAM ACCOUNTS TO FALL IN LOVE WITH



@LULAROE



@DEANNELULAROE



@LULAROEPRO

This is the main LulaRoe Instagram account run by the company. Here you can find amazing inspiration on styling your LulaRoe. When you post an amazing image, tag @LulaRoe in the caption and they might repost it!

DeAnne Stidham is the owner of LulaRoe and the company's "Head Dreamer". Follow her to see her gorgeous outfits, fun adventures and beautiful family life. She is an amazing woman!

Patrick Winget is LulaRoe's talented designer. He has designed for many celebrities and has a commitment to ethical manufacturing and high quality. Follow him for peaks into the LulaRoe factory & upcoming products.

## WEEKLY CONFERENCE CALLS

**HOME OFFICE UPDATE:** Participate in the weekly company update conference call or webinar held on Tuesdays at 10:30am PST. You will receive an e-mail about these, but it is helpful to set a recurring alarm on your phone so you don't miss them. They are often also put on the back office for you to listen to later, and update e-mails are sent out regarding what was shared. However, exciting announcements regarding changing policies, new inventory, fun contests and a weekly update from LuLaRoe's designer Patrick Winget are all a part of this important call. They usually only last 20-30 minutes. To participate: Call (605)475-4500 and use access code: 306708. Then mute your phone.

**TRAINING CALL:** Tuesdays at 1:00pm PST there are training calls. I recommend also setting an alarm on your phone to remind you to call. These calls are often facilitated by LuLaRoe President DeAnne (who is a blast!) and lead by other successful consultants. The information and wisdom passed along in these phone calls is fantastic. Just as you do with the Tuesday morning call, to listen in to this training call, dial (605)475-4500 and use access code: 306708.



GOOD THINGS COME TO THOSE WHO HUSTLE

simply comfortable



## Your New! Here's What We Expect of You!

We believe that you can hit a target only if you can see it! For that reason, we offer you this concise overview of what we expect of you. Of course, we won't ask for your commitment until you know what you can expect of your sponsor and us.

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### What You Can Expect of Us

- We will provide you with a warm welcome
  - We will put your needs first; if you succeed, then we succeed
  - We will always provide the highest quality products that meet exacting standards
  - We will promptly and accurately process and ship your order
  - We will promptly and accurately compute and send commissions and payments
  - We will operate responsibly in social, financial, business, and relationship functions
  - We will give you prompt, consistent, courteous, competent service whenever you need our help
  - We will administer the company policies and guidelines with consistency, fairness, and a view toward the long-term health of your business
  - We will keep up with your needs and demands as you grow
  - We will act with character and integrity in all that we do
  - We will communicate with you in a respectful and professional manner
- 

### What You Can Expect of Your Sponsor

- Your Sponsor will provide you with a warm welcome and an introduction to your team and company
  - Your Sponsor will train and support you, in your early and ongoing needs, as you learn the business
  - Your Sponsor will answer questions
  - Your Sponsor will help you to understand the Training Bonus Plan and how you can benefit from its principles of growth and sustainability
  - Your Sponsor will keep you informed of monthly and weekly training and mentoring opportunities
  - Your Sponsor will model the character and integrity of the company and our culture in all of their interactions with you and as they represent the company
- 





## What We Expect of You

- We expect you to treat your business like a business by attending to its needs, and to make the ongoing commitment to continued development of your own skill set, as it can impact your ongoing success
  - We expect you to manage your finances and inventory appropriately as they will both play a role in the ongoing demands of your business while it grows
  - We expect you to use the product every day; become a walking business card for your business
  - If you wish to build a business, we expect you to take the time to carefully study the 72 Hour Game Plan and commit to apply the principles and concepts that it teaches
  - If you wish to build a team by recruiting other consultants to the company, we expect you to understand the role of a Sponsor and to do likewise
  - We expect you to set realistic goals, share them with your Sponsor and then to do the things each day that will help you move closer to your goals
  - We expect you to act with character and integrity when you represent the company and to look for ways to build and improve on the culture we have worked hard to establish
  - We expect you to communicate any questions or concerns with us in a respectful and professional manner with intentions to strengthen our partnership with you
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# WHO? WHAT? WHEN? WHERE? WHY? HOW?

*The expectation of consultants, sponsors, trainers and leaders on Team LuLaWow is that they approach all questions they have with the following process. The better your ability to find answers yourself, the stronger leader you will become in the long run.*

Under no circumstance should you ever go without your questions being answered. There is a fantastic system in place to make sure all of your questions get answered! You are not alone in this. Your question has probably been asked before. If the answer isn't already out there, we'll figure it out together .

Here is how you should approach any questions that you have:

1) Use critical thinking to decide if you already know the answer or can answer your question yourself.

2) On Facebook, search our team group or the "LulaRoe Skirt Associates" group. You can search these pages using the search tool in the group (upper right corner, not in the mobile FB app, but it is in the free Groups app or the web browser) . Use keywords just as you would on Google - any previous posts pertaining to your question will pop up. Read the comments, research answers yourself. Most likely the question has already been addressed multiple times and you'll be able to get a wide range of answers and choose what works for you. Those groups are like LulaRoe specific googles.

3) Use google. For all non-specific to LulaRoe queries such as questions about shipping, prices of supplies, business licenses, income taxes, marketing and more, try google first! Always google first! If Google can answer your question, it really is on you to find your answer, be independent! Search for it! Be a boss!

4) Ask your sponsor. After attempting to answer your own question, ask your sponsor. If they are confident the answer is available in the LulaRoe FB groups, in a provided document or on google, and they care about you enough to want to foster your independence and growth: they will point you in the right direction to find the answer for yourself. Their job is to encourage your independence as a business owner - they are not being mean, they are helping you grow.

5) If your sponsor doesn't know the answer to your question, she will then ask her sponsor for the answer and get back to you. If you need immediate assistance and your sponsor is unavailable, ask your sponsor's sponsor (you filled in their information at the beginning of this packet) . If you still have not received answers, you can continue upwards to ask the leaders above you for help.

6) Only call or e-mail the home office with questions under two circumstances: A) the question is absolutely specific to your unique situation and they are the only ones who could possibly know the answer (very rare), or B) you exhausted steps 1-5 and still have questions.





# 72-HOUR GAME PLAN

The 72-Hour Game Plan is a great way for new consultants to kick off their business on the right foot, but it also is a wonderful way for even the most successful consultants to give their business a boost when necessary.

- 1) Commit to "Treating your Business Like A Business." You are a business owner. This is not your hobby, this is your business. Treat it with respect and take it seriously - and others will do the same. It is totally fun, but also hard work.
- 2) Make a list of 50 names - people you know who would be great potential hostesses. Go through each of the following categories and think of anyone you know in those potential areas: family, friends, contacts in your cell phone, contacts from Facebook, school, church, work, hairdressers, etc.
- 3) Contact all 50 of those people to tell them about your business and ask them to consider hosting your boutique to earn free clothes or as a fundraiser. Book at least 3 boutiques (1st boutique to be held within 10 days of starting the 72-Hour Game Plan).
- 4) Promote your boutique through social media, phone calls, invites & flyers.
- 5) REPEAT steps 1-4.

# POP-UP BOUTQUES

## SPREADING LULALOVE LOCALLY

Pop-Up Boutiques are the heart and soul of LulaRoe . The amazing time that shoppers have in their friends' homes trying on clothes, laughing, complimenting and encouraging each other is what makes the LulaRoe business model so unique. Prep your hostesses and plan your boutiques well for maximum sales and rewards!

### 2 WEEKS

#### BEFORE YOUR BOUTIQUE

*Create a Facebook Event for the Pop-Up Boutique and add your hostess as an admin. Have her invite her friends to the event, but remind her that FB inviting alone will not result in a successful boutique for her or you. She needs to make personal connections!*

### 1 WEEK

#### BEFORE YOUR BOUTIQUE:

*Begin posting images and descriptions of products on the event page. Answer questions. Build excitement and explain the uniqueness of LuLaRoe pieces.*

### A DAY BEFORE

#### YOUR BOUTIQUE

*Confirm your arrival with your hostess. Encourage her to make personal contacts with her invitees asking them to join her in trying on clothes. Remind her to wear LuLaRoe to her boutique!*

### THE DAY OF

#### YOUR BOUTIQUE

*Arrive on time. Be well dressed and accessorized. Smile. Be kind, friendly, fun, and grateful to your hostess.*



### CLOSING TIME

#### AFTER YOUR BOUTIQUE

*Thank your hostess and present her with her hostess incentives. Clean up thoroughly and quickly.*

### 1 WEEK

#### AFTER YOUR BOUTIQUE

*Follow up with anyone who signed up on your mailing list that marked that they would be interested in hosting your Pop-Up Boutique. Schedule them promptly. Also write your hostess a thank you note and again thank her for her work inviting her friends and having your boutique in her home. Let her know you'd be thrilled to do it again in 6 months!*

### FINAL THOUGHTS

#### on Pop-Up Boutiques

*Even if you plan on having the bulk of your business be online - Pop-Up Boutiques are an incredible way to make new customers, spread the knowledge of LuLaRoe, meet potential new Consultants you can sponsor and sell inventory that isn't moving online*





# 33 INSPIRATIONS FOR BOOKING POP-UP BOUTIQUES

1. Create a sense of urgency - let people know that you book fast and have limited dates available
2. Try to book at least 2-3 Pop-Up Boutiques at every boutique you do. Some may cancel or not follow-through so it's good to have several scheduled.
3. Give your business card to every person who asks what you do for a living or anytime you talk about LulaRoe with someone.
4. Give your card to your favorite store clerk, bank teller, postal worker, etc. when you have time to also tell them about hosting a party
5. When you see community bulletin boards, pin a few of your business cards on them. You never know what interest person might snag one. ...
6. Post available dates for Pop-Up Boutiques on Facebook
7. Wear LulaRoe. You are always a walking advertisement.
8. If you see someone wearing a style that LulaRoe carries, let them know you carry similar items and they can earn them for free by being a hostess'.
9. Post signs at your Pop-Up Boutiques that say "Ask Me How to Earn Free Clothes!"
10. Always know when your next 3 available dates for Pop-Up Boutiques are.
11. Keep a "Mailing List" at your checkout table where people can indicate if they have interest in hosting. They may be too shy to tell you in person, but will indicate on the sheet that they want to learn more.
12. Follow up with anyone who expresses interest in hosting - pursue them, do not expect them to come to you to book a date.
13. Contact past hostesses when new "Collections" are released from LulaRoe or every 4 months or so and ask if they want to host again. Tell her about new fabrics or styles you have.
14. Ask your hostesses to let you know which of her guests would make excellent hostesses.
15. Reward your hostess for when her friends at her pop-up boutique book their own.
16. Ask people if they would host an office party that you set up during their lunch hour.
17. Ask people who said no in the past - they might have said no then, but might be considering it now.
18. Ask your relatives to host a party - they most likely have a broad social network you aren't a part of.
19. Ask the owner of your favorite Beauty Salon if you can set up your display there for 3-4 hours. Give her the hostess rewards.
20. Pay attention at checkout. If a guest is torn between purchasing items or says they don't have enough money to purchase all they want to, remind them that they can earn free items by hosting'
21. Include a marketing piece that mentions or is all about hosting a Pop-Up Boutique in your shopping bags.
22. Bring a calendar with you to Pop-Up Boutiques with available dates highlighted.
23. Make a huge celebration out of the number of free items your hostess is receiving at the party.
24. Encourage your hostess to shop for her FREE items and try them on while her friends are there.
25. Travel to see out of town friends and ask if they'll host a Pop-Up Boutique during your visit.
26. Hold an open house in your own home. Invite all the names on your mailing list.
27. Ask a Hostess to celebrate her birthday with a Pop-Up Boutique'
28. Schedule an Open-House "Play Date" Pop-Up Boutique. Hire a sitter or two so the moms can shop.
29. Ask the local teams, charities and organizations you love to host a LulaRoe fundraiser.
30. Host an annual celebration of your "LulaVersary" at your house or your best Hostess' house.
31. Have a "Collection Release" party for shoppers when LulaRoe does seasonal collections.
32. Ask local cheer squads and dance teams to host a fundraiser.
33. Work the 72-Hour Game Plan again.





# WHY PRICING MATTERS

LulaRoe has firm policies on pricing. They provide a Minimum Advertised Price (known as MAP) and you may not ever publicly post or publish prices lower than that. When you feel like it's time for a "sale" your leaders highly encourage you to host an in-person Pop-Up Boutique and let your local customers shop at a discount. But do not post prices lower than the Minimum Advertised Price on Instagram, Periscope, Facebook or anywhere else. We want to do our part to help retain the high value of the LulaRoe brand! This is, after all, high quality, unique, exclusive (limited quantity), clothing!



## SELL VALUE

- *Limited Edition Items*
- *High Quality Fabrics, Well-Tailored*
- *Supporting Families by Purchasing*
- *Modest, Flattering, Great Size Range*

**TIP:** *Focus on educating your customers on Lula Roe's high value*

**AVOID:** *Speaking negatively about other companies or brands.*

## CREATE URGENCY:

- *Remind customers that less than 3000 items are made in each fabric.*
- *Build excitement and anticipation around new inventory arrivals.*
- *Create buzz with social media posts*

**TIP:** *Regularly educate your online shoppers about Lula Roe's unique inventory through social media.*

**AVOID:** *Letting your customers dictate your pricing. Stay in control.*



## TRAIN YOUR CUSTOMERS:

- *If you run sales all the time, they will learn to wait for a sale to purchase.*
- *Create expected "norms" for how often you post new inventory*
- *Set clear rules for claiming items, invoice payment and exchanges.*

**TIP:** *Turn your Sale events into fun celebrations for Lu La Roe lovers*

**AVOID:** *Clearanceing items and calling them "old" or "last season". Never disparage an item someone might love'*



# LuLaRoe Etiquette and Ethics

As LuLaRoe Consultants you each own your own business and that business can change your life. There are many ways to market your business and build your cliental. As Consultants you each need to respect one another's business. There are several assumed ethical rules that everyone should abide by, however sometimes these are not obvious and you need a reminder. The following is a list of LuLaRoe Etiquette and Ethics you should take to heart. As you adhere to these suggestions, you will be more successful and you will be able to continue to build the LuLaRoe culture.

## Social Media

- If you use another Consultant's pictures, give credit.
- Never use someone else's picture and say it's you or your picture.
- Only use #lularoe on pictures that are quality pictures that you want to represent the brand.
  - Never use #lularoe on your inventory, sales, bathroom selfies, etc.
- Please do NOT participate in other Consultants' contests. Consultants may choose to run contests to build their customer base or as a "Thank You" to their customers. These are not meant for other Consultants to participate in or to win.
- Do not participate in contests run on the LuLaRoe Instagram or Facebook, unless otherwise stated. These are to build the LLR customer base. You can always share these contests with your followers and customers.
- Always show professionalism in your posts and comments on social media, including your personal pages.
  - Do not air your dirty laundry, big messes, dirty diapers, etc. on Facebook or Instagram.
  - If you are negative, or say your life is hard, no one will want to join your business.
  - Avoid using foul language and questionable posts on your business and personal page.
  - Keep your posts and comments positive and uplifting.
- Do not post negativity on any LuLaRoe page or group.
- If you are posting on local social media pages, Facebook groups, or classified ads, look before you post to make sure another Consultant has not posted on the same page recently.
- You should "Like" each other's Facebook pages – the more "Likes" of a page, the more likely a post will show up in our follower's news feeds.
- You should "Like" the pictures of other Consultants that you like on Instagram and Facebook, again this helps to push posts onto other people's feeds.

## VIP Pages

- If you ask to join another Consultant's VIP page, plan to be a silent observer, unless you are purchasing product as a customer (at retail price).



- NEVER comment on a Consultant's post, or message a Consultant, asking to buy an item at wholesale.
- If a Consultant posts something online and you want to purchase it, plan to purchase it at retail price, not wholesale.
  - Consultants take time to take pictures and post items online with the intent to make a sale to a customer, not a consultant.
  - If the Consultant wants to sell to another Consultant they will sell it on the official LuLaRoe Skirt Exchange page.
    - Don't spend time on this page. Instead, focus on selling what you have.
  - We all receive amazing, and different, items. We all want the opportunity to sell some of our amazing items to our customers and for a profit.
- NEVER comment on a Consultant's post saying you have an item in a different size or message a customer who has commented on a post asking if the Consultant has an item in another size. This is not your customer. She is someone else's customer or follower.
- Do not try to entice another Consultant's customer to buy from you. There are plenty of customers out there.
- Please do NOT post your pictures, products, etc. on other Consultant's pages. Another Consultant's page is not a place for you to gain customers or sales.
- If you have a post on your page from another Consultant that you feel is inappropriate you are welcome to delete it.
- Do not post a link to your VIP page in another Consultant's VIP page.
- If your customers want something on another Consultant's page, ask them to call you or message you directly. Ask your customers to avoid tagging you on another Consultant's page.
- If a Consultant removes you from her VIP page, do not be offended.
- If you sell something online and the customer would like to exchange it with you, do not tell them to go to the nearest Consultant. You are responsible to help your customer find a solution. If there is a Consultant in their area, you should contact the Consultant and ask if they would be willing to help, but do not send a customer to another Consultant for an exchange without talking to her first.
- If you sell an item at a deeply discounted price, please put a red mark on the inside tag and the hang tag. Inform the customer this is a final sale so she does not try to exchange the item with another Consultant for a new, full price item.

## Respecting Other Consultants

- Share the LuLaRoe Love.
- Always share positive words with others.
- Uplift every Consultant.
- If you run into a customer who is doing a Pop-Up Boutique with another Consultant, do not try to get them to cancel and book with you.
- Never talk negatively about another Consultant, especially to a customer. Remember, "if you can't say anything nice, don't say anything at all."
- Do not message another Consultants' hostess asking her to book with you.

- Always have something good to say about another Consultant!
- Realize that your network may overlap with another Consultant's network.
  - Do not be offended when someone books a Pop-Up Boutique with another Consultant.
  - Instead of being bitter, find a new lead.
- If you attend another Consultant's Pop-Up Boutique, expect to pay retail prices for products purchased.
- Never ask to pay wholesale in front of a customer.
- Customers will shop around. Do not blame a Consultant for "stealing" your customer. That Consultant may not have even known you had worked with that customer.
- Always assume innocence in any situation.

## Teams and Recruiting

- Many potential Consultants discuss the business with multiple Consultants. If you talk to someone about the business and they decide to sign up with another Consultant, take a moment, breathe, and then wish them well.
- If you approach someone about the business opportunity, ask them if they have heard about LuLaRoe before or if they have been working with another Consultant.
  - If they mention they have heard about the business and have been talking with another Consultant, let them know that the other Consultant is awesome and, if it doesn't work out with her, you would be happy to help.
  - Do not try to bribe them to join your team.
  - Never belittle another Consultant.
- Welcome all new Consultants to your area, regardless of if they are on your team.
- Never try to entice or encourage Consultants to "change sponsors."

## Working with the Home Office

- LuLaRoe and those that work at the Home Office are your partners.
- Never call the Home Office and yell at the person on the other end of the line. Remember, they are people and have feelings too! ;)
- Do not belittle anyone at LuLaRoe.
- Do not DEMAND that the Home Office do something for you.
- LuLaRoe Home Office cannot fix issues they are unaware of. Please email issues to [support@lularoe.com](mailto:support@lularoe.com).
- There is a wealth of information available to Consultants. Please try to find out the answer to your questions before contacting the Home Office.
  - Use the "search" field on the LuLaRoe Facebook Associates page.
  - Ask on the Facebook Associates page.
  - Ask your Sponsor and/or Leader.
  - Look at the documents online.
  - Watch the videos provided in the Back Office.
  - If you cannot find answers to your questions, then call the Home Office and ask your questions.



## FUNDRAISERS WITH LULAROE

Earn money. Make new customers. Do good.

LuLaRoe has an amazing fundraising policy. They will match your donation (up to certain limits) for almost any cause that you deem worthy. Hosting a fundraiser is a fantastic option for a hostess who may not want to "earn free clothes" while her friends shop, and sales are always great because people LOVE shopping for a good cause!



# PARTICIPATING IN A FUNDRAISER

## Follow these steps and start raising funds!

- 1) E-mail fundraisers@LulaRoe.com the following information and ask for their approval :
  - Date & Location of the Event
  - Description of what the charity/cause is, what the funds raised will be used for .
  - Why you are personally passionate about this fundraiser
- 2) Wait 2-3 business days for approval of your fundraiser .
- 3) During the fundraiser, keep a tally sheet of which items you sell. Styles, sizes & quantities. You will need this information to total up the donation from you and from LuLaRoe.
- 4) Within 5 days of your event, e-mail fundraisers@LuLaRoe.com the following:
  - The organized, complete, detailed tally sheet of your items sold - quantity and styles
  - Breakdown of how the money adds up for the check they'll write to the cause  
\*\*make it easy on LulaRoe, they are doing YOU and the charity a favor
  - The information for who they make the check payable to and where they mail it to.
  - A picture (or scanned copy) of your check that you used to pay the charity.

LuLaRoe will NOT reimburse you for paying the entire donation yourself. You pay your part, and LuLaRoe will match your donation up to the following limits.

## LulaRoe's Fundraising Matching Limits

You can donate as much as you would like to the charity, but LuLaRoe will match YOUR donation up to the following limits per item sold... LuLaRoe will donate

\$1.50 for each pair of Kids Leggings sold

\$2.00 for each pair of One Size Leggings, Tall & Curvy Leggings, Julia Dress, Azure Skirt, Cassie Skirt, Dot Dot Smile Lucy Dress, Irma Tunic, Kids Cassie Skirt, Kids Maxi Skirt, Randy Tee, Sloan Tee,

\$3.00 for each Amelia Dress, Nicole Dress, Ana Dress, Monroe Kimono, Lindsay Kimono, Maxi Skirt, Madison Skirt, Lola Skirt, Lucy Skirt, Temple Dress and Temple Skirt

Team Grace, Charm & Hustle suggests donating the full amount so you get the most out of LuLaRoe's kindness and generosity in matching. So when someone purchases an Irma Tunic, you will donate \$2.00 from the sale price, and LuLaRoe will match that donation of \$2.00. The Charity will receive \$4.00 when someone purchases an Irma Tunic.

The cause you are raising funds for doesn't need to be "official". It could be for Sarah's trip to Paris, or for Brenden's Make-A-Wish fund or for a charity you or your hostess love. Participate in fundraisers as they are a great way for you to get your business out there in the community - and women feel better about shopping when it's for charity.



BE GRACEFUL,  
BE CHARMING,  
HUSTLE HARD.

## PLANTING SEEDS FOR FUTURE CUSTOMERS & CONSULTANTS

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There is not a seasoned LulaRoe Consultant out there who can't tell you about their worst Pop-Up Boutique ever. It happens. There are duds. Perhaps you did not prep your hostess well, perhaps she didn't try to get many friends there, maybe the weather was bad or everyone was broke.

But even those Pop-Up Boutiques proved to be worth something in the end. A few of the shoppers became return customers. One chose to be a hostess a few months later. Maybe even one slightly shy woman who didn't have enough money at the time to shop decides to sell LuLaRoe to change her life and picks you as her sponsor.

You never know what "seeds" you are planting when you are out and about representing your LulaRoe business at Pop-Up Boutiques, or even in every day life. Try to remember Everyone you meet is either a potential customer, hostess or consultant. And watch how your attitude changes even in the most seemingly dismal situations.

Be graceful, be charming, and hustle hard. Good things will come your way.





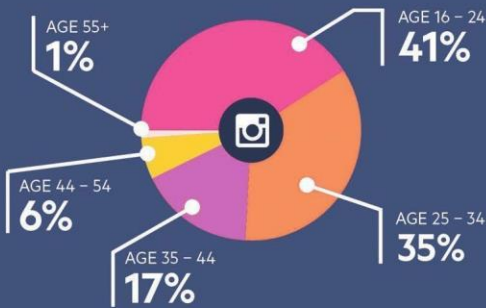
# SOCIAL MEDIA GUIDELINES

# 300

MILLION MONTHLY ACTIVE USERS

# 26%

OF INTERNET USERS USE INSTAGRAM



AVERAGE USER  
18 - 20 YEARS  
**URBAN**  
*female*  
**TWO**  
CHECKS DAILY

1



DON'T LINK TO  
OUTSIDE POSTS

2

USE HASHTAGS

#LULAROE  
#AmeliaDress #Love  
#FashionFix #STYLE  
#BeYourOwnBoss  
#SimplyComfortable

3

USE HASHTAGS TO CREATE  
CAMPAIGNS AND CONTESTS



## BE WHAT YOU WANT TO ATTRACT

You want to have customers who appreciate good style, find value in fashion and have confidence in themselves, right? In order to attract those customers, you have to be those things! The best way to get your business out there is to make interesting, creative, helpful, beautiful posts on Social Media.

The LulaRoe brand is well-established as clean, bright, fresh, well-styled and fun. Your posts representing the company need to fit that design aesthetic.

When your posts are beautiful, well thought out, use creativity and are well written, they will gain the attention of the best kind of customers - and that will turn into amazing sales for you! There is no other platform quite like Facebook and Instagram for reaching the masses, both locally and nationally. Learning to use it to your advantage will help you grow quickly.

Try to set goals for how often you'll post. Start with once a day and build up to 3x a day. It is better not to post than to post something terrible, but work on building a stash of good content so you have something ready to post when the time arises. Download stock photos from MyLulaRoe.com to use in your posts, create your own beautiful displays, ask your customers to send you photos of them wearing their LulaRoe.

### WANT MORE INSPIRATION?

*Check out the Instagram Feeds of your favorite brands. What do the pictures look like? How are descriptions written? Get Inspired!*





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## SHINE BRIGHT

Try to take pictures for your social media posts in natural light or well-lit rooms. Unless you are going for a moody, dimly lit look, bright and clear photos show off the clothes best and fit the brand well.

## GET THE LOOK

Well-styled outfits with great accessories show that LuLaRoe is a fashionable clothing line and inspires others on how to add it to their own wardrobe. Try adding a purse, great shoes, fun jewelry or even a prop or two to your images.

## LOCATION, LOCATION

One of the most important aspects of your social media images is the location surrounding the subject. This does not mean you need fancy sets or drive to far off places - but avoid cluttered, dirty environments. Clean and simple work best to showcase fashion.

## STAY CURRENT

Celebrate the moment! If there's a heat wave, style your shoot accordingly. Celebrate all holidays with a post - even national Donut Day or Talk Like A Pirate Day. The more current events your posts coincide with, the more attention they will receive.

## HAND THE CAMERA OVER

Images featuring you are wonderful and a great way to add personality and charm to your social media presence. However, selfies should be limited. Hand your phone off to your kids, friends, strangers and try to get some full-length shots of yourself wearing LuLaRoe.

## NO FILTER?

Try to use photo editing apps (I highly recommend Pie-Tap-Go) to get clear, vibrant color and contrast in your images. Avoid adding artistic effects such as blur, heavy filters, graphics and text. Study LuLaRoe's Instagram and mimic the style as best you can.

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# CHOOSE TO LEAD

Get Paid to Sponsor & Train Future **Successful** Consultants

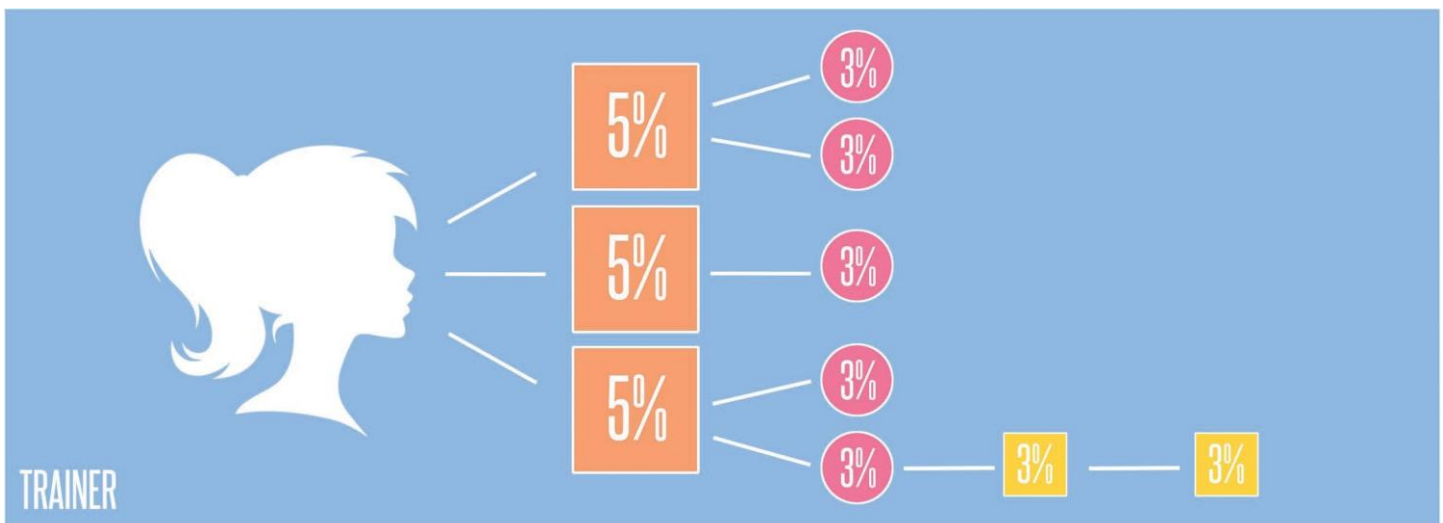


## FASHION CONSULTANT

A Fashion Consultant must complete the LuLaRoe Consultant Application and purchase an initial order as defined in the LuLaRoe Fashion Consultant Business Overview. They can do their own pop-up boutiques and earn from 35% to 50% of the gross sales. Percentages vary with which products they sell. They must sell 33 pieces a month to remain "active".

## SPONSOR

A Fashion Consultant can sponsor others wishing to become Fashion Consultants into the business. A sponsor is responsible for training their Personally Sponsored Fashion Consultants in all LuLaRoe policies & procedures and encouraging their success. A Sponsor is eligible to earn a 5% override bonus on the Personal Volume (wholesale cost of items sold) of their Personally Sponsored Fashion Consultants. In order to receive a bonus on those you sponsored you must purchase 175 pieces in the calendar month for which the bonus is calculated.



## TRAINER

A Trainer has at least three Personally Sponsored Fashion Consultants, with a total of ten Fashion Consultants in their downline and meets the criteria as follows. They receive an override bonus on the Personal Volume (wholesale cost of items sold) of 5% on each Personally Sponsored Consultant and 3% on every consultant in the generations after that. To qualify for the override bonus, their downline must purchase at least 1,750 pieces for the calendar month, not including their own sales. Their personal qualification requirement is 250 purchased pieces, but that will be reduced by 50 pieces for each Personally Sponsored Fashion Consultant who purchases 175 pieces (up to 3). A 100 item purchase minimum requirement will remain. They ensure their downline has the training, knowledge and support necessary to be successful. You receive 1 Leadership Bonus Point every month that you qualify as a Trainer and 1 Point for every consultant in your downline who qualifies as a trainer.

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## SUCCESSFUL TRAINERS MAKE NEW TRAINERS

When you have trained someone in your team and they become a Trainer, they will graduate from your group leaving you free to train others who need your help. You will then receive a 1% bonus on their Group's total payments received and one point in the Leadership Pool for each Graduate. If one of your Graduates, who has reached Trainer or Leader for that month, has one of their team graduate to Trainer or Leader, bonuses are not eligible on their team's total payments received.

## BECOMING A LULAROE COACH

Requirements - A coach must meet the requirements of a Trainer and have at least three of their Personally Sponsored Fashion Consultants qualify as Trainers.

Responsibilities - Provide training to all Trainers, Sponsors and Fashion Consultants in your organization. Help develop sales aids and programs for your entire group.

Results - In addition to the Trainer Bonuses you will earn 1% on the total of payments received from your second level Graduate Trainer's group. Coaches will receive two Leadership Bonus points for qualifying as a Coach, one point for each Trainer on their first level and two points for each Trainer on their second level. Coaches will benefit by training the Trainers. As the Trainers become self-sufficient the Coaches will be free to train other Trainers while still collecting a bonus on those teams they have trained.

## LEADERSHIP BONUS POOL

Participation in the Leadership Pool will be based on a point system. The total value of the pool (gross sales for the calendar month) will be divided by the total of points earned. This will create a dollar value for each point Bonuses will then be paid to qualified leaders based on their individual points earned.

•• 2016 will mark the switch from items purchased to items sold for incentives & overrides. Also, overrides & bonus points do have a generational end point.

## HOW TO SPONSOR A NEW FASHION CONSULTANT

- 1) E-mail them a PDF file regarding becoming a LuLaRoe consultant.
- 2) Include in the email your personal recruitment link found on your dashboard at MyLuLaRoe.com)

Your New Recruit Should

- A) Fill out your recruitment Link.
- B) Fill out the Lularoe Consultant Agreement.
- C) Scan or take a photo of the Consultant agreement and a voided check from a checking account they wish to have deposits deposited into.
- D) Email [onboarding@lularoe.com](mailto:onboarding@lularoe.com) 3 items, The Checklist, The Consultant Agreement & The Voided Check.
- E) Within 21 days you will receive an email confirming receipt of your documents. They will then be placed into the Que.





**LLR INC. INDEPENDENT CONSULTANT PROGRAM APPLICATION & AGREEMENT**

Applicant \_\_\_\_\_ Co Applicant \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone# \_\_\_\_\_ Cell Phone# \_\_\_\_\_

Email Address \_\_\_\_\_ Birth Date \_\_\_\_\_ DL# \_\_\_\_\_

SS# \_\_\_\_\_ Sponsor Name Anna Kozaczka Hernandez #14939

Effective Date \_\_\_\_\_

This LLR INC. Independent Consultant Application and Agreement (“Agreement”) is made by and between the undersigned (“Consultant”) and LLR INC., a Wyoming corporation, effective as of the date set forth herein (“Effective Date”). For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

1.LLR INC. may, subject to the terms and conditions of this Agreement and any other applicable agreement or document incorporated herein by reference, sell to Consultant or to place in the possession of Consultant on a consignment basis, various clothing and fashion accessories (“Product”) for the purpose of resale.

2.Consultant shall be an independent contractor and not an employee, franchisee, representative, agent, joint venturer or partner of LLR INC. This Agreement shall not create an employer-employee relationship and shall not constitute a hiring of such nature by any party. Consultant is not authorized to, and shall not obligate LLR INC. in any way legally or financially.

**3.CONULTANT UNDERSTANDS THAT SHE/HE SHALL NOT BE TREATED AS AN EMPLOYEE OF LLR INC. FOR FEDERAL OR STATE TAX PURPOSES.** Consultant shall be responsible for and pay Consultant's own self-employment taxes, estimated tax liabilities, business equipment or personal property taxes and other similar obligations, whether federal, state or local. LLR INC. shall not pay or withhold any FICA, SDI, federal or state income tax or unemployment insurance or tax or any other amounts because the relationship of the parties hereto is not that of employer-employee, but that of independent contractor. Consultant shall be solely responsible for the payment of all taxes, withholdings and other amounts due in regard to Consultant’s own employees, if any.

4.Unless expressly agreed in writing otherwise, LLR INC. shall not provide any travel, equipment, sales materials, or services or other items for the benefit of Consultant. Consultant shall, at its own expense, provide and make arrangement for all travel, equipment, sales materials, services, and other items necessary to perform its duties hereunder. Consultant shall be

responsible for payment of its own expenses, including, but not limited to those items specifically set forth above.

5. Consultant acknowledges that she/he has read and agrees to comply with the LLR INC. Policies and Procedures and the LLR INC. Training Bonus Plan, both of which are incorporated into and made a part of this Agreement. If Consultant has not yet reviewed the Policies and Procedures or Training Bonus Plan at the time that this Agreement is entered into, Consultant understands that they are posted at [www.lularoe.com](http://www.lularoe.com) and are also included in Consultant's first order and accessible via Consultant's Back Office login at [www.mylularoe.com/login](http://www.mylularoe.com/login). Consultant agrees that she/he will review the Policies and Procedures and Training Bonus Plan within five days of the effective date of this Agreement. If Consultant does not agree to the Policies and Procedures and/or Training Bonus Plan, Consultant's sole recourse is to notify LLR INC. and cancel the Agreement within such time period. Failure to cancel constitutes Consultant's agreement to the Policies and Procedures and Training Bonus Plan.

6. Consultant will not make claims or representations of potential income derived from the bonus or commission structure of LLR INC. and that any examples given will be used only to explain the program and not as an enticement to enroll consultants or others. LLR INC. shall not pay any compensation for enrolling consultants or others.

7. Consultant agrees that maintaining the perceived value of LLR products in the marketplace as well as providing as level a playing field as possible is beneficial for all Consultants. LLR has established its suggested retail prices in an effort to maintain the value of LLR products in the marketplace as well as to provide the opportunity for healthy retail profits for all Consultants. Selling LLR products at less than the suggested retail prices does damage to both of these goals. While Consultant may sell LLR products at any price she chooses, in order to protect the value of the LLR brand and to protect the retail opportunity for all Consultants, the Company encourages all Consultants to adhere to the pricing structure that it has established. Further, where advertising by Consultants is permitted (see Sections 3.5 and 3.12.11 of the Policies and Procedures), Consultants agree that they will not advertise LLR products at prices less than the suggested retail prices as established by LLR and published in official LLR materials.

8. LLR INC. may, at its sole discretion, create, amend, or discontinue certain compensation, bonus, commission or incentive plan or program pertaining to its Product, business, consultants, and others. Consultant shall have no vested interest in any such plan or program, provided, however, that LLR INC. may not change the terms or conditions regarding compensation for any Product actually sold to or placed in the possession of Consultant. The Policies and Procedures, Leadership Bonus Plan and Wholesale Pricing Structure of LLR INC. may, subject to the terms and conditions of this Agreement, be amended at the sole discretion of LLR INC. Notification of amendments shall be sent to Consultant by email, posted on LLR INC.'s website, and posted in Consultant's Back Office. Amendments shall become effective 30 days after notification to Consultant, but amended policies shall not apply retroactively to conduct that occurred prior to the effective date of the amendment. The continuation of Consultant's LLR INC. business or Consultant's acceptance of bonuses or commissions after the effective date of any amendment shall constitute Consultant's acceptance of any and all amendments.

9. The term of this Agreement is one year from the Effective Date or the date of its acceptance by LLR INC., whichever shall occur last. This Agreement shall thereafter automatically renew for successive one-year terms unless terminated by Consultant or LLR INC. upon no less than thirty (30) calendar days' written notice. If this Agreement is terminated for any reason, Consultant shall not be eligible to purchase Products from LLR INC. at wholesale prices or make sales on behalf of LLR INC. or use any intellectual property, including, without limitation, trademarks, styles, or names of LLR INC. ("Intellectual Property") or any Confidential Information of LLR INC. In the event of termination or non-renewal of this Agreement, all rights of Consultant, if any, to any bonuses, commissions, or other compensation, whether or not related to the productivity or sales activities of any other consultant, or otherwise, shall terminate. Notwithstanding anything in this Agreement, LLR INC. reserves the right to immediately terminate this Agreement without notice in the event that Consultant misrepresents Products or LLR INC., or the acts of Consultant cause a negative impact on the business or reputation of LLR INC. LLR INC. reserves the right to terminate this Agreement upon 30 days' notice to Consultant in the event LLR INC. elects to: (a) cease business operations; (b) dissolve as a business entity; or (c) terminate the distribution of its products via direct selling channels.

10. Unless specified in writing otherwise by LLR INC., all information provided by LLR INC. to Consultant is and shall remain confidential ("Confidential Information"). The above Confidential Information shall include, but not be limited to, all customer information, customer and client lists, sales information, wants and needs of customers, agreements, communications, plans, designs, reports, projections, budgets, proformas, or other materials, whether or not furnished or prepared by LLR INC. or its agents or employees. Consultant shall: (i) not directly or indirectly divulge, disclose, disseminate, distribute, license, sell, use or otherwise make known any Confidential Information to any third party or person or entity not expressly authorized or permitted by LLR INC. to receive such Confidential Information; (ii) use best efforts to prevent disclosure of any Confidential Information to any third party and exercise the highest degree of care and discretion in accordance with all express duties hereunder to prevent the same; and (iii) not directly or indirectly make any use whatsoever of the Confidential Information or Intellectual Property, or of any feature, specification, detail or other characteristic contained in or derived from, the Confidential Information or Intellectual Property, except for purposes of performing services hereunder. The parties each acknowledge that the Confidential Information constitutes trade secrets of LLR INC. within the meaning of and pursuant to the Uniform Trade Secrets Act contained set forth at Wyoming Code § 40-24-101, et seq., as well as under the law of any other jurisdiction in which Consultant resides and/or does business. The parties further acknowledge that this Agreement constitutes reasonable efforts of LLR INC. to protect and maintain the secrecy and confidentiality of the Confidential Information.

11. Consultant shall not, subject to the terms and conditions of this Agreement, directly or indirectly, contact, communicate with, solicit or conduct any business or enter into any transactions or associations of any economic value with any parties identified in, derived from, or obtained by reason of the Confidential Information, or otherwise identified or provided by LLR INC., without the prior written permission of LLR INC. Consultant shall not derive any economic benefit from any transaction between any parties identified in, derived from, or obtained by reason of the Confidential Information or otherwise identified or provided by LLR INC. and any third party, without the prior written consent of LLR INC. Consultant shall not use



any third party intermediaries or other devices to avoid or defeat the foregoing non-circumvention covenants.

12. Consultant shall not, subject to the terms and conditions of this Agreement pertaining to survival or otherwise, solicit or employ or engage any of LLR INC.'s clients, customers, consultants, referral sources, employees, vendors, suppliers, associates, or independent contractors for a period of not less than three (3) years from the date of termination of this Agreement without the prior written consent of the LLR INC.

13. Consultant acknowledges that LLR INC. does not represent that Consultant can earn any amount hereunder, whether or not in excess of any initial payment made by Consultant, or that there is a market for the Product. LLR INC. does not maintain or enforce exclusive sales areas or territories for the benefit of Consultant.

14. Nothing in this Agreement, whether express or implied, is intended to confer any rights or remedies under or by reason of this Agreement on any person other than the parties to it and their respective successors and assigns, except as set forth herein, nor is anything in this Agreement intended to relieve or discharge the obligation or liability of any third person to any party to this Agreement, except as set forth herein, nor shall any provision give any third person any right of subrogation or action over or against any party to this Agreement, except as set forth herein.

15. The Agreement constitutes the entire agreement between LLR INC. and Consultant pertaining to the subject matter contained in the Agreement and supersedes all prior and contemporaneous agreements, representations and understandings of the parties; provided, however, that this Agreement shall include: (i) The LLR INC. Policies and Procedures, (ii) The LLR INC. Training Bonus Plan, (iii) The LLR INC. Initial Inventory Fund or Credit Application if applicable, (iv) The Business Entity Form, if applicable, all of which are hereby incorporated herein by reference. To the extent that the terms or conditions of any of the foregoing may conflict with the terms or conditions of this Agreement, the terms and conditions of this Agreement shall control. No waiver of any of the provisions of the Agreement shall be deemed, or shall constitute a waiver of any other provision, whether or not similar, nor shall any waiver constitute a continuing waiver. No waiver shall be binding unless executed in writing by the party making the waiver.

16. Any provision in this Agreement to the contrary notwithstanding, the obligation of Consultant regarding confidentiality and non-circumventions and non-solicitation shall survive for so long as LLR INC. may, in its sole discretion, consider the Confidential Information to be confidential. If any provision of this Agreement shall, for any reason, be held unenforceable, such provision shall be severed from this Agreement, The Invalidity of such specific provision, however, shall not affect the enforceability of any other provision herein, and the remaining provision shall remain in full force and effect.

17. The obligations of Consultant under this Agreement are unique in that the same constitute personal services. If Consultant should default in its obligations under the terms of this Agreement, the parties each acknowledge that it would be extremely impracticable to measure the resulting damages; accordingly, LLR INC., in addition to any other available rights or

remedies, may sue in equity for specific performance, without the necessity of posting bond or other security, and Consultant expressly waives the defense that a remedy in damages will be adequate and the requirement of a bond or other security.

18. Consultant may not assign this Agreement or any rights hereunder without the prior written consent of LLR INC. Any attempt to transfer or assign the Agreement or any rights under the Agreement without the express written consent of LLR INC. renders the Agreement voidable at the option of LLR INC.

19. In the event of any breach of the Agreement (including the Policies and Procedures) Consultant agrees that LLR INC. may, at its discretion, impose upon Consultant disciplinary sanctions as set forth in the Policies and Procedures. If Consultant is in breach, default or violation of the Agreement at termination of the Agreement, Consultant shall not be entitled to receive any further bonuses or commissions, whether or not the sales for such bonuses or commissions have been completed. Consultant agrees that LLR INC. may deduct, withhold, set-off, or charge to any form of payment Consultant has previously authorized, any amounts Consultant owes or is indebted to LLR INC.

20. LLR INC., its parent or affiliated companies, directors, officers, shareholders, employees, assigns, and agents (collectively referred to as "affiliates"), shall not be liable for, and Consultant releases and holds harmless LLR INC. and its affiliates from, all claims for consequential and exemplary damages for any claim or cause of action relating to the Agreement. Consultant further agrees to release and hold harmless LLR INC. and its affiliates from all liability arising from or relating to Consultant's promotion or operation of Consultant's LLR INC. business and any activities related thereto (e.g., the presentation of LLR INC. products or Training Bonus Plan, the operation of a motor vehicle, the lease of meeting or training facilities, etc.), and agrees to indemnify LLR INC. for any liability, damages, fines, penalties, or other awards arising from any unauthorized conduct that Consultant undertakes in operating Consultant's independent LLR INC. business.

21. This Agreement will be governed by and construed in accordance with the laws of the State of Wyoming without regard to principles of conflicts of laws. In the event of a dispute between Consultant and LLR INC. arising from or relating to the Agreement, or the rights and obligations of either party, the parties shall attempt in good faith to resolve the dispute through nonbinding mediation as more fully described in the Policies and Procedures. LLR INC. shall not be obligated to engage in mediation as a prerequisite to disciplinary action against Consultant. If the parties are unsuccessful in resolving their dispute through mediation, the dispute shall be settled totally and finally by arbitration as more fully described in the Policies and Procedures.

22. Notwithstanding the foregoing, either party may bring an action before the courts seeking a restraining order, temporary or permanent injunction, or other equitable relief to protect its intellectual property rights, including but not limited to customer and/or distributor/consultant lists as well as other trade secrets, confidential information, trademarks, trade names, patents, and copyrights. The parties may also seek judicial enforcement of an arbitration award. In all actions before the courts, the parties consent to exclusive jurisdiction and venue before the U.S.

District Court for the District of Wyoming, or state court residing in Laramie County, State of Wyoming.

23.Louisiana Residents: Notwithstanding the foregoing, if Consultant is a resident of Louisiana, this Agreement shall be governed by Louisiana law and jurisdiction and venue of any action before a court shall be in Louisiana.

**24.A participant in this marketing plan has a right to cancel at any time, regardless of reason. Cancellation must be submitted in writing to the company at its principal business address.**

25.Consultant authorizes LLR INC. to use Consultant's name, photograph, personal story, and/or likeness in advertising and promotional materials and waives all claims for remuneration for such use.

IN WITNESS WHEREOF, the parties to this Agreement have duly executed this Agreement to be effective on the Effective Date set forth above.

LLR INC.,  
a Wyoming corporation

By: \_\_\_\_\_

\_\_\_\_\_  
(Title)

Consultant:

\_\_\_\_\_  
(signature)



# Lululemon ONBOARDING PACKAGE

## Nicole #2 best selling dress

XXS - 5pcs    L - 5pcs  
 XS - 5pcs    XL - 5pcs  
 S - 5pcs    2XL - 5pcs  
 M - 5pcs    3XL - 5pcs  
 40pcs x \$23 = \$920

## Maxi #2 best selling dress

XXS - 5pcs    L - 5pcs  
 XS - 5pcs    XL - 5pcs  
 S - 10pcs    2XL - 5pcs  
 M - 10pcs    3XL - 5pcs  
 50pcs x \$21 = \$1,050

## Azure #3 best selling skirt

XS - 10pcs    L - 5pcs  
 S - 10pcs    XL - 5pcs  
 M - 10pcs  
 40pcs x \$14 = \$560

## Irma #1 best selling top

XXS - 10pcs    L - 10pcs  
 XS - 10pcs    XL - 10pcs  
 S - 10pcs    2XL - 5pcs  
 M - 15pcs    3XL - 5pcs  
 75pcs x \$15 = \$1,125

## Randy #3 best selling top

XXS - 5pcs    L - 5pcs  
 XS - 5pcs    XL - 5pcs  
 S - 5pcs    2XL - 5pcs  
 M - 5pcs    3XL - 5pcs  
 40pcs x \$16 = \$640

## Classic T #2 best selling top

XXS - 5pcs    L - 5pcs  
 XS - 5pcs    XL - 5pcs  
 S - 5pcs    2XL - 5pcs  
 M - 5pcs    3XL - 5pcs  
 40pcs x \$16 = \$640

## Lindsay #1 best selling kimono

S - 5pcs    L - 5pcs  
 M - 10pcs  
 20pcs x 21 = \$420

**TOTAL 305pcs = \$5,355.00**

### INITIAL KIT ADD ON

OS leggings - 25 x 2 packs x \$21 = \$525  
 TC leggings - 20 x 2 packs x \$21 = \$420  
 Kids Leggings S/M - 10 x 2 packs x \$17 = \$170  
 Kids Leggings L/XL - 10 x 2 packs x \$17 = \$170  
 Tween Leggings - 10 x 2 packs x \$19 = \$190  
**75 pcs \$1,475.00**

When ordering this add on you will receive 25 Patrick T's  
 5 sizes 5 per size! \$500 value

2016.06.22



# PRICE LIST

\*Reminder: Advertised prices must be listed at or above the MAP (Minimum Advertised Price) to ensure brand integrity. Facebook, Instagram and other social platforms are considered public places whether or not you've marked them private.

	WHOLESALE	SUGGESTED RETAIL	MAP*
<b>Skirts:</b>			
<b>Maxi (XXS-3XL)</b>	\$21	\$35 - \$42	\$42
<b>Lucy (XXS-2XL)</b>	\$23	\$42 - \$52	\$52
<b>Madison (XS-XL)</b>	\$23	\$38 - \$46	\$46
<b>Azure (XXS-2XL)</b>	\$14	\$30 - \$35	\$35
<b>Cassie (XS-3XL)</b>	\$14	\$30 - \$35	\$35
<b>Lola (XXS-2XL)</b>	\$21	\$40 - \$46	\$46
<b>Jill (XXS-2XL)</b>	\$25	\$48 - \$55	\$55
<b>DRESSES:</b>			
<b>Amelia (XXS-2XL)</b>	\$31	\$60 - \$65	\$65
<b>Ana (XS-3XL)</b>	\$27	\$50 - \$60	\$60
<b>Nicole (XXS-2XL)</b>	\$23	\$40 - \$48	\$48
<b>Julia (XXS-2XL)</b>	\$18	\$38 - \$45	\$45
<b>LEGGINGS:</b>			
<b>Adult One Size 2-Pack</b>	\$21 (2-Pack)	\$20 - \$25	\$25
<b>Adult Plus/Tall Size 2-Pack</b>	\$21 (2-Pack)	\$20 - \$25	\$25
<b>Tween 2-Pack</b>	\$19 (2-Pack)	\$19 - \$23	\$23
<b>BOTTOMS:</b>			
<b>Jade (XS-2XL)</b>	\$26	\$50 - \$55	\$55

	WHOLESALE	SUGGESTED RETAIL	MAP*
Jordan (XS-2XL)	\$29	\$60 - \$65	\$65
<b>TOPS:</b>			
Irma (XXS-XL)	\$15	\$30 - \$35	\$35
Randy (XXS-2XL)	\$16	\$30 - \$35	\$35
Classic T (XXS-3XL)	\$16	\$30 - \$35	\$35
Perfect T (XXS-3XL)	\$17	\$31 - \$36	\$36
Monroe Kimono (S & L)	\$21	\$42 - \$48	\$48
Lindsay Kimono (S, M & L)	\$21	\$42 - \$48	\$48
Sarah Cardigan (XS-XL)	\$30	\$60 - \$70	\$70
Patrick T (M-3XL)	\$20	\$36 - \$40	\$40
<b>KIDS:</b>			
Maxi (2-14)	\$14	\$24 - \$28	\$28
Cassie (2-14) 2-Pack	\$21 (2-Pack)	\$20 - \$24	\$24
Leggings (S/M-L/XL) 2-Pack	\$17 (2-Pack)	\$19 - \$23	\$23
Dotdotsmile Sleeveless (2-14)	\$18	\$32 - \$36	\$36
Dotdotsmile Sleeves (2-14)	\$18	\$32 - \$36	\$36
Azure (2-14) 2-Pack	\$21 (2-Pack)	\$18 - \$25	\$25
Sloan (2-14)	\$13 (2-8) \$15 (10-14)	\$24 - \$28	\$28
Gracie Top (2-14)	\$15	\$24 - \$28	\$28



# FAKE IT UNTIL YOU BECOME IT

I believe 100% in the potential for success for every member on Team LuLaWow! I believe you have the ability to create high sales and profitability while having fun. I believe you have the ability to become a leader in this company. I believe you are entirely in control of your success with LuLaRoe. I believe you hold the keys to changing your life for the better.

As your leader, I hope that my high expectations and belief in your ability instills confidence in you. I want to teach you how to do things, not do them for you. I want you to believe in yourself as much as I believe in you. I want to see you charge wholeheartedly into the adventure of selling LuLaRoe and then be astounded at what you're able to accomplish. I want YOU to do these things for yourself so you can one day turn around and lead others.

I would like us all to approach ourselves, our customers, our hostesses, our downline and our point of sale system Audrey this way. Have faith, belief and confidence in them and they just might surprise you with what they are capable of.

I look forward to hearing about your triumphs, working with you through obstacles and celebrating with you as you hit the milestones ahead.

All The Best! Anna Kozaczka Hernandez



## TEAM LULAWOW

LuLaRoeBoston@outlook.com

