

Hey friend! I am so excited that you're interested in becoming a LuLaRoe Retailer! I've been a retailer since late October of 2016, and it has been completely life changing for our entire family. My husband has quit his full-time job to do LuLaRoe with me full-time, and we're making a higher income than we ever made before.

Our upline did a little video a while back right after they started that chats about what all is involved in the process of signing up and running a LuLaRoe business. We agree with them and think it is important for you to see what was happening in the early days of our LuLaRoe business. You can watch that here: <https://www.youtube.com/watch?v=uKeruOU6MpE>

Here are some basics about the business of LLR. These are all things you will need to agree with, so read through them to make sure this is a good fit for YOU:

- [LuLaRoe Consultant Application & Agreement](#)
- [LuLaRoe Policies & Procedures](#)
- [LuLaRoe Leadership Bonus Plan](#)

The First Step:

1. **Get in the queue** (usually 6-8 weeks before you get your onboarding call) by clicking here: <https://join.mylularoe.com/kayleneoutnumbered/join> and filling out that "application"
2. My Consultant ID Number is: 95162
3. In our experience, you will get an email 3-5 days after you fill this out to say you are officially in the queue.

Basics About the Queue:

- Generally 6-8 weeks long
- [LuLaRoe Applicant Queue Guidelines](#)
- It puts you "in line" to onboard
- When it is time for you to onboard, you will get "the call"
- You don't pay anything until you accept "the call" and order your onboarding package. The onboarding packages change frequently, generally the basic is around \$6K and contains on average about 350 pieces. Remember, this is money you are investing in product that you will be able to sell for a profit.

When "The Call" Comes...

1. ANSWER IT!
2. And be prepared to pay for your first order.
3. Don't freak out.

When You Sign Up for the Queue:

1. Let me know so I can add you to my super secret training group.
2. Yay!!!!!!!!!!!!!!

Once You are an Active Consultant:

1. Congratulations!!
2. There is a minimum order/sales number of 33 pieces a month to stay active. This goes higher once you are building your own team and sponsoring others.

Why Should You Join My Team?

- As a husband-wife team, we really understand the importance of putting family first in any business. We all want to make crazy money, but we don't want to sacrifice those we love to do it! On our team we will always prioritize you as a person and your family, then we'll chat sales and goals!
- We love to be silly and have a good time while working hard. It's not uncommon at all to see Chris sporting some leggings on a live sale! Why work so hard for a business you don't love? We make sure that we're having fun during everything we do!
- You also have access to all the training available from our super-amazing upline. We are part of the largest, fastest growing LuLaRoe team and that is because of the resources that are at our fingertips.
- If you thrive on drama, this team is **not** for you. One of the things I adore about LLR is that because each of us get different inventory pieces, there is no competition. Our team members can freely support each other in a way that elevates us all. That is our goal...to channel all our energies to building businesses.
- **This is fun.** It is the hardest work I have ever done, but completely a blast.

Do You Need To Get Ahold of Me?

1. If you have any questions, please email at lularoekaylenegeorge@gmail.com
2. Friend me and/or Chris on FB (Kaylene George & Chris Newquist)
3. FB message us.
4. Don't feel like you are stalking if you have to send a follow-up message or email!
5. I will hop on the phone, skype, G+, Zoom, FB video chat, ANYTHING...whatever works best for you.

A Recorded Call I Found Helpful

Call and listen to the recorded Opportunity Call at your convenience:

Dial 712-432-1202 and enter Access Code 778659# and reference code 40#

More Information if You are a Curious-type Person Like Me...

Here is some information we got from our sponsors:

You want to be a LuLaRoe consultant huh? Let me guess, you fell in love with the patterns and have been buying so many pairs of leggings you are hiding the mail when your husband comes home? OR, you just had that feeling... that one that keeps you awake at night and is telling you, that this is something you should just go for! Or, you have seen the income potential and have been looking at new houses?

How I can help you?

You will be on the fastest growing team in the company, Have continued support, Access to ideas and tips on operating a successful business.

YOU ARE IN THE RIGHT PLACE!

You are with YOUR people! We get you! We understand!

LuLaRoe is where it is at! The first thing you need to do is get signed up. There is a waiting period right now and you want to get in line. You do not make your first order by getting in line, you are just saying, "Hey! I am ready, I need to be in line!"



Let's go over some of the most asked questions:

How much time is this going to take me:

It depends on what kind of money you want to make. Not kidding. You can work one day a week or seven. You can have a partner, or go at it alone. But If you can give it 20-30 hours a week when you start, you are off to a good start.

How much is this going to cost:

When you first submit your paperwork, it doesn't cost you anything. When you finally get that AMAZING on-boarding phone call, you will place your first order. You can choose from a few different packages designed to give you a good variety of inventory. You can also do a custom package and depending on what is in stock, they can help you when you order. PLUS you have an amazing TEAM who is always available to help you decide what is best for your customers. Packages range from \$4,800 to \$6,000 depending on which one you choose. Don't forget you get 25 free items with a purchase of 300 items, AND you always get a 5% discount on every order.

I didn't know it cost so much, I am freaking out because I wanted to do this:

It is ok. Take a deep breath.

I was scared as well. BUT, you have to remember that this is your inventory at wholesale. If you spent \$5,000 to start, you have \$10,000 – \$12,000 in inventory! This is an investment. It is worth it!

How have people raised the money to start:

Good question. I have seen a lot of different ways, from a 0% interest credit card, tax refund, savings, bank loan, small business loan, partnership, loan from family, having a HUGE garage sale, to simply putting some money aside each month until you have enough. Remember that once you sign up, you will have about 10 weeks to get your initial order money together.

My husband/partner isn't onboard:

I hear this a lot. I hate that I do, because then when you are bringing in more than him selling leggings, it is hard not to say "I told you so!" Ok so I am not really that way, but I wish you had more support. That is why you have us! We do get it. You did other companies before and it

didn't go as well as you had planned and so now the significant other is scared of any new adventures. OR they are just not sure what this "leggings thing" is or they think it is a pyramid scheme (yes, I have actually heard that one).

What happens if this doesn't work out:

It will. But if something crazy happens you are not stuck. LuLaRue will BUY BACK your entire inventory at 85%! That is why so many take the leap, because this company believes in you!

How much can I make:

Repay yourself in	4 months	2 months	1 month
Number of pieces sold each week	20	40	70
Gross Sales (per month)	\$2,640*	\$5,280*	\$9,240*
Net Profit (per month)	\$1,440*	\$2,880*	\$5,040*

* This is an approximate amount assuming you are selling in the middle of the low and high suggested retail.

** Other startup expenses may include - Business Cards, Brochures, Hangers, Clothing Racks

When you start this business you will need to purchase your initial inventory. The cost is approximately \$5,000-\$6,000. Plus you will need some additional supplies. By making this initial investment you are making a huge step towards the freedom that comes from owning your own business.

This is a simple business, and as you work it (it does take work) you can earn full time income for part-time work. With LuLaRue, in a matter of a few months, you can completely repay your initial investment and have money in the bank.

The examples that are shown above assume a \$5,500 investment (\$4,941 initial inventory and \$500** for miscellaneous startup expenses) and an \$18 average profit per item. The retail value of these items is approximately \$12,500*. The clothing items in this example include the following (your cost and items may vary depending on the products you select for your initial order):

- 75 Cassie Skirts
- 58 Julie Dresses
- 75 Irma Tops
- 78 Classic Tee's
- 70 pairs of Leggings

- (Most of the starter kits average around 350 items)

Each time you sell items, you need to replenish your inventory. I suggest that, as you pay yourself back, you consider investing money back into your business to increase your inventory. Many of the most successful consultants have 600-800 pieces in their inventory. The minimum order with LuLaRoe is 30 pieces (but you need to order at least 33 each month to stay active). If you sell 25 pieces, then order 33 pieces to slowly increase your inventory. Your repayment will not be quite as fast but you can increase your sales with a larger inventory.

A few things to consider:

- The average number of pieces sold at a popup boutique is 25. By doing one in person or online popup per week (5-6 hours total per week) you can pay yourself back in 4 months. By doing 3 popups per week (or 12 large online events) you can pay yourself back in approx 1 month
- How many businesses can you invest in where you can pay off your initial investment within a matter of months and be profitable?
- \$1,440/month is \$17,280 per year, \$2,880/month is 34,560, and \$5,040/month is \$60,480 per year!
- The above scenario is considering you are doing your business part time (but working it as a business)
- You can also build a team and increase your income

A Little Test Case:

Items Ordered : Sales Range

Items Ordered (per month)	Total WS Cost (@\$17 each)	Sale Range (per month)
122 Items	\$2,074	\$1 - \$4k
230 Items	\$3,910	\$4 - \$8k
292 Items	\$4,964	\$8 - \$12k
421 Items	\$7,157	\$12 - \$15k
580 Items	\$9,860	\$15 - \$22k
727 Items	\$12,359	\$22 - \$45k

**Averages collected from June 2016

This was just a survey one consultant team did over the course of a month to see if there was a correlation between the amount of inventory ordered and the total sales amount. The chart above are the results. This is not a promise of income, simply a report of what is being seen practically. We have seen the same thing in our own business. We always order more than 700 pieces a month and see sales that are consistent with the numbers in the image.

Why Join LuLaRoe?

- During their first year of business (2013), Lularoe did \$3 million dollars in sales.
- In 2014, Lularoe did \$9.8 million dollars in sales.
- Lularoe will exceed the original projections of 30 million and will do over 55 million in sales for 2015.
- Lularoe is expected to hit one billion in sales by the end of our 5th year in business.
- Lularoe is exploding. Now is the time. Right now. Get in during all the growth.
- A Lularoe business owner who does one pop-up event per week makes an average of \$1400/month. Those that do 3-4 parties average \$5600/month.
- A average Lularoe business owner who does online sales averages at least \$2,800/month by their 2nd month of business.
- Most Lularoe business owners do both local pop-ups and online sales, we strongly encourage this to build a strong foundation for your business.

- You can also make money by helping Lularoe expand, building the Lularoe brand, and for training new business owners that you bring into the company. There is a long list of women that have joined Lularoe within the last 6 months, and are already receiving checks over \$4,000/month ON TOP of their personal sales.

Here is a video by the founder of LuLaRoe: <https://www.youtube.com/watch?v=kCIS8GL46yQ>

Again, if you have any questions email me here **YOUR EMAIL**