

The BeautiControl Dream Bag - Sharing the Opportunity Made Easy

The Dream Bag is a “bag” you put together that contains items that serve as symbols of the opportunity intangibles, such as a clock to represent the flexibility to set your own hours. It takes away the intimidation of talking about your business in front of others.

Benefits of your Dream Bag

- Easy to create and present (no scripts needed)
- Helps guests visualize benefits of the opportunity
- Allows your excitement to shine through

How to Use your Dream Bag at the Spa ESCAPE

- During your introduction, pull the Dream Bag from your ESCAPE Bag.
- Say, “Let me introduce you to my business. Inside this bag are all the reasons I love to do what I do. It’s totally changed my life.” New Consultants can talk about their goals: “I am working toward being home with my children.”
- One by one, take each item out of the Dream Bag; share what it represents, why it’s important to you, and what you love about BeautiControl.
 - Watch for the guest’s responses. You might discover someone who loves the BeautiControl opportunity as much as you do!
- Close your Spa ESCAPES by showing your sets.
 - Then display the contents of your BeautiCase to show the value of the entire opportunity, including the incredible assortment of products (tangibles) and the priceless intangible benefits from the Dream Bag shared earlier.
 - Hold up the Dream Bag again and make a game of asking the group to pick who among them could benefit from the BeautiControl lifestyle.

Creating and Personalizing Your Dream Bag

Fill your bag with things that are meaningful to you. Here are some sample Dream Bag items:

Opportunity Benefit	Example Item	What to Say
Fun	Party noisemaker	One great thing about my job is that I have fun!
Flexibility	Watch or clock	I work my Spa ESCAPES around my family. I love the flexibility and spending time with my children..
Income	Play money	You can earn a couple hundred dollars extra a week or a couple thousand a month.
Cars	Mustang or other toy car	I can earn a racy red Ford Mustang convertible.
Travel	Airplane, souvenir or postcard	With BeautiControl, I can earn dream vacations and travel the world.
Jewelry	Faux diamond ring	My Company rewards us with dazzling jewelry.
Friendships	Camera	I have so many wonderful memories. BeautiControl is like a family. We support and encourage one another.
Recognition	Ribbon	My company recognizes me in so many ways.
Heart	Plastic heart	My company has heart. We support the WHO (Women Helping Others) Foundation.