

Connecting You to Success

We run our business on a 2-week cycle, called a campaign. To ensure your campaigns are successful, start with the product activation steps below. For your first campaign, complete steps 1-4 below. Use the following page for your 2nd to 5th campaigns to build on your progress and achieve your goals.

1 PRODUCT

What's Your Product Focus?

Arming yourself with a product focus each campaign helps you feel more confident in what you have to offer.

Write down 1-2 products you'll be focusing on for the next 2 weeks.

What a "Win" Looks Like for Me

(this could mean income, free product, connect, etc.)

- 1.
- 2.
- 3.

You can find even more resources on the "Welcome to Avon" Page. Scan the QR code to learn more!



2 TOOL

Where Will You Go to Learn More?

We offer a variety of tools to increase your knowledge about the product(s) you're focusing on, such as the What's New brochure, Product Snapshots, Masterclasses and our YouTube channel (youtube.com/@avon)

Write down where you will learn more about the product(s) selected in step 1:

3 CONNECT

How Will You Connect?

Generate interest from your audience using what you've learned in step 2. Circle the method(s) you'll use to speak to your audience:

- Social posts, stories and Reels
- Face-to-face sampling
- Messaging: Text and DM's
- Digital and printed brochure
- Email

4 FOLLOW-UP

When Will You Follow-up?

Now is the time to follow-up with the audience you have been in contact with. Ask something like, "What did you like best about this product?"

Remember, they may prefer the 2nd or 3rd product if the first one isn't a match.

Who do you need to follow up with and when?

2nd Campaign

What's your product focus?

Where will you go to learn more?

How will you connect?

With whom/when will you follow-up?

3rd Campaign

What's your product focus?

Where will you go to learn more?

How will you connect?

With whom/when will you follow-up?

4th Campaign

What's your product focus?

Where will you go to learn more?

How will you connect?

With whom/when will you follow-up?

5th Campaign

What's your product focus?

Where will you go to learn more?

How will you connect?

With whom/when will you follow-up?

Pro-Tip: Sweepstakes

Let Avon help you build your email marketing strategy! Customers enter their email to WIN BIG and start receiving email offers from your online store! **US Only*

[Avon.com](#) > [Featured](#) > [Sweepstakes](#)

Pro-Tip: What's New

Get a jump on new product launches! Be the first to experience new products and samples. You'll always have something new to share.

[Avon.com](#) or [Avon.ca](#) > [Digital Brochure](#) > [What's New](#)

Pro-Tip: Incentives Hub

Incentives are designed to help you earn even more. Check the Incentives Hub often and stay on track with what you can earn!

[Avon.com](#) or [Avon.ca](#) > [Manage Business](#) > [Incentives Hub](#)

Pro-Tip: Virtual Try-On Tool

Can't decide which color looks best? Click the camera icon on the Product Description page to see which color is your perfect match! **US only.*

[Avon.com](#) > [Digital Brochure](#) > [Select a color product with the camera icon.](#)