



November  
2024  
Playbook





November  
Theme  
and Focus



CELEBRATE THE SEASON

*Give. Gather. Share.*

Cleaner, safer, better living is the handmade gift we can give today that creates a brighter tomorrow. Gather your family and friends, share your passion for sustainable living, and celebrate spreading hope and positivity throughout our communities.



NOVEMBER

*gather*

## The Big Idea

Join hands. Link hearts. Celebrate!

## The Why

The holidays are a time of joyful gatherings, where every moment with family and friends is cherished. Come together with your Norwex community to celebrate the gift of cleaner, safer, better living. Our sustainable products ensure you can create a clean, safe, welcoming home for your guests. With each act of gratitude and kindness for people and the planet, we can spread compassion and warmth that makes a lasting impact.

## Products

Food Prep + Storage





## November Selling Drivers



# November 2024 Host Exclusive

For the **first time ever**, Hosts can apply their 50% items toward either Norwex Skin Care set!\*



\*For November only: The Skin Care Essentials or Complete Set will be available to purchase using your 50%-off item discounts earned with \$250 in sales and at least one (1) booking. The award date of the 50%-off item does not have to be in November. All criteria for earning a 50%-off item remain consistent with existing Host Program. Orders must be submitted to the Home Office from noon, CT, November 1 to noon, CT, December 1, 2024. Valid on Customer, Web, Personal Supply and Bulk/Party Orders. Not available on Norwex Discount Orders. Sales will count toward Host/Referral Rewards and Personal Retail Sales. While supplies last. Norwex reserves the right to substitute items based on availability.

# Kick-off Sale Skin Care Sale (+ extras)

- Noon, November 1 – Noon, November 15
- Stuff your stocking with skin care + more!
- Buy any 2 and **get a free** mini body pack, sea mist stripe



## 15% off Skin Care | 20% off bundles

Renewing Eye Cream

Hydrating Moisturizer

Cleansing Facial Powder

Rejuvenating Serum

Illuminating Oil

Protect + Prevent Mineral Facial Sunscreen

Super Luxe Hydrating Face Night Cream

Renewing Eye Cream Refill

Hydrating Moisturizer Refill

Cleansing Facial Powder Refill

Rejuvenating Serum Refill

Hydrating Night Cream Refill 50 MI

Vitamin C Serum

Vitamin C Refill

Smoothing Bakuchiol Serum

Bakuchiol Refill

Outdoor Broom System Nordic Naturals

Outdoor Broom System Blue/Green

Outdoor Broom System Graphite/Black

Dusting Mitt, Dark Blue

Blue Mini Enviro W/Green Trim

Window Cloth, Blue Stripe

Wristlet, Geo

# November 2024 Spend & Save

## Spend & Save Level 1

- Spend: \$125us/\$150ca
- Save: Pomegranate Dust Mitt for only **\$11us/\$14ca**
- Consultant price w/discount: \$7.15us/\$9.10ca



## Spend & Save Level 2

- Spend: \$175us/\$200ca
- Save: Pomegranate Kitchen Towel & Cloth for only **\$22us/\$27ca**
- Consultant price w/discount : \$15.60us/\$19.50ca



## Spend & Save Level 3

- Spend: \$250us/\$275ca
- Save: NEW Holiday Dryer Ball Set for only **\$25us/\$31ca**
- Consultant price w/discount : \$16.25us/\$20.15ca



- Retail threshold applies at Consultant level. Consultant discount taken off Retail at check-out.



Nov Spend & Save

Skin Care Sale

Black Friday Week

2024

# November

Shipping Cutoff:  
Dec 13

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
3	4	5	6	7	1	2
					8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1						



# November 2024 Share A Cart

## Suggested Products

### Food & Home Prep/Storage

- Silicone Stretchy Lids
- Silicone Food Storage Containers
- Refrigerator Drawer Liners
- Cutting Boards
- Fresh Produce Wash

### Home Prep/Storage

- Odour Eliminator
- Foaming Hand Wash Powder
- Porcelain Sink Organizer
- Chenille Floor Mat
- Pet Door Mat
- Entry Mat
- Tub and Tile Attachment Pack







# November Events



# Mega Parties and Debbie's Welcome Calls

We are excited to announce that starting Tuesday, November 5<sup>th</sup>, Debbie's weekly, Tuesday evening welcome call will now be combined with the Mega Party.

<https://bit.ly/NorwexMegaParty>

One call, one link for ease and convenience.

The Mega Party will begin at 7:00 pm CT the welcome call will happen at the end of the Mega Party promptly at 7:30



# November Mega 2024 Party Topics

**November Mega Party**  
TUESDAYS- 6PM MST/7PM CST/8PM EST


<b>MELANIE RACER</b> ESL		<b>Tues, Nov 5</b> <b>Cleaning w/Kids</b>
<b>MISSY CARSON</b> SESL		<b>Tues, Nov 12</b> <b>Holiday Entertaining</b>
<b>LANA RANAHAH</b> SESL		<b>Tues, Nov 19</b> <b>Norwex SkinCare</b>
<b>AMY TAYLOR</b> EVPSL		<b>Tues, Nov 26</b> <b>Holiday Entertaining</b>

REGISTER OR CLICK TO JOIN @ START TIME <https://bit.ly/NorwexMegaParty>

*Cleaning with Kids GH5*


**TUES  
NOV 5**


6PM MST  
7PM CST  
8PM EST  
REPLAY 9 PM CST



**MELANIE RACER**  
EXECUTIVE SALES  
LEADER

<https://bit.ly/NorwexMegaParty>

 REGISTER NOW



*Holiday Entertaining*

**TUES  
NOV 12**

6PM MST  
7PM CST  
8PM EST  
REPLAY 9 PM CST



**MISSY CARSON**  
SENIOR EXECUTIVE  
SALES LEADER

<https://bit.ly/NorwexMegaParty>

 REGISTER NOW



*Norwex SkinCare*

**TUES  
NOV 19**

6PM MST  
7PM CST  
8PM EST  
REPLAY 9 PM CST



**LANA RANAHAH**  
SENIOR EXECUTIVE  
SALES LEADER

<https://bit.ly/NorwexMegaParty>

 REGISTER NOW



*Holiday Entertaining*

**TUES  
NOV 26**

6PM MST  
7PM CST  
8PM EST  
REPLAY 9 PM CST



**AMY & RILEY TAYLOR**  
EXECUTIVE VICE  
PRESIDENT

<https://bit.ly/NorwexMegaParty>




 REGISTER NOW





# December Mega 2024 Party Topics

**December Mega Party**  
TUESDAYS- 6PM MST/7PM CST/8PM EST

<b>ALICE PATTERSON ESL</b>		<b>Tues, Dec 3 Safe Haven 5</b>
<b>SHARI MILLER ESL</b>		<b>Tues, Dec 10 Safe Haven for the Holidays</b>
<b>AMY KAHLER SESL</b>		<b>Tues, Dec 17 Norwex SkinCare</b>

REGISTER OR CLICK TO JOIN @ START TIME <https://bit.ly/NorwexMegaParty>

*Norwex StH5*

**TUES  
DEC 3**

6PM MST  
7PM CST  
8PM EST  
REPLAY 9 PM CST



**ALICE PATTERSON  
EXECUTIVE SALES  
LEADER**

<https://bit.ly/NorwexMegaParty>


**REGISTER NOW**



*Safe Haven for the  
Holidays*

**TUES  
DEC 10**


6PM MST  
7PM CST  
8PM EST  
REPLAY 9 PM CST



**SHARI MILLER  
EXECUTIVE SALES  
LEADER**

<https://bit.ly/NorwexMegaParty>


**REGISTER NOW**



*Norwex SkinCare*

**TUES  
DEC 17**


6PM MST  
7PM CST  
8PM EST  
REPLAY 9 PM CST



**AMY KAHLER  
SENIOR EXECUTIVE  
SALES LEADER**

<https://bit.ly/NorwexMegaParty>

**REGISTER NOW**







## Recruiting & Onboarding







# November 2024 New Consultant Starter and Upgrade Kits

## Starter Kits

- Standard Starter Kit
- Safe Haven 5 Kit
- Skin Care Starter Kit
- Food Prep Theme Kit

## Upgrade Kits

- Skin Care Booster Kit
- Silver Upgrade Kit
- Gold Upgrade Kit
- Platinum Upgrade Kit

## Enhancements

- Five (5) samples EACH of:
  - Night Cream
  - Hydrating Moisturizer
  - Eye Cream
  - Illuminating Oil
  - Cleansing Facial Powder
- One (1) 10-pack EACH of:
  - Mini Window Cloth
  - Mini EnviroCloth
- Anniversary Tumbler





# November 2024 Theme Kit



### Includes

- Silicone Lids
- Mini Cutting Board
- Reusable Produce Bags
- Catalogs
- Share Cards

	US	CA
You pay	\$44.99	\$59.95



# November and December 2024 Giving Back Initiative



Norwex Foundation  
for a brighter future



Join us in November & December as we share our Mission: Living cleaner, safer, and better by supporting others in need.

- With each new Consultant who joins in November and December, Norwex will donate a product bundle to Cleaning for a Reason.
- Can you imagine the impact of coming home, maybe from a chemo session, and finding a home that is not only clean but Norwex clean! That's a transformation that can improve quality of life for these families.
- Norwex and Cleaning for a Reason are perfect partners when YOU join in and ask someone to be a part of your team. Ask at your parties, events and whenever you're with people ... remember to just ask! Just ask what Norwex could add to their lives ... and ask them to join us!
- Your ask can be powerful ... more Consultants to share the Norwex mission while also helping those who are battling cancer.
- Every new Consultant in November and December means another product bundle that will be put to work with Cleaning for a Reason.
- During this season of sharing, I encourage you to just ask ...Together, we can change lives!



# Training – New Consultant Welcome Calls – Cont'd through January 2025

New Consultant Welcome Calls – Resource >  
Calendar for registration links:

## English:

Monday – 1pm and 7pm CT

Wednesday – 2pm and 8pm CT

Friday – 12pm and 3pm CT

## French:

Thursday – TBD

## Spanish:

Wednesday – TBD

## Amish:

Wednesday at 1:30 pm CT. dial in to: (609) 746-1082, your access code is 948941

## New Consultant Facebook Page

<https://www.facebook.com/groups/5944396442333321>

## New Consultant Welcome Calls



 norwex®





November  
Team Activation



# Training

## Podcasts

"Norwex Learning Network" – Spotify, Soundcloud and/or Apple Google Play Podcast Apps

### November Episodes:

- (11/1) Sustainable Gifting – Amy Cadora
- (11/15) Gratitude Baskets – Monica Kinton, SESL
- (11/29) Customer Appreciation Parties – Missy Carson, SESL



# NEW Training Landing Page

The screenshot shows the top navigation bar with the Norwex Resource logo and links for Home, Files, Training, NORI Hub, Parties, Videos, News, and Calendar. A dropdown menu is open under 'Training', listing: All Training (circled in red with a red arrow), Start Your Norwex Journey, Product Quick Guide, Parties, Booking Calendar, Grow Your Norwex Business, Onboarding, Build Your Norwex Team, Leadership Development, and Back Office. Below the menu, there is a 'View Files' button and a 'What's New?' link.

The screenshot shows the Norwex Training landing page. At the top, there is a search bar and a 'Consultant Dashboard' link. The main header features a photo of two women and the text 'Norwex® Training'. Below this is a grid of nine buttons: Start Your Norwex Journey, Product Quick Guide, Party Types Training & Templates, Booking Calendar, Grow Your Norwex Business, Onboarding New Consultants, Build Your Norwex Team, Leadership Development, and Podcasts. At the bottom, there are links for 'Consultant Back Office' and 'Norwex Consultant App'.

The screenshot shows the mobile view of the Norwex Training landing page. The URL 'theresource.norwex.com' is at the top. The main heading is 'Norwex® Formation'. Below it are several buttons: 'Commencez votre aventure Norwex', 'Petit guide sur produits', 'Formation et modèles pour présentations', 'Calendrier des réservations', 'Développez votre entreprise Norwex', and 'Accompagner les nouvelles Conseillères (ers)'. A 'Feedback' button is visible on the right side.

This close-up shows the 'Consultant Training' section. The text reads: 'Learn the basics, and quickly ramp up your business into growth mode!' Below this is a 'Get Started »' button, which is circled in red with a red arrow pointing to it. To the right is a small image of hands typing on a laptop.

# Just Ask! 90-day Challenge

## Overview of the 90 Day Plan



- Sept 1 – Dec 1
- Encouraging your Consultants to pledge the number of Parties & number of New Consultants they want to welcome and to “Just Ask” people to host & join – supporting their goals
- **CAN:** 284 Pledges, 2,339 Parties and 1,047 New Consultants
- **US:** 1,268 Pledges, 12,542 Parties and 4,107 New Consultants

## Training Support:

- Monthly training calls, sharing proven strategies and best practices to propel their business forward
- Weekly RSM Lives in Consultant Connection sharing tips & best practices for booking & team building
- Regional Groups for Pledges to be part of a community
- Supporting with our [#partywithpurpose](#) & [#welcome2norwex](#) initiative in Consultant Connection – encouraging post on Party and Team Building success – weekly draws for Norwex Discounts.

**[#partywithpurpose](#) & [#welcome2norwex](#) Giveaways**



# Just Ask! 90-day Challenge: RSM Monthly/Weekly Support Schedule



## NOVEMBER

First week of Month Just Ask 90 Day Zoom Training

Nov 11<sup>th</sup> RSM LIVE in CC, Monday -Noon CT

Nov 18<sup>th</sup> RSM LIVE in CC, Monday -Noon CT

Nov 25<sup>th</sup> RSM LIVE in CC, Monday -Noon CT

## DECEMBER

90 Day Plan Celebration!

# November 2024 Consultant Offer



EARN FREE PRODUCT!

## Consultant Consistency Rewards

From noon, CT, November 1 through noon, CT, December 1, you can earn exciting product packages based on your Personal Retail Sales.



**Submit \$1,500 in Personal Retail Sales + 1 Personal New Consultant**

- 10 Fall 2024 Catalogs
- 1 limited-edition Counter Cloths, malachite, set of 3
- 1 Bathroom Cleaner, mini, 2 fl. oz.
- 1 Power Cleaning Paste, mini, 74 ml
- 1 EnviroCloth®, blue



**Submit \$2,000 in Personal Retail Sales + 1 Personal New Consultant**

- Add:
- 1 Dish Soap, mini, 2 fl. oz.
  - 1 Dish Cloths, mini, pack of 2

**Submit \$3,000 in Personal Retail Sales + 1 Personal New Consultant**

- Add:
- 1 Laundry Stain Remover, mini, 2 fl. oz.
  - 1 Ultra Power Plus™ Laundry Detergent, 500 g







# Leadership Conference 2025

## Gaylord Rockies Resort & Convention Center

January 9 – 11, 2025

Are you ready to explore unlimited opportunities? Join us and discover how to push the boundaries to achieve the extraordinary. Register now!

Early bird price – \$189  
Regular price – \$229

# Social Media

The image shows a document titled "November 2024 Social Media Guide" from Norwex. The monthly theme is "Gather" with the tagline "Create a welcoming home." The event focus is "Food Prep & Storage". The document is divided into several sections: "Post Ideas / Inspiration" with five bullet points about gift guides, food prep tips, gift baskets, Black Friday, and holiday decorating; "Relevant Assets on The Resource" with links to "This month's files" and a callout box stating that all assets and templates will be linked on 11/1; "Canva Template Links" with links for Eco-Friendly Holiday Hosting Tips, Pre-Black Friday Offer, and Holiday Gift Guide, plus a callout box to click here to view all available templates; and "Training" with podcast information and a social media tip about customizing reels.

**norwex.**

## November 2024 Social Media Guide

**Monthly Theme: Gather**  
*Create a welcoming home.*

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**Event Focus: Food Prep & Storage**

### Post Ideas / Inspiration

- **Gift Guide** - Create your own gift guide of your favorite products & share it with your audience in a reel video, or using our Gift Guide Canva template! Check out the Norwex Holiday Gift Guide [here](#) for inspiration!
- **Best Food Prep Tips** - Show how you prep for big family meals during the holiday season with Norwex kitchen essentials like: Silicone Stretchy Lids, Silicone Food Storage Containers, Fresh Produce Wash, & Cutting Boards. How have they made your home safer or saved you money? Share the problem and solution for each product!
- **Holiday Host Gift Basket** - Put together a gift basket to give a holiday party host - the sustainable way! Use the new holiday tea towels to line the basket & fill it with all of your favorite Norwex products to gift!
- **Black Friday** - Black Friday isn't just one day for Norwex! Make sure you share all of the offers throughout the month of November, not just on Black Friday with your Customers!
- **Decorate with me!** - It's finally time to start decorating for the Holidays! Film a reel or create a carousel of photos showing how you decorate your home for the holidays. What Norwex items double as practical holiday decor in your home?

### Relevant Assets on The Resource

Go to "[This month's files](#)" to view all assets for this month's incentives!

- Spend & Save** - With Captions & Blank
- Pre-Black Friday Offers** - With Captions & Blank

**\*All assets & templates will be linked on 11/1 once they are available on The Resource.**

### Canva Template Links

- Eco-Friendly Holiday Hosting Tips** - Story & Feed Size
- Pre-Black Friday Offer** - Story Size
- Holiday Gift Guide** - Story Size

**Click HERE to view ALL available Canva Templates on the Resource!**

### Training

**Podcasts:** Simply search "Norwex Learning Network" on Apple or Android Podcast app or SoundCloud

- Sustainable Gifting - Amy Cadora
- Gratitude Baskets - Monica Kinton
- Customer Appreciation Parties - Missy Carson

**Social Media Tip:** Customize your reels! We provide all of our reels in blank versions for you to customize. Download the video you want to use off of the resource, upload it to Instagram and add your own text!

- November Social Media Guide – Now Available on The Resource
  - This Months Files > Consultant Materials > Social Media Guide & Canva Templates
- Ready-to-use reel videos, graphics, Canva templates will be available for November incentives starting on 11/1.
  - This Months Files > New Products > Social Media Assets
- Find tips and tricks on corporate social channels + this content is always ready to be shared!
  - Facebook: @Norwex Instagram @Norwex and @NorwexSkin





# November Summary



# Toolbox for Success

Trip Miles Towards Pura Vida	Sales, Teambuilding & Leadership activities earn Trip Miles towards the Pura Vida trip.	Check out the Pura Vida page for all the ways to earn Trip miles: <a href="#">Trip Tracker - Norwex Resource</a>
Leadership Conference	Register now for Leadership Conference (Remember – you will also earn Trip Miles for attending!)	See all the Details here: <a href="#">Leadership Conference - Norwex Resource</a>
Opportunity Calls: Debbie Welcome to Norwex Calls	New Consultants can join these calls to learn more about Norwex and receive a \$25 Shopping Spree when they sign up.	Available every Tuesday at 8:00pm CT this is at 8 pm CT: <a href="#">Link to register</a>
New Consultant Facebook Page	A place for New Consultants to connect with other New Consultants, share tips and tricks, and learn from top leaders and sales execs	<a href="#">Link to the page</a>
NEW – 15-Minute New Consultant Calls	Continuing through the end of the year, these calls will be available multiple times per week and are designed to help new Consultants get up and running quickly by taking their first steps to success.	<a href="#">Link to register</a>
Start Your Norwex Journey One-Pager	A handy one-page guide to help your New Consultants start strong.	<a href="#">Link to one-pager</a>
Onboarding Guide for Start Your Norwex Journey	Follow these steps to get new Consultants off to a great start.	<a href="#">Link to onboarding guide</a>
Mega Parties	Your new team members can plug in, invite their family and friends, and kickstart their sales journey.	Join us every Tuesday at 7:00pm CT: <a href="#">Link to register</a>
90-Day Challenge	Running all fall for all Consultants, this challenge will guide your team members toward leadership and the next level of their business.	Reach out to your RSM for more information
Webinar replays	<a href="#">Team Building Workshop</a> , Jaimee Waldner (VPSL) <a href="#">Team Building One Pager How-To</a> , Sheri Gauthier (Training Team) <a href="#">Team Building Workshop</a> – Megan Skiles (SESL)	Listen and share with your teams
New Training Landing Page	US: <a href="https://theresource.norwex.com/training/">https://theresource.norwex.com/training/</a> CA: <a href="https://theresource.norwex.com/en_ca/training/">https://theresource.norwex.com/en_ca/training/</a>	<a href="#">French</a> <a href="#">Spanish</a>
Podcasts	Listen to expert training on Norwex products, our mission, parties, new Consultant onboarding, team building, and leadership development. Follow, listen to learn, and share with your team members and customers for valuable insights to grow your business!	<a href="#">Stream Norwex Learning Network music  SoundCloud</a>
Norwex APP	<b>Get the Norwex Consultant App:</b> Go to your app store, download the Norwex Consultant app, and sign in.	<a href="#">Apple App Store</a> <a href="#">Google Play</a>



# November 2024

Theme: Gather

Focus: Food & Home; Prep & Storage



## Field Support

#partywithpurpose&  
#welcome2norwex Giveaways

New Consultant Welcome Calls

SH5 Mega Party

Podcasts: Sustainable Gifting – Amy C,  
Host/Customer Appreciation

Just ASK! Campaign Last 30 days

TC Promotions (Nov – Dec)

RSM 90-Day Group Calls

Ask Away Get Away Target Teams

Max Your Business Calls

Weekly Leader NORI Training FB Videos

## Consultants

Shining Stars

Consistency Rewards

- Submit \$1,500, \$2,000, or \$3,000 in PRS  
+ 1 Recruit (all levels)  
= **Product Package**

Giving Back Initiative

Leadership Conference Early Bird Registration

RSM Recognition for Incentive

## New Cons

**Starter Kits:** Standard, Save Haven 5, Skin Care,  
Food Prep Theme

**Upgrade Kits:** Skin Care, Silver, Gold, Platinum

**Bright Start Program Focus**

## Customers/Hosts

**Host Exclusive!**

- 50% off Complete & Essential Sets included  
in Host Program!

**Nov Spend & Save** (Sep 1 – Oct 1)

- S&S1 – **Spend \$125/\$150**  
**Save:** Pomegranate Dust Mitt (\$11US/\$14CA)

- S&S2 – **Spend \$175/\$200**  
**Save:** Pomegranate Towel & Cloth  
(\$22US/\$27CA)

- S&S3 – **Spend \$250/\$275**  
**Save:** NEW Holiday Dryer Ball Set  
(\$25US/\$31CA)



**Kick-off Skin Care Sale** (Nov 1 – 15)

- 15% off single items of Norwex Skin Care
  - GWP: Buy any 2 and get a free mini  
body pack, sea mist stripe
- Dust/Window Bundle & Outdoor Broom Systems

**Black Friday Week** (Nov 22 – Dec 1)

(Cyber Monday is in December)

# What Now?

## November Selling Drivers:

- Order Skin Care samples and get familiar with the products.
- Share the Spend & Save offers, and make sure your Shared Carts cover skincare, food prep, and holiday favorites.

## Host Parties & Events:

- Invite skincare-loving Customers to host a November party.
- Share information about the Mega Parties with your team and new Consultants for easy learning. Boost sales by inviting customers who missed an event, increasing rewards and overall sales volume.

## Team Activation:

- Explore the new Training Page and sign up for the podcasts.
- Use the TRM to reach out to team members and encourage consistency and event participation.