



SPOTLIGHT

Sparkle Highlights of the month

LOOK GREAT, FEEL GREAT, BE GREAT!

Welcome, VIPs!

Spring is right around the corner! Spring time is perfect for new starts; especially after a long, cold Winter. What will you do this season to put some spring in your Sparkle Business? We've got some exciting new ideas to get the word out about Sparkle; read on to learn about them and implement them in your own Sparkle Business!

Club Sparkle



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MINDSET & MOTIVATION

THE OBSTACLES IN OUR PATH

In ancient times, an emperor asked his soldiers to place a huge boulder on the road. The emperor then hid in the bushes and watched to see if anyone moved the boulder out of the way. Many courtiers, rich merchants (just like business owners today), and others, passed by and did the easiest thing, just walking around the boulder.

Many people were angry at the emperor and blamed him for not keeping the roads free of obstacles, but no-one could be bothered doing anything to remove the boulder. Everyone considered themselves to be too busy and tired to take the necessary initiative.

One day, a farmer came along carrying vegetables. When he saw the boulder, the farmer laid down his basket and tried to push the stone out of the way. After much effort and many attempts, he finally succeeded.

When the farmer went back to pick up his vegetables, he saw a purse lying on the road where the boulder had been. The purse contained many gold and silver coins and a note from the emperor explaining that the gold and silver were for the person who removed the boulder from the road.



Lessons of this story:

Every obstacle – big or small – is part of your journey with SPARKLE and an opportunity to learn from. Sometimes what we “think” are the biggest obstacles are really chances that lead to the greatest rewards.



The farmer moved the boulder not just for himself, but to help others traveling along the same path. In SPARKLE, the more people you help, the greater you succeed. Having the right intentions and helping others always leads to more blessings.

We should enthusiastically embrace “obstacles” that we come across as we pursue our SPARKLE dreams, because they give us a chance to improve many things, like our Team’s success, our SPARKLE knowledge, etc.

If we focus with all our strength, we will be amazed at just how much and how far we really can SPARKLE!! And at the same time, we are creating great opportunities through a kind heart, hard work, initiative, generosity and determination to “push the obstacles away” and get problems solved and things done!

Question of the Month

I missed the deadline to pay my Autoship. How will this affect my saved share points?

If a member does not make his or her Autoship payment during a payment period, their status will be changed to “inactive”. When you become inactive, you will lose all accumulated points that you earned from both A & B Teams. If you have been inactive for an accumulated (consecutive or not) 16 Autoship payment periods within the one-year period starting from when you became inactive, you will automatically lose your VIP membership.

At that time, if you have any share points balance kept in your wallet, you would need to send to Club Sparkle a Cashout Request within 60 days from when you lost your VIP Member status, otherwise, you will lose all your share points, etc.

Field Marketing 101

– BUSINESS –

Are you familiar with Field Marketing? An ode of sorts, to “old-school” business techniques; Field Marketing is a marketing method that forces businesses to interact with their target audience in person. This is a refreshing change from the digital marketing clutter that consumers face daily – and is slowly becoming less and less effective (unless, of course, you have thousands in marketing dollars to throw toward digital ads, but that’s another story.). The numbers prove that Field Marketing has its place in this digital world; 91% of consumers who were exposed to an in-person marketing event left with positive impressions of the Brand. 85% of them ended up making a purchase. How can you incorporate Field Marketing techniques into your Sparkle Business? The secret is in building key partnerships. By aligning yourself with prominent, complementary Businesses, you can increase the number of eyeballs exposed to Club Sparkle. So, what does this look like exactly? Here are a few examples:

- 1. Partner with a fitness studio and “sponsor” a workout class. (Sponsorship doesn’t always mean money; maybe you can establish an equal trade.) Set up a product display table with sign in sheets and market your heart out. We recommend having Sparkle merchandise there on the table – you can find some merchandise options on Vista Print or design your own on sites like 4imprint.com. Reply to this email if you want the Vista Print registration link.**
- 2. Collaborate with a Chef and host a Sparkle tasting. Showcase all the versatile recipes our products can be used in.**
- 3. Connect with a Makeup Artist and host a “Beauty Hour”; teaching attendees how to achieve a simple makeup look incorporating Sparkle products.**
- 4. Visit various locations (gyms, athletic apparel providers, beauty salons) and ask to leave product flyers and business cards.**

Your turn! What are some other partnerships you can brainstorm up and execute? We want to know what you come up with! Your idea may be featured in a future Spotlight!

Club Sparkle City of Dreams Getaway in

HOLLYWOOD

Qualification Period:

EXTENDED

Sept 28, 2019 - Feb 29, 2020

Qualification Requirements:

Directly Refer VIP

8,000,000 Points

VIP & TLC Packages*

*Includes New VIP Registration Packages and any New or Repeat TLC Packages ordered within the campaign period.

Requirements:

VIP member with a monthly Autoship of 14,000 points during the campaign period.

Qualifiers Receive:

An unforgettable 5 days and 4 nights adventure to fabulous LOS ANGELES, the movie capital of the world!

Trip Includes:

Round trip airfare, hotel stay, delicious food, and special get together

