



# STEP IN

YOUR FIRST TWO WEEKS



# STEP IN

## *table of contents*

<b>Welcome</b>	2
A welcome from our Aloette President, Cathy McKenna	
<b>Introduction</b>	3
About Step IN	
<b>Meet your Step IN Coaches</b>	5
<b>Navigating Your Website</b>	6
Exploring your Aloette.com Site	
<b>Your FLIGHT Portal</b>	7
Placing Personal and Customer Orders	
Setting Up Party Links	
<b>How to Launch Your Aloette Business</b>	9
<b>The Aloette Top 8</b>	11
<b>What is Social Marketing?</b>	16
Setting Up your Facebook Page	
Tips to Grow Your Facebook	
<b>Hostess Rewards Overview</b>	19
<b>Beauty Club Enrollment</b>	20

STEPS  
to SUCCESS  
*with Aloette*





# HELLO & welcome

Whether you are just taking us for a test drive, learning about our products or ready to hop in and get going, Aloette's Steps to Success, will help guide you through your journey. Within each step – you will find the information you need for your level. From entering your first order all the way through to developing your business or if you choose managing a team. The best part is we go your speed and work with your goal in mind.

Aloette has so much to offer from our influencer opportunity, our incredible consultant perks, training, self-development and of course, our supportive Consultant Community. Many of our consultants joined for the product but they have stayed for so much more. I am pleased that we can offer you this incredible comprehensive training program tailored to fit your goals.

Welcome and Looking forward to seeing you Step Into Aloette!



*Cathy McKenna*  
President, Aloette Cosmetics

# Your first step.

We are so grateful and excited that you've chosen to partner with Aloette. This is the first step of your Aloette journey- you're Stepping In.

You've ordered your starter kit and your products are on the way! Now what? It's time to Step IN.

Begin working through the Training Modules indicated for this step- they will be labeled Step IN. Use the knowledge you gain to place your first orders, enroll in Beauty Club, and prepare a public launch!

At the completion of this step, you will be accessing your FLIGHT Portal for ordering and setting up party links, have a Top 8 product knowledge, and be getting involved in our Aloette communities.

## STEP IN

ALOETTE'S STEPS TO SUCCESS IS A 5 PART JOURNEY. EACH STEP IS A NOTATED BY A DIFFERENT LEAF OF THE ALOE PLANT.





# How This Works

There are 3 types of knowledge you'll gain from this series of videos trainings and guides.

1

Process- how to use the business tools provided to operate your business.

2

Product- Learning about all of the different Aloette products and programs for customers and consultants.

3

Delivery- whether you're partying virtually or sharing socially- we will teach you all the ways to share Aloette.

## STEP IN

## YOUR JOURNEY, YOUR PACE

STEP IN IS DESIGNED AROUND YOUR FIRST TWO WEEKS OF BUSINESS- ALL OF THE BASIC PRODUCT, PROCESS, AND DELIVERY KNOWLEDGE NEEDED TO LAUNCH. YOU CAN SHORTEN THE DURATION OF THIS STEP OR STEP IT UP AND COMPLETE IT EARLY.

## DID YOU KNOW?

Aloette was founded in King of Prussia, PA in 1978 but now our home office is in Atlanta, GA.

# Your Coaches for STEP IN

MINDY

## MINDY BOYD

### Director of Sales, North America

Mindy has over 18 years of experience in building and leading teams inside of Aloette, starting as a Beauty Consultant in the early 2000's.

As Director of Sales at Aloette her vision is to deliver a path to success for everyone who partners with the brand.



BRENDA

## BRENDA STER, #EMPOWER SOCIAL

### Social Marketing Strategist and Coach

Brenda coaches social sellers around the world on finding their online voice, and finding success in today's modern marketplace.



CRYSTAL

## CRYSTAL MCNEER

### Esthetician and Aloette Direct Leader

Crystal has 20 years of experience leading a team inside of Aloette and as an licensed esthetician and skincare educator. At home in Virginia, Crystal is a mom, wife and avid photographer.



SUZY

## SUZY GOODWIN

### Aloette Direct Leader

Suzy began her career selling yellow pages door to door 20 years ago. She enjoys content creation and promotes Aloette on her top 20 category podcast, Run Lift Mom, which has over 100,000 downloads. When she's not applying Visible Aid to her 4 accident prone children, she can be found training for marathons.



BROOKE

## BROOKE NORLIN

### Aloette Direct Leader

Brooke has been in direct sales for nearly her entire adult life and she's thrilled to have landed at home with Aloette. She lives her best life balancing her favorite roles as wife, mama and doing all things social media!





# STEP IN

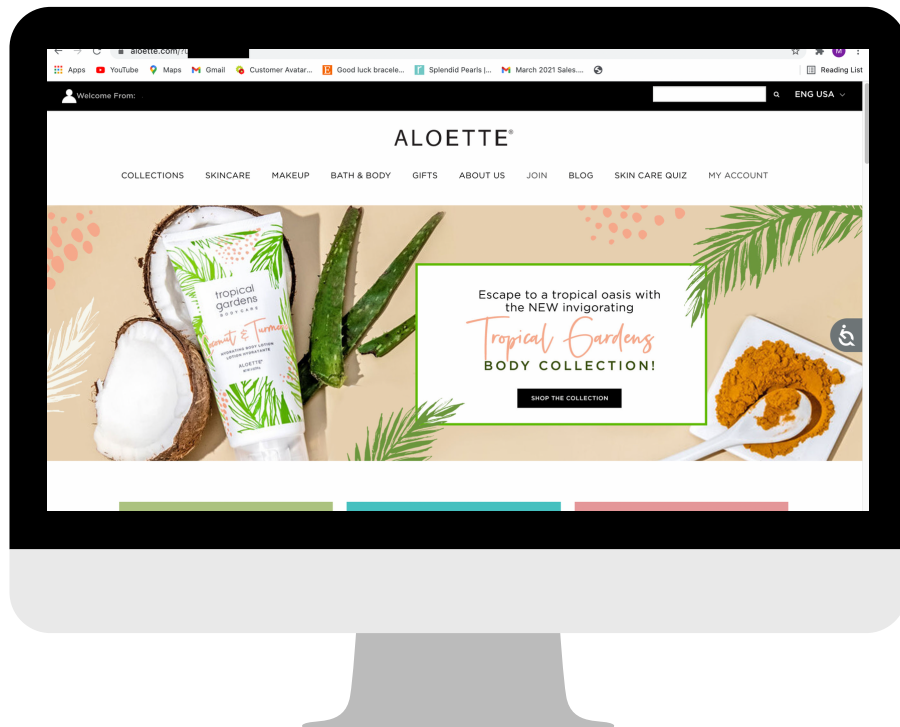
## Navigating Your Website

### Your Aloette.com Site

This is your website that you will share with friends, family, and your social network!

Your main site is [aloette.com/](https://aloette.com/)\_\_\_\_\_

Sharing links directly from your website is a great way to drive traffic to your site from your email, texting a friend with a product recommendation, or sharing the blog posts into your social media communities.



01

To share a link to a specific product, search for the product and open it by selecting "More Info." Then copy the URL from the browser and paste that link to share.

02

To share your JOIN link, navigate to the menu section of your website and select "Join" then "Purchase Your Starter Kit." Copy that URL from your browser to share via message.

03

To share the Aloette blog, navigate to the menu section of your website and select "Blog." Copy that URL from your browser to share!



# STEP IN

## *Your Flight Portal*

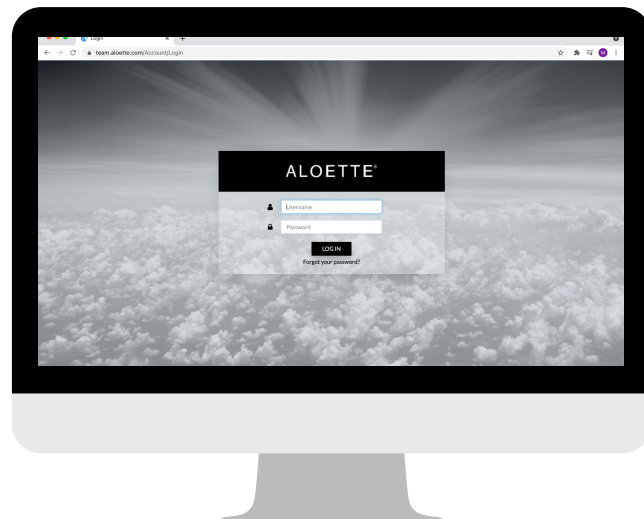
### Placing Personal and Customer Orders

Your FLIGHT Portal is your back office.

<https://team.aloette.com>

ID: \_\_\_\_\_

Password: \_\_\_\_\_



#### To place a PERSONAL order:

- 01 Navigate to "Orders" in the menu on the side of your screen. Click and then click "New Personal Order."
- 02 Notice the prices reflected in this shopping area have already factored in your personal discount. Example: If an item retails for \$25, and you're at the 25% commission level, the price displayed will be \$18.75.

#### To place a CUSTOMER order:

- 01 Navigate to "Customers" in the menu on the side of your screen. Click and then click "Customer Center."
- 02 Add a NEW Customer or search for your customer and add new order.



Navigating Your FLIGHT Portal  
Placing Personal and Customer Orders 7

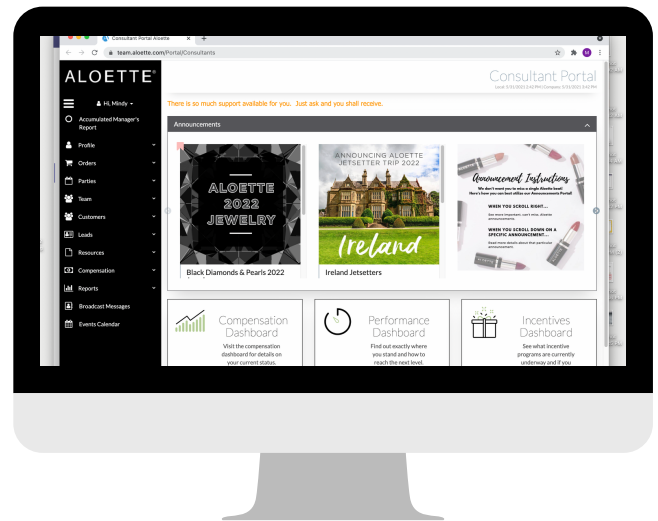


# STEP IN

## Your Flight Portal

### Setting Up Party Links

Setting up party links in your FLIGHT portal allows you to create a unique URL link for customers to shop from. All sales received through this link will count towards the party!



### To set up and use a PARTY link:

- 01 Navigate to "Parties" in the menu on the side of your screen. Click and then click "Party Manager."
- 02 Click the green box that says "+ New Party" and enter in all of your hostesses information. If you're hosting your own party, or a mystery hostess part, you can enter your own information!
- 03 To share the shoppable URL, click "Copy Event Link" and then copy/paste the URL in your online shopping event, into email, or through messenger directly to your hostess or her guests.

### Ways to use a Party Link:

- Home party
- Virtual party
- Mystery Hostess Party
- Vendor Event Orders
- Launch Parties
- Online Album Sales
- Wall Drop Events
- Fundraiser Shows
- \_\_\_\_\_
- \_\_\_\_\_



# STEP IN

## How to Launch Your Aloette Business

### Are you ready to get started?

Holding a Launch, whether in person or virtually, is the best way to let your social circle know you've started a new business!

When will you hold your launch?



Where will you hold your launch?



#### INVITE

First things first, start working on your guest list.

- Invite people personally. Avoid mass messaging.
- Over invite. Invite 2 for every 1 person you want to come.
- Remind your guests the day before and the day of the party.



#### GET SOCIAL

Setup a social media element to your party!

- Be Present. Introduce yourself and engage with guests in the group.
- Share YOU! A peek behind the scenes, have fun.
- Share valuable tips and tricks, not just products.



#### SET A GOAL

Set party goals!

- How many parties will you book?
- What is your sales goal?
- Who will you share our opportunity with?







Invited ✓

Reminded ✓

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# Skincare Collections

## SKINCARE SOLUTIONS FOR EVERYONE

Aloette truly offers a skincare solution for everyone- regardless of their skin type, age, or concern. Here's a brief overview of each collection.

### 01. ALOEPURE

Large pores. Dull skin. Temperamental breakouts. Your skin is growing up and so should your skincare. Aloette's Aloepure Collection is enriched with our proprietary Aloeganic® aloe vera to deliver maximum soothing, hydrating, youth-restoring results. Aloeganic® aloe vera is the cornerstone behind Aloepure products and is proven to be up to ten times more effective in healing and penetration properties. With Aloepure, there's **#nofilterneeded.**



### 02. PLATINUM

Stop skin from acting its age. Using the highest, clinically allowable ingredient concentrations in an aloe vera delivery system, Platinum products cleanse and balance, firm and smooth, and protect and repair all skin types for advanced age defiance and prevention. Whether you wish to brighten, lift or smooth away lines and wrinkles, with Platinum, age is only a number.



### 03. ALOECLEAR

Aloeclear isn't just about clearing up blemishes on the surface for a quick result. A blend of cooling peppermint, lavender oil, salicylic acid and Aloeganic® aloe vera helps prevent future breakouts, while improving overall skin health. Based on independent studies, Aloeclear is proven to help clear away blemishes and improve overall skin tone within just two weeks of use. No matter your stage in life, if you're affected by acne and looking for a clear skin revolution, look no further!





# Skincare Collections

## SKINCARE SOLUTIONS FOR EVERYONE

Plus timeless beauty for all ages.

### 04. RADIANCE OILS

Think oil is bad for your skin? Think again! Our curated collection of Radiance Luxury Oils not only instantly boost luminosity, but also offer long-term benefits that help to improve the appearance of your skin.



### 05. FARM TO JAR

Sometimes skin can be a bit moody, so let's give it extra love. Whether you need to exfoliate, calm, deep clean or hydrate, these specialty products will boost your "skindred" spirits.



### 06. BEAUTY BY ALOETTE

Our customizable palettes allow you to design a one-of-a-kind makeup kit that fits your specific beauty needs. From eyeshadow to foundation to blush — there are hundreds of ways to create a makeup arsenal that complements your skin tone and style.



STEP IN



# The Aloette Top 8

Wondering where to get started learning about Aloette product? We've made it easy! The Aloette Top 8 is a collection designed with everyone in mind. A versatile array of products, there is something here for everyone.



## 01. Restorative Enzyme Peel

Key Ingredients and what they do:

---

---

---

---

---

---



## 02. City Detox

Key Ingredients and what they do:

---

---

---

---

---

---



### 03. Pure Radiance Cleanser

Key Ingredients and what they do:

---

---

---

---

---



### 04. Nutri-Hydrating Mist

Key Ingredients and what they do:

---

---

---

---

---



### 05. Nutri-C Moisture Creme

Key Ingredients and what they do:

---

---

---

---

---



### 06. Hand Couture

Key Ingredients and what they do:

---

---

---

---

---





## 07. Be Smooth

Key Ingredients and what they do:

---

---

---

---

---



## 08. A-List Lash

Key Ingredients and what they do:

---

---

---

---

---

Notes:

---

---

---

---

---

---

---

---

---

---

# STEP IN

## What is Social Marketing?

### What is social marketing, exactly?

\_\_\_\_\_ before \_\_\_\_\_.

Social marketing is the intentional process of generating interest in your products and opportunity, by building know/like/trust, connection, and relationships with your prospects, that lead to providing solutions through your promotional offers.

### What does social marketing look like?

1

2

3

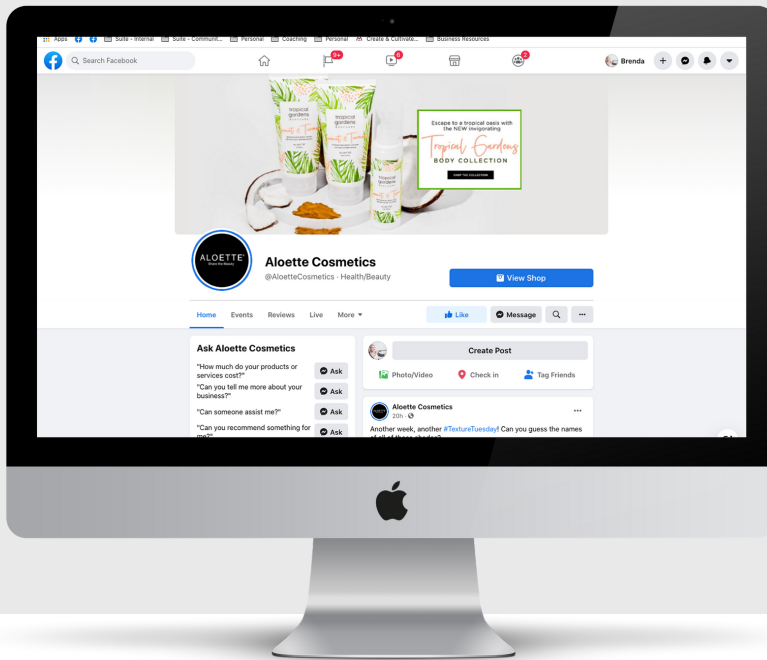
4

5



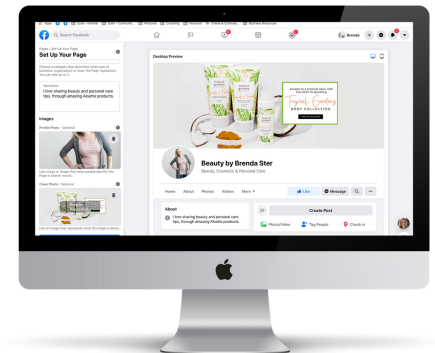
# STEP IN *Setting Up Your Facebook Page*

Your Aloette Facebook Business Page is where you'll share about your business.



Add cover photo and profile picture and save your new page!

You can now begin posting on your new business page.



## WHAT SHOULD YOU POST ON YOUR NEW PAGE?

- Fun, entertaining
- Your own story
- Helpful tips
- Conversational questions
- Occasional promotional offers



STEP IN

# TIPS TO GROW

## *Your Facebook Page*

01

Invite friends and family to like your page.

02

As you get started, invite hosts and customers to stay connected on your page.

03

Add your page link to your email signature.

04

Socialize in communities where your ideal client is active.

05

Create content that is share-worthy.



**Social marketing is the \_\_\_\_\_ of generating \_\_\_\_\_ in your products.**



**Setup your \_\_\_\_\_ page to post about your \_\_\_\_\_.**



**Create \_\_\_\_\_ content and post \_\_\_\_\_.**



**Grow your page \_\_\_\_\_ through strategic \_\_\_\_\_ and funnels.**



# STEP IN

## Hostess Rewards Overview

### WHAT'S IN IT FOR THEM?



#### **The Monthly Gift**

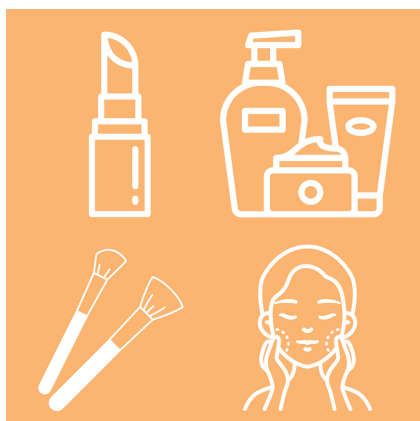
Each month, Aloette will release a brand new Hostess Reward that you can offer for booking and holding a qualifying (\$300) party!

Sometimes, there are up to 3 options to choose from for this gift. This monthly rewards flyer can be found in Aloette Consultant Training on Facebook!



#### **The Shopping Spree**

Based on your hostesses party total (CV, not including tax, shipping + handling, or PWP specials) they will earn a Shopping Spree. Occasionally the levels fluctuate, so check the resources here in the Consultant Training Group for a current copy of the Hostess Rewards flyer. This shopping spree can be redeemed for full retail value product only.



#### **Booking Coupons and Take Your Picks**

Hostesses get even more rewards for hitting certain benchmarks at their parties! There is a coupon reward for each future booking you date at their party as well as three chances to earn "Take Your Pick" items. When your hostess has on booking dated before her party, \$100 in pre-orders, and/or 7 orders on her party she can choose from the 'Take Your Pick' items at the bottom of the current Hostess Rewards Flyer.

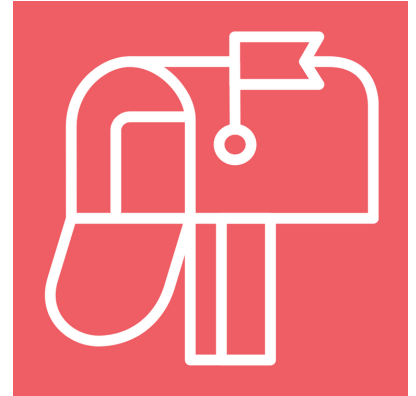


# STEP IN

## Beauty Club Enrollment

**Aloette Beauty Club is a consultant exclusive perk!**

Aloette Beauty Club is a bi-monthly enrollment that brings the hottest and/or newest products right to your mailbox for a massive discount!



- 1 Log in to your FLIGHT Portal
- 2 New Personal Order
- 3 Search and add Beauty Club Membership



### FAQ: WHY SHOULD I JOIN BEAUTY CLUB?

- experience new or new to you items
- add to your demo kit
- exceptional value
- SV counts towards your incentives and goals
- happy mail is always fun



Enrolling in Beauty Club 20

# You did it!



You completed Step IN- your onboarding path at Aloette! We hope you are feeling empowered and ready to get going with your brand new biz! Whether you joined us as an Influencer or a Business Builder, the future is so bright for you here at Aloette! Run and shout it out in our Facebook Community that you are ready to Step FORWARD into the next level of coaching on your Aloette Steps to Success Journey!

Through this training you were educated and empowered to do so many important first steps! Are you ready to dive in? Double-check that you've tied up all the loose ends here!

## Step IN Checklist

- ☐ Explored placing orders in FLIGHT
- ☐ Joined the Aloette Community on Facebook
- ☐ Set up a Business Launch
- ☐ Enrolled in Beauty Club
- ☐ Reviewed current Hostess Rewards

We are so grateful that you decided to partner with Aloette and are here to support you fully on your success path. We realize there are lots of brands out there you could have chosen, and we are so glad you landed here! Your success is our success. Here's to the beginning of a beautiful relationship!



*Cheers!*  
*Mindy*

Mindy Boyd  
Director of Sales, North America