

# Pathway to Pink

Pre-Launch → Launch →  Yellow Status →  Fast Start →  Pink Status → Younique Car Bonus

## Pre-Launch

- ☐ Hot market approach: Gain them as customers and your support system!
- ☐ Get Connected:
  - Log into your Back Office and get acquainted!
  - Check out the Training Center (My Office > My Business > Training & Reference > Training Center)
  - Join the U.S. English or U.S. Latina Younique Family - Presenters Only! Facebook groups
- ☐ Create your VIP group: This will become your virtual launch party!
- ☐ Warm market approach: Make a list of 100 people you know and invite them to your VIP Facebook group
- ☐ Announce your business on Facebook while you wait for your YOUNIQUE Presenter Kit to arrive
- ☐ Order your YOU-LOGY skin care booster bundle and face product booster bundle within your first 30 days

## Definitions

**Hot Market:** Your closest friends and family  
**Warm Market:** Friends of friends and acquaintances  
**FS:** Fast Start  
**FSWS:** Fast Start Wholesale Sales  
**FLWS:** First Level Wholesale Sales  
**CWS:** Company Wholesale Sales  
**PRS:** Personal Retail Sales

## Launch

- ☐ Begin watching trainings in the Onboarding section of the Back Office's Training Center
- ☐ Run your YOUNIQUE virtual launch party!
- ☐ Do an in-person event with your warm market
- ☐ Go LIVE: Unbox your YOUNIQUE Presenter Kit in a Facebook LIVE
- ☐ Get your Younique Convention ticket. Convention will help you on your way to SUCCESS!

## Sell

- ☐ Sell this month's Customer Kudos
- ☐ Thank everyone that makes a purchase from you on your Facebook wall
- ☐ Book 5–10 YOUNIQUE virtual parties within the month (2–3 per week)
- ☐ Post on Facebook about the business using selfies, Facebook LIVES, product posts, videos, tutorials, etc.
- ☐ Pick two products from your YOUNIQUE Presenter Kit or booster bundle you LOVE and focus on promoting them!
- ☐ Have five people take the YOU-LOGY skin care regimen finder quiz

## Celebrate Your Personal Sales

- |                                 |                                 |                                 |
|---------------------------------|---------------------------------|---------------------------------|
| <input type="checkbox"/> 50 PRS | <input type="checkbox"/> 50 PRS | <input type="checkbox"/> 50 PRS |
| <input type="checkbox"/> 50 PRS | <input type="checkbox"/> 50 PRS | <input type="checkbox"/> 50 PRS |
| <input type="checkbox"/> 50 PRS | <input type="checkbox"/> 50 PRS | <input type="checkbox"/> 50 PRS |
| <input type="checkbox"/> 50 PRS | <input type="checkbox"/> 50 PRS | <input type="checkbox"/> 50 PRS |
| <input type="checkbox"/> 50 PRS | <input type="checkbox"/> 50 PRS | <input type="checkbox"/> 50 PRS |
| <input type="checkbox"/> 50 PRS | <input type="checkbox"/> 50 PRS | <input type="checkbox"/> 50 PRS |
| <input type="checkbox"/> 50 PRS | <input type="checkbox"/> 50 PRS | <input type="checkbox"/> 50 PRS |
| <input type="checkbox"/> 50 PRS | <input type="checkbox"/> 50 PRS | <input type="checkbox"/> 50 PRS |
| <input type="checkbox"/> 50 PRS | <input type="checkbox"/> 50 PRS | <input type="checkbox"/> 50 PRS |
| <input type="checkbox"/> 50 PRS | <input type="checkbox"/> 50 PRS | <input type="checkbox"/> 50 PRS |

## Build

- ☐ **Opportunity**  
Offer the Younique Opportunity > Get a no > Offer a YOUNIQUE virtual party > Access the host's network  
  
Offer the Younique Opportunity > Get a yes > Get a new team member
- ☐ **Sell**  
Make a sale > Follow up > Happy > Offer the Younique Opportunity > Get a no > Offer a YOUNIQUE virtual party > Access the host's network  
  
Make a sale > Follow up > Not happy > Offer great customer service > Customer for life  
  
Make a sale > Follow up > Offer the Younique Opportunity > Get a yes > Get a new team member
- ☐ **Party**  
Offer a YOUNIQUE virtual party > Access the host's network > Offer the Younique Opportunity!  
  
Have a YOUNIQUE virtual party > Offer the Younique Opportunity > Get a yes > Get a new team member
- ☐ **Resources**  
Share the Younique Opportunity one on one with a video or phone call. "If I sent you this video, would you check it out?"  
  
Use social media platforms like Facebook to generate interest and expand your network by participating in interest groups. Connect with people outside your community and then access their networks!

## Find Your First Six Customers


## Find Your First Six Hostesses


## Find Your First Six Teammates


