

## ***DREAM BIG AND LAUNCH STRONG: DREAM TEAM NEW STYLISTS BOOTCAMP***

Welcome to The Dream Team launch strong resource! We are super excited that you've decided to jump into this incredible journey of entrepreneurship with us. Today is day one of your journey and we wanted to take a moment to let you know what we have to offer you. Our commitment is to provide you, as a member of our team, with the support, training, and tools you need for success in this business. Color Street is an incredible company and the possibilities are truly endless! The rest is up to you! How far do you want to go?

In the beginning of this document is your checklist! Use this checklist to get a basic start of your business! Should you choose, continue on to our IN DEPTH launch strong to do's! That portion is for those wanting to GO BIG or GO HOME with Color Street! If you are a hobbyist, definitely feel free to keep reading but it goes a little more in depth ;)



New Stylist Checklist to help you follow along and check off your hard work as you progress!

### **NEW STYLIST CHECKLIST:**

WELCOME to The Dream Team! We're so excited to have you a part of our incredible team!

- ❑ **MARK YOUR CALENDAR:** set your alarm to remember to join the company Training & Announcements every Tuesday at 11am CST. You can access this training by logging into zoom at [zoom.us/j/477710941](https://zoom.us/j/477710941) or call 646-558-8656 conference number 477710941. Also, sign up for text alerts which will remind you of these and inform you of restocks! By texting COLORSTREET to 555-888.
- ❑ **PRINT+READ** the Jump Start Rewards (attached to your email but also on page 14) & make it a goal to earn each reward. This will be a HUGE tool in setting your business up for success.
- ❑ **CREATE A VIP FACEBOOK GROUP** Instead of just dumping people into your new group (FB doesn't allow this without their consent anyway) it is better to contact them first and let them know about your new adventure and send them the direct link to join the group! Do NOT mass add. Let your group grow organically. Nobody likes to be mass added! (You can only use the word "Color Street" in your title on any social media or in your business name if you use it like this: Audra DeHart, Color Street Independent Stylist. Using our company name in your social media handles in any other way is not allowed. This is very important, so please let us know if you need clarification!
- ❑ **ANNOUNCE THAT YOU'RE A STYLIST & WHY:** Do this on your personal page and in your newly made group! To avoid sounding salesy, you need to get real & vulnerable. Connect your post with an emotion (excited, nervous, frustrated, etc.). Share your WHY! What has motivated you to take this leap? Use a photo/selfie of YOU to go with it with words over it saying, "New Color Street Stylist!" (using an app like Word Swag app). Most importantly, BE SURE TO INCLUDE A CALL TO ACTION in the post telling people to comment below if they want to be added to your VIP group & with your website link. You can even get them to join by putting in your post that you are offering the opportunity to try it for free if they join and comment on the post in the group requesting to try! (This is where your samples will come in handy! You get 72 in your kit!)
- ❑ **CREATE BUSINESS CARDS.** Color Street has templates that are easy to input your information! Just go to <https://colorstreet.go.customprintcenter.com/register>. There are also lots of options on Etsy, if you want to go that route!
- ❑ **PLAN YOUR LAUNCH PARTY – IN HOME AND/OR ONLINE!** You will want to host your OWN launch party. Don't have your first party be hosted by

a friend. Set up a Nail Bar in your back office (see video), and redeem rewards from your first party to help you build up some inventory that you can use for on hand and in person sales!

❑ SEND OUT SAMPLES/TWOSIES with your business card + instructions how to use. Some people choose to Create a google form (directions on how to do this are on page 13) or [www.jotform.com](http://www.jotform.com) to get those requests with addresses of where to send! Some use a spreadsheet to manually track! Whatever is best for YOU! Also, your kit comes with single twosies. But there is an option in your VO (virtual office) to purchase some Tokyo Lights twosies already attached to a card with info on how to apply. All you do is put your information on the card and throw in an envelope with one stamp! That is in the business supplies section under orders.

❑ BOOK YOUR FIRST 3 NAIL BARS HOSTED BY SOMEONE ELSE!

Plan these within your first month of signing up. This can be a Facebook party or In-Home Nail Bar! These are VITAL in growing your business from the start! Continuing to do parties creates a snowball effect of meeting new people and continuing to host parties!

❑ POST ON SOCIAL MEDIA DAILY as well as in your nail FB group. You should be posting 1-3 times each day in your VIP group and on your personal page. (if this is overwhelming, start with one or two times a day) What should you post though? Make sure all these posts are not business related. Think of your social media account as a reality show. You want your personal brand to be the main topic but throw in a few commercials about your business. (Pro tip: You can schedule posts for the future!)

Most importantly, allow yourself to have fun, push boundaries, and get creative! This business is simple but success doesn't just happen. You have to do the work and put yourself out there! Have fun and work hard, and you will see the fruits of your labor unfold in the most fulfilling of ways if that is the direction you'd like your business to go! Remember, no goal is too small or too big. We are here to support WHATEVER outcome you'd like to gain in this business :)



If you are ready for some mind blowing, awesome, get started advice, here it is! Go through this at your own pace!! Don't expect to do it all in one day!! This is a resource for you to come back to again and again so even print it if you can!! If you are here just for the friends and fun you may not necessarily need this STRONG business building advice! But if you're ready to create a true business...proceed!

## Tasks for Starting Your Business!

(Go at your own pace though!)

### **Setting up your VO (VO stands for virtual office)**

This is the name of your stylist side dashboard that you can use behind the scenes to manage your color street business, create parties, order supplies, track nail bar parties, as well as your own personal sales and customer orders!

Watch this quick video to show you how!

[https://youtu.be/70NL-BSY\\_IM](https://youtu.be/70NL-BSY_IM)

### **Setting up your OWN party link.**

As a stylist, you should ALWAYS have a party link open in your virtual office for orders to be run under that is for you yourself (not your hostesses' customers to utilize)! This allows you to earn and accumulate hostess rewards on your own orders, and orders of new and existing customers! Isn't that awesome that we don't only get commission but we also get hostess rewards!?

Click this video to see exactly how to do that in just one simple step!

<https://youtu.be/3ClqPQDkzkM>

### **Creating your Facebook Group**

Creating your Facebook group for your Color Street business is an incredibly valuable tool! This gives you an easy to access format to engage with new customers, to share your product, and to make sales.

Here is the video link!

<https://youtu.be/Vo08h8A6Aw0>

A few things to know are covered in this video but I will write them out here as well:

-When naming your Color Street group the name must either be an original name you decide for your group or follow the general template color street sets out. For instance my personal one is "Fully Polished Pair". If a unique group name doesn't come to mind quickly and easily do not let this deter you from forming your group now! You can change the name at a later time and proceed using the Color Street format. Another idea to create excitement over your new business is to ask your Facebook wall what you should call it! People love being included in stuff like this and you may just get several really great ideas!

-If you choose to use the words "Color Street" in your group name it MUST follow this template: Your Name-Independent Color Street Stylist. This is the only corporate approved usage of the words Color and/or Street in a group name.

## **Color Street Terminology:**

**BQ:** Bonus Qualify. Sell \$300 in a single calendar month.

**PV:** Personal Volume. Retail value of your personal sales that month.

**GV:** Group Volume. Retail value sales of you and the people under you that month.

**LGV:** Lifetime Group Volume: Entire lifetime Retail value sales of you and the people under you.

**Stylist:** person who sells Color Street.

**Team:** All of the people in your downline/upline/sidelines that also sell Color Street.

**Upline:** Stylists above you on the team "tree"

**Downline:** Stylists directly under you on the team "tree".

**Sideline:** Stylists who share a common upline but do not profit from each other's sales.

**Enroller:** The person who you joined Color Street under.

**Sponsor:** The person who you are directly placed under in the team "tree".

**VO:** Virtual Office

**Jumpstart:** Goals to reach with rewards to earn in your first 35, 65, 95 days.

**Nail Bar:** A virtual or in-person hostess party.

**CAD:** Clear as Day- our clear nail polish color

**OOS:** Out of stock.

## **Announce you're a Stylist!**

📣 Make the announcement that you are now Color Street's newest stylist!

Ⓜ Don't just drop your link on your wall and say "go shopping"!

Use this as a chance to start building your customer relationships right from day one this will help set the tone for your business!

Make a personal announcement about this new adventure you are embarking on! Post this to your PERSONAL Facebook! You can also copy and paste this as part of your introduction announcement in your Facebook group as well! A great way to get people into that group that you created is to let them know you have a way for them to try before they buy (samples in your kits that we refer to as "accent sets".. don't call them samples!).

Make this personal, make this relatable, and share your excitement and love for this product!

## **Launch PARTY!**

Your Facebook launch party is a huge key in getting your business up and running!

The biggest mistake you can make with your launch party is putting it off until you "have it all figured out" or until your kit is here! There are a million reasons you can talk yourself into delaying the official launch of your business.

So, rip the bandaid and SET A LAUNCH PARTY DATE TODAY! If this makes you extremely nervous please ask your sponsor to "shadow you" through your launch party!

-once you pick this date, stick to it! Go to your Facebook Color Street group and create an event with a start/end date and time<sup>[SEP]</sup>-Set a schedule for your launch party for you to follow this. This should include:<sup>[SEP]</sup>-an introduction to the product itself<sup>[SEP]</sup>-a prerecorded video or a live video of how to apply the product! (you do not have to do a full 10 finger manicure here! My demo videos are usually about 2 minutes!



- (optional) a fun giveaway for customers who order through your launch


party link. We love the dollar store or target dollar spot for little prizes like this! Doesn't have to be big and can even be one of the extra nail files in your starter kit!

- This party will take place in your normal VIP Group you just made.

To see an example of a Mock Launch Party, click here. [insert mock launch link here](#). You are welcome to use any graphics and wording in this group. However, it is always best to PERSONALIZE it to fit YOU and how you speak so your customers can get to know the real you. 😊

## More Resources

Make a point of ordering your business cards right away! Trust me! I drug my feet on this and had that awesome moment of uhm yeah here is my link  insert awkward scrap of paper and bumbling awkwardness 

Your back office has an option for pre designed business cards through the print portal which you can use or design your own. 

Print portal:

[https://colorstreetcooperate.go.customprintcenter.com/login?ReturnUrl=%2F&fbclid=IwAR3Awt4JW9AIwNQ6uZcCnnx0X7oOJi7t4zMX\\_OzsClB0pDyFxB2U3iDdA](https://colorstreetcooperate.go.customprintcenter.com/login?ReturnUrl=%2F&fbclid=IwAR3Awt4JW9AIwNQ6uZcCnnx0X7oOJi7t4zMX_OzsClB0pDyFxB2U3iDdA)

Our team page provides an incredible amount of resources for you but we are not the only amazing resource that is available to you in this journey! Listed here below are some highly recommended resources for you to plug in to at your convenience!

[Official Stylist Facebook Page](#) - Run by corporate so make sure you are definitely here!

[Join The Dream Team Page](#) - This page is for any prospective stylists who may be interested in joining the team and need more info!

[BAM Party Planning Guide](#) - Another party format resource you can use! This one is great too!

[Nailfie Sharing Group](#) - You can post and use nailfies from this group!

[The Original Graphics Group By Norma Clark](#) - another place to get quality nailfies and graphics to use!

These are just a few we love and use!

# Do You Know Frank?

## DO YOU KNOW FRANK?



Friends:

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Relatives:

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Acquaintances:

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Neighbors:

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Kid's Parents:

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Who Else Do You Know?

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colorSTREET 

Color street has a remarkable resource for building your contact list that is known as FRANK? (Friends, Relatives, Acquaintances, Neighbors, Kids Parents, and who else do you know?)



Here is a printable list below for you to begin making your list of people who you can PERSONALLY CONTACT one on one about your new journey! Even if you feel like your field of reach is small, this can help you think outside the box to maybe people you forgot that you know!

 LIST TIME! make a list of people you plan to contact! Utilize your phone contacts, family contacts, work contacts, church contacts, sports and extracurricular activities contacts! Compile this list of people you genuinely believe may like this product! Maybe you know people who paint their nails regularly, maybe they have them done, maybe they like shiny sparkly things and may want to try it! Start working through it daily with meaningful interactions and simply share your excitement for the product and offer them a sample to try for free.

## **Message your FRANKS?**

A huge shout out to Senior Director Cara Koehler, for helping us with some wonderful scripts that you can tweak to reflect your language when messaging your FRANKS? list of contacts

### FRANKS? Network Marketing Scripts

(\*always make sure your message is genuine and a reflection of your true relationship with the person you are messaging!)

Hi Friend! I just got back from this (conference, cruise, training, etc..) & I'm on fire! I am ready to grow & inch closer to my goal of being debt-free. I know we've talked about how elusive that feels before. I would love to do this together! If money was no object, what would you do to help people? I can tell you what I would do....

Hey Jenny! I am following up with you about my success with Color Street. I know you wanted to sit back and see what happened before you invested your energy in this. Well, I'm actually growing even faster than I thought and it is the perfect time for you to join me. Even though I've shared with you along the way, I know you might have questions and I would love to answer them! What are your goals for this year?


Carla, I saw your post on Facebook about Cindy's Dance competition! She is really doing well! I know that you mentioned it was going to be a lot of fundraising to keep her going. What if you could have a side hustle that doesn't interfere with what you are doing now? Let's chat!


You won't believe this Beth! One of my upline leaders did a training on her amazing success and she sounded so much like you! I was shocked to find out that so many top leaders in the business start out as firm 'NO!'s. I just had to write and say that after hearing her speak, I couldn't get you off my mind and I would love to share more with you. If you are set & have a plan you are completely happy with, I understand but if you are still looking to grow, I have so much to tell you!

(For someone who seems too busy to talk but agrees:) <sup>[SEP]</sup>I know your time is valuable so if you could tell me one reason why you agreed to hear me out, I can make sure to tell you what will be most important to you.

## **WHY?**

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 **WHY ARE YOU SELLING COLOR STREET?** Do you even know why? Obviously, we all love the product, and we want to make money... But besides that, **WHY** are you doing it?

 One thing I **KNOW TO BE TRUE**; you have to know why, truly why, you are building your own business with color street. **IF** not, your business will ultimately **FAIL!** is that harsh? Just a little. But your why is there to keep you working, to keep you grounded, to keep you focused. **IF** you don't have your **WHY** in front of you every day, then the moment the going gets tough or the days get rough you will be the one jumping ship!

Decide your why, write it down **KEEP IT IN FRONT OF YOU!** But then **SHARE IT WITH YOUR GROUP!** Let them know **WHY** you are doing this and allow them to see you as a **REAL** person and not just someone trying to sell them stuff.

Your why needs to be bigger than your tough days!



## Goals

### WHAT DO YOU WANT?

For any business to be successful you have to have an idea of what you hope to gain from it! What are your goals?

📖 “All successful people have a goal. No one can get anywhere unless he knows where he wants to go and what he wants to be or do.” —Norman Vincent Peale

A goal without a plan, is just a wish! We are here in this team to help you build a plan to accomplish your wishes and dreams with color street!

📖 Your goals should be WRITTEN OUT, yes physically pen and paper written out! Set your goals for what you want to accomplish in your first month through your 6th month! Why 6 months? Because if you are committing to a business, a real business, you need to give yourself 6 months to start to see the fruits of your labors and the seeds you have sown start to grow! 🌱

For this action step, write out your:

1-month goals [L] [SEP] 3-month goals [L] [SEP] 6-month goals


## Sample Follow ups


The fortune really is in the follow up!


I know focusing on follow up the same day that you make your FRANKS? list and begin contacting may seem out of order, BUT this is when you need to decide how it is you will manage your list of sample requests so that you can FOLLOW UP!


You will hear this over and over and it still holds true today! THE FORTUNE IS IN THE FOLLOW UP! Decide how you plan to remember who you have sent samples to!

 THE TWOSIE TWO STEP: what's that?

 The fortune is in the follow through, oftentimes, people get a sample and take weeks to finally PUT IT ON! (I know this because that was ME!) following up with all the people you have access to will make a major change in your business!

 When I am able to do a follow up through Facebook I usually avoid "did you try your sample yet?" and opt for something like "how much do you love it?" and if possible I send this as a voice message it's a bit more bold but it shows your confidence in your product and serves as a way for them to troubleshoot with you if they struggled, or a nice reminder to finally sit down and try it!

 avoid yes or no questions. You want to get them talking!

 Take advantage of any opportunity you have to physically apply the sample right then and there it's worth it! especially to people you meet out and about and won't be able to necessarily follow up with! Also, consider having them join your Facebook group right there!

I have a very simple system, a notebook! Yep that's it! Every time I get an address for a sample from my personal contacts or my nail bars, I write them in a running list. But of course, you can do this any way that fits your needs and is best for you!

I include their name, date I mail the sample, what sample I sent, and the date I need to follow up (I wait 5 days if it's being mailed)

## **How to create a Google Form**

Are you a little more tech savvy than myself and looking for a more computer based follow up system? This may be for you!

In this video posted below Senior Director, Cara Koehler, walks you through how to create a google doc to manage your sample requests!

[https://youtu.be/\\_0sJhwtkfPk](https://youtu.be/_0sJhwtkfPk)

## Compensation Plan Overview

Color Streets Compensation plan can get slightly overwhelming! My suggestion is to take one rank at a time instead of trying to understand the upper levels all at once!

This video by Presidential Circle member Audra Dehart breaks it down a little further for you though to give you the basics!

[https://youtu.be/lp\\_rEuFDWwI](https://youtu.be/lp_rEuFDWwI)

## Jumpstarts

In addition to our weekly and monthly commissions Color Street offers, they also have a program specific to NEW stylists in their first 95 days in business to help push you to goals in which they reward you with credits to help you get free stuff for your business!

🚀 JUMP STARTS: there are three jump starts total, each jump start is a two-part option. You can hit both or either part of a jump start. If you miss some of a jump start you are STILL ELIGIBLE to try for the next

🚀 Jump start 1-part A: sell \$1,000 in your first 35 days in business and receive \$50 product credit in your back office. [SEP] Jump start 1-part B: enroll 1 stylist in YOUR first 35 days, who bonus qualifies in THEIR first 35 days and receive \$50 product credit.

🚀 Jump start 2 part A: sell \$2,500 total in your first 65 days in business (and be BQd the month it hits) and receive \$75 product credit in your back office [SEP] Jump start 2 part B: personally enroll 3 stylists in YOUR first 65 days who bonus qualify and receive \$75 product credit in your back office (you receive this \$75 credit ONE time, NOT ONE time PER STYLIST)

🚀 Jump start 3-part A: sell \$4,000 in your first 95 days on business and earn \$150 product credit in your back office [SEP] Jump start 3-part B: achieve the rank of team leader in the first 4 commission periods and receive \$100 CASH on your COMMISSION check. Do it but in 3 commission periods instead of 4 and earn \$200 CASH on your commission check instead of \$100

\*If during your color street journey you DO sponsor stylists yourself, you will be eligible to receive the matching jump start every time they do as long as you're bonus qualified in the month they achieve.



## Jump Start Bonus Program

Our Jump Start Program is designed to reward Stylists for building their business right from the start. Earn product credit or cash by achieving any of the below goals!

Sales Bonuses				Enrolling Bonuses				Team Leader Promotion Bonus		
Time Frame	Sell	BQ*	Reward	Time Frame	Enroll**	BQ***	Reward		Time Frame	Reward
Your First 35 Days	\$1000 PV ✓	✓	\$50 product credit	Your First 35 Days	1 qualified Stylist ✓	✓	\$50 product credit	Option 1	Within your first 4 commission periods	\$100
Your First 65 Days	\$2500 PV ✓	✓	\$75 product credit	Your First 65 Days	3 qualified Stylists ✓	✓	\$75 product credit	Option 2	Within your first 3 commission periods	\$200
Your First 95 Days	\$4000 PV ✓	✓	\$150 product credit							

\*You must BQ in the month that you reach the PV requirement.

\*\*The enrolled Stylist becomes qualified when they achieve BQ in their enrollment month or their first full month.

\*\*\*You must BQ in the month that your enrolled Stylist(s) becomes qualified.

**Enroller Matching Bonuses**  
Earn Unlimited Rewards!

When you enroll a new Stylist who achieves any of the above rewards, you also receive the same reward if you are BQ that month!

**Additional Information**

- PV: Personal Volume
- BQ: Bonus Qualified - \$300 PV or more in a calendar month
- Your enrollment date is considered "day 0".
- The deadline for orders to count for a given day is 11:59:59 PM Central Time.
- If a Stylist meets the requirements for a Jump Start reward but is not Bonus Qualified in the same month, they may receive the reward in the following month if they are BQ in that month and the Jump Start reward deadline is in the same month. (Example: If a Stylist meets the requirements for a Jump Start reward in October but is not BQ in October, they may receive the reward in November if they are BQ in November and the deadline for that reward is within the month of November.)

## Bonus Qualify

Bonus qualifying means you have done \$300 PV or more in sales within 1 month through your website link.

-BQ is a very important baseline goal as it is one of the benchmark goals in achieving larger goals within your business.

-This also means if you earned your jump start you will be eligible to receive those rewards. You will also have to be BQd in the month a down line earns jump start to receive your jump start match

-Bonus qualifying also enters you many contests with the various leaders in your up line.

-BONUS qualifying is something you should do if you want to GROW a team, BQ means you're making sales and meeting new customers, those new customers will

potentially be your next team member if you aren't selling, you're not meeting them.

-This means IF you had a team or someone you enrolled you are now eligible to get your team bonus. (That is a percentage of their sales.) “I don’t have a team, why should I care?” Having the ability to reach that \$300 sets you up for success. It sets you up for potential promotions, and as mentioned before all the fun contests that you can win.

-Also, to stay active as a stylist, you need to BQ once every 6 months. This really shouldn’t be a problem if you are committed to treating your business like a business and holding yourself accountable to a consistent schedule.

## **Commissions**

The comp plan offered by color street is extremely lucrative with multiple ways to earn money within it. Color Street offers a baseline 25% commission on all orders placed by your customers, or even yourself for any purchases you make.

This commission is run on a weekly basis and paid out every Thursday to Stylists! You don't have to meet any benchmark to receive this commission whether you sell 1 strip that week or 100 you qualify for this commission. Our weekly commissions are referred to as "REBATES".

However, this is the BASE COMMISSION. Every month you have the opportunity to earn up to an additional 10% commission paid out at the start of the following month, on your entire personal volume for the month simply based on the volume of sales you make.

Below are listed the sales markers that qualify you for percentages of commission ABOVE your weekly 25% rebate!

## Base Retail Commission

*paid weekly*

**25%** of your Personal Volume (PV)

## Enhanced Retail Commission

*paid monthly*

<b>Personal Volume (PV)</b>	<b>Commissions on your PV</b>
\$600 to \$1,199	3%
\$1,200 to \$1,799	5%
\$1,800 to \$2,399	7%
\$2,400+	10%

## Ranks

Color street offers leadership ranks you can promote through should you choose to pursue the path of leadership in Color Street!

The ranks are as follows

\*Stylist<sup>[L]</sup>\*BQ stylist<sup>[L]</sup>\*Senior Stylist<sup>[L]</sup>\*Team Leader (at this level you receive a placement tab in which you can make lateral moves within your enrolling stylists one time to help pair them with additional mentors in their Color Street Journey)<sup>[L]</sup>\*Director <sup>[L]</sup>\*Senior Director<sup>[L]</sup>\*Executive Director (which comes with an additional \$500/month lifestyle bonus)<sup>[L]</sup>\*Senior Executive Director (which comes with an additional \$750/month lifestyle bonus)<sup>[L]</sup>\*National Executive Director (which comes with an additional \$1,000/month lifestyle bonus)

\*Past this point we move to gemstone ranks which are as follows

- Sapphire
- Ruby
- Emerald
- Diamond



To view your "Upline" simply log into your Virtual Office, click graphical tree viewer, and click your name in pink at the top for a full break down of the chain of leaders above you!

STYLIST	SENIOR STYLIST	TEAM LEADER	DIRECTOR	SENIOR DIRECTOR	EXECUTIVE DIRECTOR (ED)	SENIOR EXECUTIVE (SE)	NATIONAL EXECUTIVE (NE)
<b>Rank Qualification and Maintenance Requirements</b>							
BQ	BQ + 2 Qualified Legs + \$2,000 Lifetime GV + \$1,000 GV	BQ + 3 Qualified Legs, including 1 Senior Stylist Leg or above + \$5,000 Lifetime GV + \$2,500 Capped GV	BQ + 4 Qualified Legs, including 2 Senior Stylist Legs or above and 1 Team Leader Leg or above + \$20,000 Lifetime GV + \$7,500 Capped GV	BQ + 5 Qualified Legs, including 2 Team Leader Legs or above and 1 Director Leg or above + \$50,000 Lifetime GV + \$25,000 Capped GV	BQ + 6 Qualified Legs, including 2 Director Legs or above and 1 Senior Director Leg or above + \$150,000 Lifetime GV + \$50,000 Capped GV	BQ + 7 Qualified Legs, including 2 Senior Director Legs or above and 1 ED Leg or above + \$500,000 Lifetime GV + \$150,000 Capped GV	BQ + 8 Qualified Legs, including 2 Senior Director Legs or above, 1 ED Leg or above, and 1 SE Leg or above + \$1,000,000 Lifetime GV + \$300,000 Capped GV
<b>Retail Commissions (Base + Enhanced)</b>							
25% to 35%	25% to 35%	25% to 35%	25% to 35%	25% to 35%	25% to 35%	25% to 35%	25% to 35%
<b>Enroller Bonuses</b>							
E1	3%	3%	3%	3%	3%	3%	3%
E2	N/A	N/A	3%	3%	3%	3%	3%
<b>Leadership Level Bonuses</b>							
Level 1	3%	3%	3%	3%	3%	3%	3%
Level 2	N/A	3%	3%	3%	3%	3%	3%
Level 3	N/A	N/A	3%	3%	3%	3%	3%
Level 4	N/A	N/A	N/A	3%	3%	3%	3%
<b>Leadership Depth Bonuses</b>							
	15%	15%	15%	15%	15%	15%	15%
	(from Level 5 down to but not including Level 5 of the first downline SD or above)	(from Level 5 down to but not including Level 5 of the first downline SD or above)	(from Level 5 down to but not including Level 5 of the first downline SD or above)	(from Level 5 down to but not including Level 5 of the first downline SD or above)	(from Level 5 down to but not including Level 5 of the first downline SD or above)	(from Level 5 down to but not including Level 5 of the first downline SD or above)	(from Level 5 down to but not including Level 5 of the first downline SD or above)
<b>Team Bonus</b>							
	1.5% TV	1.5% TV	1.5% TV	1.5% TV	1.5% TV	1.5% TV	1.5% TV
<b>Generation Bonuses</b>							
Gen 1	3%	3%	3%	3%	3%	3%	3%
Gen 2	N/A	3%	3%	3%	3%	3%	3%
Gen 3	N/A	N/A	3%	3%	3%	3%	3%
<b>Car/Lifestyle Bonus</b>							
	\$500	\$750	\$1000	\$1000	\$1000	\$1000	\$1000

**Definitions**

**Bonus Qualified (BQ):** \$300 PV or more in a calendar month.

**Group Volume (GV):** The sum of the Stylist's PV + the PV of all Stylists in their Sponsor tree that exists as of the last second of the last day of the monthly commission period.

**Lifetime GV:** The sum of the Stylist's GV from the current month and every prior month.

**Capped GV:** The monthly GV capped by the 50% Rule, where no more than 50% of Capped GV can come from one leg.

**Qualified Leg:** A leg with at least one Bonus Qualified Stylist. A leg can only be counted once for rank qualification and maintenance.

## Team Culture and Common Courtesy

💎 As a stylist you will find yourself often forming friendships with other color street stylists. You may also find that you used to be a customer and are now a stylist and your business and another stylists business, no matter what position they hold, sometimes overlap. **DO NOT PANIC!** This is **OKAY!** Never pressure your customers into assuming loyalty to one stylist. Never try to take a customer from another stylist. If you are in the shopping group of another stylist know that this is a **PRIVILEGE** and should be done solely for the purpose of **SUPPORTING** that

stylist and their business. Feel free to offer positive engagement on those posts only. You should not use this opportunity to mention that you are a stylist, to offer a product they may be asking for if the other stylist doesn't have it, to follow up on a sample of an overlapping customer or anything else of the sort. Keep it classy!

## **Utilize the SEARCH feature**

🔍 SUPER IMPORTANT PRICELESS BUSINESS TOOL ALERT

You will have questions upon questions when getting your business started and even more along this path of growth! Facebook has created an ingenious tool to help! In every group you have been added to, there is a search bar! This needs to be your best friend!

The FIRST STEP you should make when looking for a solution to any problem, is to go to this search bar, type a keyword or phrase, and see if you can be your own problem solver! I guarantee you if you have this question you're not alone! By using this feature, you can find various solutions or perspectives on the same situation and receive that instant answer so many of us need!

Did we mention that we have 15,000+ business-building entrepreneurs on our team? AMAZING! We are so humbled and grateful to have grown such an incredible tribe. Now that being said, you can imagine how busy it gets providing help to so many... so we rely heavily on our incredible leaders to help with their respective teams as well.

What does this mean to you? Well, it means that we ask each of our Stylists to please talk to their sponsors and leaders about questions before coming all the way up the chain. This accomplishes a couple things! First, it gives us an opportunity to focus on issues that address the entire team. And second, it gives all the leaders and sponsors on our team the chance to learn answers to questions as they grow as a leader.

## **Everyone's Journey is Different - Don't Compare**

👉 Color street can be for you exactly what YOU make it to be! Be BOLD for your business, be BOLD for what you want. To do this be sure to STAY IN YOUR OWN LANE, don't allow your focus to be clouded by what someone else may be doing or not doing. This serves solely as a time sucker for you.

🔍 Determine right NOW as you're reading this post to choose a positive attitude. This attitude determines YOUR direction and sets the tone for your business. If you spend your time complaining and focusing on negativity you will sabotage your own business! Choose NOT TO BE your own biggest obstacle. Always look for solution based answers to any obstacle you may encounter! (This also means we only allow SOLUTION based chats within our team spaces to keep everything productive!)

👉 All too often we hear the catchy phrase “your vibe attracts your tribe”. This is true in your sales and in your potential team building and leadership capacities! What you put out there in your daily life and in your social media content will determine the crowd you attract. Be the positive that people are drawn to. Your excitement is contagious to those around you.

📖 When you are starting out new in a business it's SO EASY to get caught in a comparison trap. Lots of people accidentally find themselves comparing their business to someone else's. This can cause self-doubt and discontent. Remind yourself daily NOT to compare your chapter one to another stylist's chapter 7. And if they just started and seem to have immediate success? You never know where they've been to land where they are! Instead use their success as a reminder to drive and press towards that for your own business!

## **Growth Takes Time**

📖 When you first start out you will find you have sparked an immediate interest in some people. This initial customer base is known as your warm market- people you know, which could be friends, relatives and coworkers, even referrals from those people are said to be what makes up your warm market. These will be your first round of customers. You will find a trend start to form. You introduce the product, they try the product, they buy the product usually quite a bit at first, then you panic because maybe they don't buy for a month. NOT TO FEAR. The Great thing about this company is there is always a fresh cycle of new and exciting strips coming out to bring those same “fully stocked customers” coming back for more. However, there is this awesome thing about color street! It's consumable! Once you use it, it's gone. Which means those customers will inevitably need more! Ad in new bright and shiny new colors! Be there to welcome them back when they're ready for a restock 😊

✍️ Continuing to grow your market will be key to sustainability in this business, but equally important is the relationships you can cultivate along the way! People can buy a nail product of some kind anywhere. What do you have to offer that box stores and other products in our field don't have to offer?! YOU! Go the extra mile, be the reason they have a smile on their face today. Be willing to share the real you with your customers this helps provide a sense of friendship and trust so your customers never feel like just a credit card number to you.

🗣️ While posting publicly to your personal page and group are wonderful, you will also find incredible results by one on one communication with these people! Don't always expect to make a post and people come beating your door down for samples and parties. Some people respond well to personal messages. Make sure these messages are genuine!

📝 set a goal to hand out \_\_\_\_ number of samples in your first 2 weeks! Make that goal public, people love an opportunity to HELP

A great resource is this video by Color Street to get you in the habit of practicing:  
[Color 10 Success Rythm](#)

## The RED Tape

📄 [Policies and Procedures](#) - A quick review of policy and procedures you will need to know when getting started. All of this is in our contract but if y'all are like me y'all hit accept without reading

📄 you may not have color street or CS in your email

📄 your group name should be as follows unless you come up with a unique name "your Name -independent color street stylist"

📄 when selling on Facebook you may not post in Buy sell trades, and other yard sale type groups

📄 you MAY post your inventory for sale on your business page if you're selling it at the retail pricing

📄 the company intended color street to be a one-time use product and should only be advertised as such. This means we should not be sharing or encouraging/teaching resealing techniques

⊘ you CAN post your inventory for sale on your personal Facebook page but this must be done at retail only

⊘ you may NOT post giveaways or discounts (below buy 3 get 1 free) FREE shipping or any other variation of discount anywhere BUT your closed Facebook group

[Link to Polocies and Procedures!](#)  
[Policies and Procedures FAQ](#)

colorSTREET 

Facebook Group Best Practices

In which Facebook groups may I post?	Which Facebook groups should I avoid?
<ul style="list-style-type: none"><li>- A vendor group that exists as an organizational point for future events</li><li>- A multi-vendor <i>private</i> "Facebook Party" with a start and stop date</li><li>- A group intended for home biz to make connections and build biz</li><li>- A group where you know the people in real life</li><li>- A VIP group you OWN!</li></ul>	<ul style="list-style-type: none"><li>- Mega marketplace groups</li><li>- Buy/Sell/Trade groups</li><li>- Ongoing multi-vendor <i>sale</i> groups</li><li>- Kit swap groups</li><li>- Yard sale groups</li><li>- Consultant of the month groups</li><li>- Buy-in groups</li></ul>

Remember, if it doesn't feel right, don't post!

## LIVE Unboxing!

📺 YOUR KIT IS HERE! We all know what you're doing today! You've gotten the UPS shipping notification you're either actively stalking your delivery alerts, or you're looking out the window every time a big truck sound is made!

🗣️ GUESS WHAT?! That excitement! That kid at Christmas excitement, IT'S CONTAGIOUS! So why not USE IT!! Take this opportunity to do a LIVE unboxing of your kit! Why? They can't feel your true and genuine excitement from a Facebook post, but they CAN in a live video!

This is yet another small and easy opportunity for you to get used to going live right from the very start of your business! Don't be afraid of messing up...people love REAL!

Nail bars are a fantastic way to grow your business while not relying completely on your own connections. Nail bars allow your hostess to help you spread the word and to grow your network!

Make a goal of booking at least 3 nail bars to take place in your first 2 weeks of business!

## **NAIL BARS**

- Go to Facebook messenger app: scroll to the right and message people who are shown as ACTIVE and you have a good relationship with! Let them know about your new venture and ask them if they've tried it!? If not, ask them if they'd be willing to host one of your first nail bars and that they will get rewarded for doing so! Make sure you send them an accent set to try so they can show the results in their party!

- Consider a fun themed party like a summer fun, spooky stories, pre-Christmas, winter dazzle, or kick off to the new year's nail bar!

- Morning and night are high traffic times for people to be on messenger FYI :)

- Ghost parties: Albums pre done, posts pre scheduled, ready to add a hostess into when you get a booking. Then all you have to do is open a party in the VO and add the hostess and proceed with your hostess coaching (name them ghost 1, ghost 2, etc. and then change the name when a hostess has been booked)

- How to pitch a party: share a compliment that relates to your product or that would make them an incredible hostess:

### **START WITH A COMPLIMENT THAT IS RELEVANT TO THEM:**

- I can't get over how flawless your nailfies are

-You've added so many people to my group lately

- I love how much fun you are in the group

- You've been posting so many awesome nailfies in our group lately I'm totally loving them!

### THEN PITCH THE PARTY IDEA:

“As a thank you to my best customers, I’m giving priority to the party dates I have available! I’d love to offer one of these to you!

### CREATE URGENCY:

- Adding a time limit creates a sense of urgency with the prospective hostess! Add a fun factor to this message and add a theme that gets them excited to want to run this party with you like “Festive Fingers and Mistletoes”, “Glittery Snow and Icy Toes”, etc!

### TELL THEM HOW:

- They’re so much fun! You get your friends there and I do most of the leg work!
- You can do this at the same time you normally scroll Facebook after the kiddos go to bed!
- You can do this on your lunch break!

Don’t overwhelm them! This is fun for them! It’s a little work for you, but fun for them so **KEEP IT SIMPLE.**

Close with a couple available dates! For instance, would November 2nd or 9th work for you? Give them **TWO** options! It gives them ownership of the party and control by allowing them to choose which date works for their schedule but it also creates a sense of urgency like your calendar is totally booking up (even if it isn’t!).

Another example of something you could say is “ You’ve added so many people to my group, I’ve selected a few of my best customers to show off the new holiday collection and you are one of them! You have so many people at work you could share with! This month’s theme is “festive fingers and mistletoes”! Online nail bars are super easy and fun and only last 4 days. Don’t worry, you can do most of your interaction while you’re scrolling fb in the evening. I have Dec 4 and 11th available! Would one of those work for you?”

Wait for their response!

If you get a **YES, YAY BE SUPER EXCITED!!!** Then explain their next step!

**BUT:** “I’d love to but I’m busy and I don’t have enough friends etc.”

Use these answers to empathize! “Thanks so much for your response! I know it can be such a busy season! Is it okay if I reach back out after the holidays once things settle down?” Let them know you’ll follow up again in spring etc. You don’t need to spend a huge amount of time convincing them let them wait until next time. **GO FOR NO!** Don’t get in a rejection mindset! Add them to your list for the next season to follow up!

**NO: no for now** “I can’t do it now I’m super busy”; **no for sure** “no I don’t do parties”? You say, “that’s okay! Thank you for your honesty! I love to give away free gifts to my best customers which is why I reached out to you! Some people love parties! If you happen to know someone who may LOVE to do a party, I’d love to get a referral!” ;OR “Don’t want to party” , “would you be willing to let me post a sample request to your timeline?” Then agree to every 15 samples they get a free set etc. When someone says NO, don’t drop them like a hot potato! Continue the conversation and general CUSTOMER SERVICE FOLLOW UP so they feel the value in them as a customer!

- Make sure there is customer service on your part between an order and asking to host! Don’t cold contact for a party if you’ve never talked to them!

Nail bars are a fantastic way to grow your business while not relying completely on your own connections. Nail bars allow your hostess to help you spread the word and to grow your network!

Make a goal of booking at least 3 nail bars to take place in your first 2 weeks of business!

## **Graduate!**

Congratulations! You are now finished with your last getting started task! We really hope this helped get you in the right frame of mind getting your business started! That being said, we also want to remind you that your goals are your own! We will NEVER push you to do something you don’t want to! If you’re here for fun, THAT’S OKAY! If you’re here to make enough to purchase your own island in the Bahamas, THAT’S OKAY!



There are still so many resources at your disposal that we want to encourage you to use as you're ready! Be on the lookout for those resources in the team page! [The Dream Team Facebook Page](#)

Now that you have graduated, please reach out to the person who enrolled you to let them know! And remember, you aren't alone! If you need help, reach up!

*Congratulations!*