



# *PROSPECTING DANCE STUDIOS*

*The Dance studio: where fitness meets Arbonne*

# BENEFITS TO STUDIO

- ▶ Residual Income
- ▶ Income Capture Opportunity
- ▶ finding consultants( capitalizing on your studio network)
- ▶ using studio as a DISCOVER ARBONNE space

# BENEFITS TO PARENTS

- ▶ saves time and money
- ▶ removes one more stress of things to buy
- ▶ safer products for kids ( Arbonne difference)
- ▶ Arbonne difference specifically for children and dancers
- ▶ free make-up and skin care education
- ▶ offers ways to fundraise year round for competition fees
- ▶ Arbonne Opportunity may be a life changer for them

# WHAT GOES INTO A STUDENT MAKEUP KIT

- ▶ **MANDATORY COMPETITION MAKEUP KIT**
- ▶ **4 eye shadows (Lilac, Blue Slate, Snow, Ocean)**
- ▶ **Lipstick: Jam**
- ▶ **Liquid Eye Liner: Black**
- ▶ **Blush: Berry**
- ▶ **Foundation: Mineral Powder - Shade \_\_\_\_\_**
- ▶ **Primer- optional extra**

# Mineral Powder Foundation

- ▶ Long wearing, reads well on stage, easy to apply, easy to clean up, non-irritating, non-staining, non-comodogenic



# Lips



Jam # 7877



or Runway Rouge # 7888

# Eyes



Black liquid liner  
#7822



Triple Action Mascara  
#7904

# Four Shadows



Lilac # 7848



Ocean #  
7864



Blue Slate # 7859



Snow #  
7855



# Blush



Berry Item # 7837

# Optional



Primer # 7825

# Optional Gold bag



Item # 967

# PAYMENT

- ▶ This kit is worked into their billing/ payment schedule
- ▶ OR Parents can become preferred clients

# POPULAR OPTIONAL ITEMS

▶ Brush Set



▶ Mascara



▶ Cream concealer

▶ Clear Advantage Skin care



▶ Make-up remover



▶ Bronzer



# BENEFITS TO TEACHERS

- ▶ Income earning opportunity to layer on top of their physical hours that they are already at the studio

# FUNDRAISING

- ▶ Year round fundraising opportunities for parents to help offset studio expenses
- ▶ Instead of parents selling chocolates or gift wrap, they can share the Arbonne catalog with their circle and get a rebate from Owner/consultant on every purchase toward competition fee.

- ▶ Over a multi- year career, and especially where multiple children in one family are involved, this can allow parents to have considerable savings on the competition fees.



# DANCE SCHOOL 101

- ▶ Schools have two programs-  
Recreational and  
Competition.
- ▶ Even Rec. programs  
are involved in  
events where they  
have to present  
themselves  
professionally.
- ▶ It is important for  
competitors and  
performers to look  
groomed,  
professional and  
uniform.

# DANCE SCHOOL 101

- ▶ Mindset of students and parents:
- ▶ As a competitive dancer, you are expected to have a uniform: costume, tights, shoes and make-up.
- ▶ Traditionally, parents are given a list of makeup to purchase outside the studio at ( i.e. at Mac or Shopper's Drug Mart)

# PAYMENT OPTIONS

- ▶ Each studio can work out different payment options that work for their system. Studio Owner/consultant can purchase makeup at 35% off, and hand parent bag of makeup with child's name ( Gold Bag is option)
- ▶ 1) Resell to parent- 20% off early bird discount off if they pay by Nov 15
- ▶ 10% off if they pay by Dec. 15. They hand the parent a bag of makeup

# PAYMENT OPTIONS

- ▶ Studio can sign parents up as preferred clients.
- ▶ This makes it easier to upsell extras or products parents themselves want to use.

# DANCE TEACHERS

- ▶ Dance studio teachers are overworked, sleep deprived, stressed out- they are **EXHAUSTED**
- ▶ A time leveraged, additional residual income makes sense for them

# DANCE SCHOOL OWNERS

- ▶ Schools typically need to sell merchandise ( clothing,shoes etc) to offset their high overhead
- ▶ Very few owners are making enough money that they would not appreciate an additional income stream, particularly one where they don't have to trade time for money

# DANCE SCHOOL OWNERS

- ▶ They have an existing client base ( the parents of the students), who are already paying fees.
- ▶ The parents can be shown how to redirect an existing expense ( the make-up kit) to the Studio's Arbonne Make-up Line.
- ▶ This is a revenue capture opportunity for the owner

# COMPETITIONS

- ▶ Average studio goes to 3 or 4 competitions a year
- ▶ Each lasts 3 or 4 days
- ▶ Average student will be in 3-10 routines, and will be in full make-up from 7 a.m. to 7 p.m.



# PARENT EDUCATION DAY

- ▶ Free seminar for parents, usually in January
- ▶ Make-up artist demonstrates how to apply makeup on child
- ▶ Consultant does Arbonne difference, both general and child specific
- ▶ Parents love receiving something free and beneficial!

# ARBONNE DANCE DIFFERENCE

- ▶ LONG WEARING
- ▶ Make-up is long wearing- lasts all day through competition with just a few touch ups

- ▶ NON -IRRITATING  
When kids wash off make-up at the end of the day, their delicate skin is not irritated

# ARBONNE DANCE DIFFERENCE

▶ EASY TO REMOVE

▶ Mineral Powder foundation has great coverage but easy to wash off

▶ SUPERIOR QUALITY

▶ Looks beautiful on kids skin, not like a mask, reads beautifully for stage

# ARBONNE AT THE STUDIO

- ▶ Have studio "Arbonnized"
- ▶ Make up kit with full sizes of all products on display
- ▶ Train receptionist or have downline consultant on hand during classes to service parents



# ARBONNE AT THE STUDIO

- ▶ Have Arbonne Essentials products available for sale- protein bars, fit chews, fizz tabs
- ▶ Have a Magic Bullet , cups and straws on site to offer protein shakes for sale for hungry students or teachers



# ARBONNE AT THE STUDIO



Soap in the washroom

# ARBONNE AT THE STUDIO

- ▶ Train teachers who don't want to be consultants, to become preferred clients and use Essentials and other products for their own use.
- ▶ Have teachers drink water out of Arbonne bottles
- ▶ Have receptionist wear an Arbonne t-shirt

# ARBONNE AT THE STUDIO

- ▶ Have holiday line on display
- ▶ Offer 12 Days of Christmas or 8 Days of Hanukkah packages
- ▶ Display teacher gifts



# ARBONNE AT THE STUDIO

- ▶ Studio owner can gift teaches with Arbonne ( Pampermint makes a great gift for sore, tired feet!)



# HOW TO BUILD A NETWORK

- ▶ Use the dance studio as a place to hold DISCOVER ARBONNE meetings
- ▶ Invite parents

# HOW TO BUILD A NETWORK

- ▶ Use studio to hold Dream Team meetings for parent-consultants or teacher consultants
- ▶ Your reputation as a studio owner will enhance the credibility of the new consultant's business

# Arbonne and Dance

- ▶ the perfect pas-de-deux!



*This presentation was created by an  
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