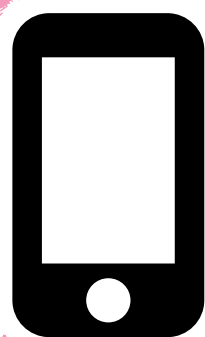


W E L C O M E T O T H E



We are so excited you decided to join us. We have put together this website to help you start your new business and hopefully answer a lot of the questions. We know you will still have questions after reading through this. Never be afraid to reach out to your uplines. All of us are here to support, encourage, and help each other succeed in your Color Street journey.



First, let's get you signed up for Color Street texts. These texts will be helping for finding out restocks. Text ColorStreet to 855-984-2555.



**TIME TO ANNOUNCE TO
THE WORLD THAT YOU
ARE A BRAND NEW
STYLIST!**

But let's make it a curiosity post- meaning you're not gonna give your new announcement away just yet! Try that!

What if you made a post on your personal timeline asking folks to guess what your big announcement was? How fun would that be?! And think about the engagement you would get!!

So here's an idea of what you might post:

I am so, so excited, and I have a BIG announcement!!! Would anyone like to guess what it is??!!

AND I want to get some fun glitter out in the mail! Who is interested in receiving some surprise glitter mail?! Drop an emoji! The catch is-- you can't ask me what is actually coming! Just PM me your address, and I'll make sure it gets sent out!

PS- It's not a glitter bomb. It will, however, bring a smile to your face!

You can add anything that you'd like! Be sure to share a selfie with your post! People love seeing your beautiful face! And get those addresses to start sending out twosie samples! Anyone that comments, PM them and ask them if they would like a sample for themselves or a significant other!

DON'T FORGET! Set a reminder in your phone or planner to follow up with anyone you sent a sample to one week after you send the sample. Then, once they have tried the sample, follow up again in another week to see how they liked how long it lasted!



JUMP STARTS ARE YOUR BFF!

Jump Starts are our \$600 in rewards/ product credit program that you can earn by hitting certain benchmarks in your first 95 days!

Here is a video showing you what Jump Starts are all about! They are totally worth achieving! And did you know that if you enroll someone who hits their Jump Starts, you, as their Sponsor, get the matching rewards!!!

Here is a link explaining Jumpstarts:
<https://cdn.colorstreet.com/content/documents/JumpStart-EN.pdf>

Watch this short videos about Jumpstarts:
https://www.youtube.com/watch?time_continue=5&v=nyk12yX5Cis&feature=emb_logo



CREATE YOUR OWN VIP GROUP

When it comes to titling your new business and VIP group, here are some rules and tips:

- Cannot use the words color or Color Street
- Cannot use the words perfectly polished together, but can be used on their own
- Make sure your VIP group is set to private
- Cannot do giveaways or give discounts on your personal Facebook page
- Add people to the group
- Share a nailfie on personal profile and say something like guys this took me 10 minutes to apply and I didn't even have to wait for them to dry! Draw attention to the perks. Add your VIP page to this post.
- To tag your page on Facebook type @ then your group name
- Here is a video showing you how to create your group!



YOUR SPONSOR IS AMAZING! SEE IF SHE CAN HELP YOU OUR WITH THESE TWO THINGS!

Congratulations! You officially have the best sponsor in the world! Wahoo! She wants to help you through all the Color Street things and hopes that you have the best time with your new business! Let's get her on board to help you with a couple things! Do you think she can help you get some samples out until you get your kit? What about your launch party! It would be the perfect start for you!

So try sending this to your Sponsor!

Hey! I was wondering if you could help me with a couple things! I want to challenge myself to get 10 samples out in the mail before my kit arrives and start my launch party in my new Facebook group!

Would you mind helping me get those 10 samples out until my kit arrives? Can I send you 10 address of some people who would like a sample?? Would you mind mailing those for me?? I sure would appreciate it!

Also, can we chat about a launch party??!! Would you mind helping me through my launch party?! I'm so excited about my new business, and I'd like to get it off to the strongest possible start!

What do you think??!! :)

Don't be shy to send that to your Sponsor! She'll be delighted to hear from you!

CREATING SAMPLE PACKETS TO HANDOUT/MAIL TO FRIENDS & FAMILY

What goes in a sample bag??

- Business card with directions to apply on the back
- Prep pad
- Twosie
- Nail file
- Catalog

You should be able to mail all of this with a non-machinable stamp or regular stamp.

Each post office has different requirements. Check out this video:

<https://youtu.be/PK-bnF92S2k>

CREATING A SAMPLE REQUEST FORM

The easiest way for people to request samples from you is to use a Google Form or Jot Form. Make sure you set it up so that they can leave more than 1 response or they will have to use a Google account to log in.

Jot Form:

<https://www.facebook.com/groups/TheDreamTeamNails/permalink/2636664876595998>

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DOMAIN FORWARDING

Since your shopping link will change every 60 days, it is to your advantage to keep the same web address that will take your shoppers to your direct link so you can continue to get hostess rewards on everything they purchase. You can set yours up through GoDaddy.com. Simple, easy, effective. Use the name you created for your business but as a reminder: You cannot have Color Street in your domain name you create!!!

If you are not ready to pay \$10-ish annually, that is okay, too! Totally up to you!

Please note- The GoDaddy website changes often. If this PDF does not match what you are seeing, simply Google "GoDaddy domain forwarding." Instructions should pull up for you!

Here are helpful documents on this:

<https://www.facebook.com/groups/TheDreamTeamNails/permalink/2637470739848745>



BUSINESS CARDS

You're going to want business cards! I used a template on Staples to design mine! You may use any company or template you would like to use!

DO NOT HAVE YOUR BUSINESS CARDS MADE UNTIL YOU DECIDE WHAT YOUR DOMAIN IS, DECIDE IF YOU WANT A SEPARATE BUSINESS EMAIL AND CUSTOMIZE THE NAME OF YOUR FACEBOOK GROUP.

You cannot have the word Color or Street in the name of your business, email, or Facebook Group, other than to say on your Facebook Group, Independent Color Street Stylist after your name and on your business card as the Logo and below your name as Independent Stylist. If you have any questions, please reach out to your Sponsor before paying to print something that has to be reprinted.

DO A LIVE UNBOXING WHEN YOU RECIEVE YOUR KIT

It's time to get down to business! Go live to open your kit! People LOVE watching live videos, and it will get them interested in the product!

PS- Want to know what drove some of my early success with Color Street?? I also did a live application demo on my personal timeline about the first 6 times I changed my nails and about once a month thereafter! No selling! Just sharing about our amazing product!

Here is a video of a Stylist unboxing her box:

<https://youtu.be/mYy5WkSlAoc>

IMPORTANT LINKS

Dream Team Website:
<https://thedreamteamhome.com>

VO (Back Office):
www.vo.colorstreet.com 

CS Swag Store:
<https://swag.colorstreet.com>

The Dream Team Team Page:
<https://www.facebook.com/groups/TheDreamTeamNails>

The Dream Team Opportunity Group:
<https://www.facebook.com/groups/JoinTheDreamTeamCS>

The Dream Team Mock Nail Bar:
<https://www.facebook.com/groups/254177989073735>

Nailfies groups:
<https://www.facebook.com/groups/NaifliesGroup/>

Graphics groups:
<https://www.facebook.com/groups/GraphicsforStylists>



TIPS

- Always carry samples on hand.
- Always carry seasonal sets in your purse.
- You can start selling immediately after you sign up. Your website to sell sets is available to you immediately! You don't need to wait for your new stylist kit.
- Try booking 4 nail bars within the first week. Just get them on your calendar, one party per week over the next month! Ask your Sponsor to help you with your first party!
- Use the search bar in The Dream Team search bar to search whatever you are interested in. Live Videos will pop up to help you!

TIME TO BOOK SOME PARTIES

Parties helped me grow my team, my VIP group, and my confidence! I know that they can be a bit much to wrap your head around initially, but I promise they are worth it! Plus, we do have team "mock parties" that you can copy and paste graphics and verbiage from to build your parties! Ask your sponsor to add you to their mock party of choice or ask them to add you to one of their own parties! And while you're at it, ask them to help you with their first party! That's what they're there for!

Today, we are going to help you book your very first parties! Here's how:

PM three people that you're very close to! Ask them to do you a favor in hosting one of your very first parties! Using the word "favor" is critical here as it often leads to a YES! Here's some verbiage you can send via PM to ask someone to host a party for you!

Hey, <>! I am so, so excited for my new little business with Color Street! I am REALLY wanting to find success! Do you think you could do me a favor and host one of my first few parties?! Pretty please! You know you love me! Xoxo!

If so, would you like to look at a couple dates?

There is a bit of strategy here when it comes to helping your hostess choose dates! Always give them a couple date options that work for you! Do not say, "Okay! What dates work for you?" When you send someone to choose their own dates, the likelihood that they get back to you goes way down!

GOOD LUCK! We are so excited to have you on this journey with us! If you have any questions about booking parties, ask your Sponsor! She would be delighted to help you!



IF YOU CAN BELIEVE IT, YOU CAN ACHIEVE IT!

Guess what! It's time to step out of your comfort zone and set up a time to chat with your Sponsor about your goals! You can have structured goals or unstructure goals! Let's chat about that!

Are you a hobbieist or do you have big goals that you'd like to achieve??!! Here are some goals to think about.

- How much money do you want to make with Color Street per month?
- How many parties would you like to book per month?
- How much personal volume would you like to have per month?
- How many people would you like to add to your team per month?

I know some of those questions might be intimidating right now, so here's what I need you to do! Send this below to your Sponsor! Just copy and paste! She can help you get started thinking about goals!

I've been going through The Dream Team's form. I got to the section that talks about goals. I have a some goals in mind. Can we set up a time to chat about them? I'd like to talk about how many parties per month I should be having, the amount of personal volume I want to get each month, and how much money I'd like to make per month.

Your Sponsor wants the best for you, so don't be afraid to send this message! We are on your side and want you to achieve all of your goals and dreams!



FOR YOU GOAL-DIGGERS OUT THERE!

This one is for those of you who want to take your new business to the next level, then to the next level again and again! There are two amazing books that can help you get there! If you are willing to take the time to read them, you'll find all kinds of tools to crush your dreams! You can check out the hard copy or audio copy! If you pick them up on Audible, your first book is FREE! Why not listen to them while you're driving or folding laundry?!

-Get Over Your Damn Self by Romi Neustadt

- 12 Week Year by Brian P. Morgan

See if your Sponsor wants to read these with you!! How fun would that be? If you want to, send her a PM to see what she thinks! :)



SCAMMERS ARE OUT THERE

It is the nature of scammers to come after us! Please know that if you get a fishy email or text for someone asking you to place an order for them, it is likely a scam! Do not send a check or money order to someone you do not know!



COLOR STREET POLICY AND PROCEDURES

I know I have given you a lot of info to look at and think about, but here's a very important piece of information to read over- it's Color Street's policies and procedures. This document has A LOT of jargon in it, so just take a glance over it for now and around your one month mark, revisit it when you are more familiar with all of the Color Street terms.

Please note, per Color Street's policies and procedures, you cannot sell any discounted inventory or have special offers on a public page. (IE a public Instagram or Business Page) If you want to sell inventory and offer any incentive to buy, even a twosie, you must do so in your closed VIP group. You cannot sell twosies, but you can offer them as an incentive to buy! Also, we are not allowed to post samples or sets on any buy, sell, trade groups or sites or any groups that we do not own.

Link to Color Street Policy and Procedures:

<https://cdn.colorstreet.com/content/documents/PoliciesProcedures20210503.pdf>

READY TO HOST YOUR FB LAUNCH PARTY? HERE ARE SOME STEPS FOR YOU!

[https://www.facebook.com/groups/TheDreamTeamNails/permalink/28682372767720](https://www.facebook.com/groups/TheDreamTeamNails/permalink/2868237276772089)

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THE
dream team 