



## August Initiatives



## August Theme and Focus

# AUGUST lead



## The Big Idea

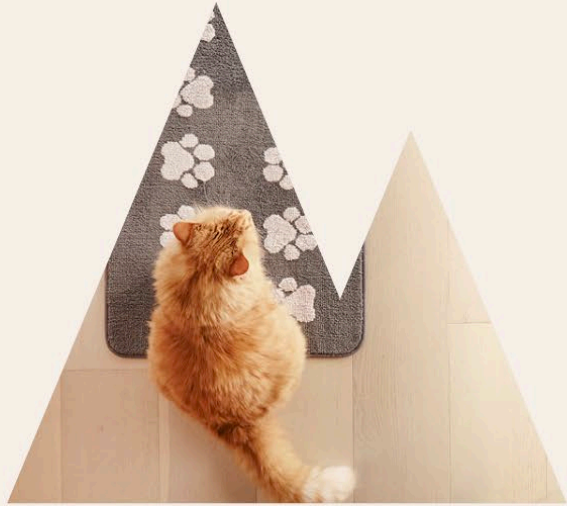
Lead the way

## The Why

Lead the way by creating a better standard of living for you and your family while setting an example for others. It's easy with Norwex. We have new releases and tried-and-true favorites to help you effectively and sustainably clean your home and care for your body without the need for harmful chemicals. And we offer an opportunity to join a caring community of doers who earn an income while sharing their passion with the world.

## Products

New releases!



lead



lead



lead

# August 2024

Theme: Lead

Focus: Pets & Floors | New Product Launch



# lead

## Consultants Field Support

#partywithpurpose &  
#welcome2norwex Giveaways

**Party Focus:** Floor party outlines, Updated SH5 (UPP), Product Guide

**Podcasts:** MPAC on New Product, Bakuchiol/Vitamin C

Mega Parties

Opportunity Calls

Norwex Learning Network

### Consistency Rewards

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

Pura Vida Costa Rica Annual Trip

## New Cons

**4 Starter Kits:** Standard, Save Haven 5, Skin Care, Pet Theme Kit

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

Bright Start Program

## Customers/Hosts

### NEW Product Launch & Catalog! – August 1 August Spend & Save (Aug 1 – Sep 1)

- **S&S1** – Spend \$125 US/\$150 CA  
Get for \$30 US/\$40 CA: Probiotic Hard Surface Cleaner + Forever Bottle
- **S&S2** – Spend \$175 US/\$200 CA  
Get for \$40 US/\$50 CA: Power Cleaning Paste & Teal Counter Cloths
- **S&S3** – Spend \$250 US/\$275 CA  
Get for \$80 US/\$100 CA: Chenille Floor Runner, graphite (50% discount)

### 10% off Select Consumables Sale (Aug 1 – Aug 19)

**Host Booking Incentive**  
@ \$750 with a 2nd Booking – Earn Free Superior Mop System!

**Host Recruiting Incentive** – \$50 for each new recruit from party

**\$900 Host Credit** Returning to \$180

More to Come!



August 2024  
New Products

## Personal Care



## Home Care



## Family Care



# August 2024 Product Pricing

SKU	Product Name	Final US Retail	Final CA Retail	US Set Price	CA Set Price
2385	Day and Night Serum Set	<del>\$121.98</del>	<del>\$161.98</del>	\$107.99	\$144.99
403849	Brightening Vitamin C Serum	\$55.99	\$75.99		
403862	Brightening Vitamin C Serum Refill	\$50.99	\$70.99		
403858	Smoothing Bakuchiol Serum	\$65.99	\$85.99		
403863	Smoothing Bakuchiol Serum Refill	\$60.99	\$80.99		
2374	Tub and Tile Cleaning Attachments Pack	\$51.99	\$74.99		
2380	Tub and Tile Cleaning System, graphite/black	<del>\$84.96</del>	<del>\$115.99</del>	\$75.99	\$103.99
2379	Tub and Tile Cleaning System, blue/green	<del>\$84.96</del>	<del>\$115.99</del>	\$75.99	\$103.99
2378	Tub and Tile Cleaning System, nordic naturals	<del>\$84.96</del>	<del>\$115.99</del>	\$75.99	\$103.99
2375	Hand-Held Tub and Tile Cleaning Set	<del>\$61.96</del>	<del>\$91.96</del>	\$54.99	\$81.99
2369	Pet Stain Set	<del>\$49.98</del>	<del>\$63.98</del>	\$44.99	\$57.99
403496	Pet Stain & Odor Remover	\$35.99	\$39.99		
317007	Pet Door Mat	\$89.99	\$109.99		
403162	2-in-1 Dog Shampoo & Conditioner	\$21.99	\$29.99		
403164	Dog Deodorizer	\$18.99	\$24.99		
319001	Pet Towel	\$42.99	\$59.99		
773004	Dusting Mop Pad, small	\$32.99	\$39.99		
773001	Duster Mop Pad, large	\$39.99	\$51.99		
307056	Mini EnviroWand with Two-Sided Duster	\$29.99	\$32.99		
307058	Mini Two-Sided Duster Replacement Sleeve	\$11.99	\$18.99		
357061	EnviroWand with Two-Sided Duster	\$35.99	\$39.99		
357062	Two-Sided Duster Replacement Sleeve	\$13.99	\$18.99		
NEW SETS NOW AVAILABLE					
2381	Forever Foaming Hand Wash Set, citrus	<del>\$36.98</del>	<del>\$49.98</del>	\$32.99	\$44.99
2382	Forever Foaming Hand Wash Set, peppermint	<del>\$36.98</del>	<del>\$49.98</del>	\$32.99	\$44.99





August New  
Consultant  
Initiatives

# August 2024 New Consultant Starter and Upgrade Kits

## Starter Kits

- Standard Starter Kit
- Safe Haven 5 Kit
- Skin Care Starter Kit
- Pet Theme Kit

## Upgrade Kits

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

## Pet Theme Kit



### Includes:

- Pet Mitt
- Pet Towel
- Catalog
- Share Cards

	US	CA
You pay	\$39.95	\$49.95



August 2024  
Consultant  
Initiatives

# August 2024 Consultant Offers

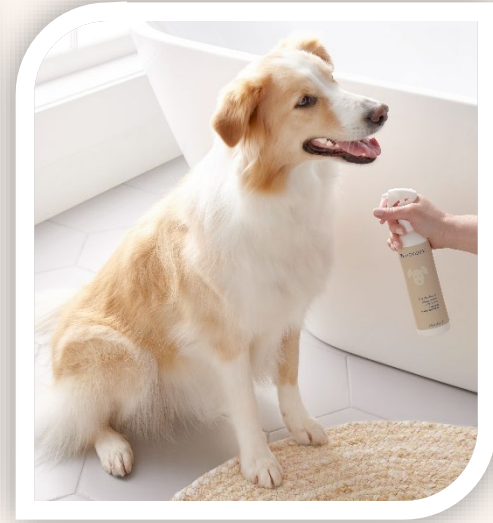
## Consultant Consistency Rewards: FREE PRODUCT

- \$1,500 Personal Retail Sales + 1 Personal New Consultant
- \$2,000 Personal Retail Sales + 1 Personal New Consultant
- \$3,000 Personal Retail Sales + 1 Personal New Consultant

Level 1: Mini EnviroWand (NEW!) +  
Norwex Tumbler

Level 2: Add Active Towel, lg

Level 3: Add Chenille Hand Towel,  
oatmeal + Pet Deodorizer  
+10 Catalogs for all Levels!



\*dog not included

\$900 level Host Credit Returning to \$180 August 1 – New Host Perks Flyer available Aug 1

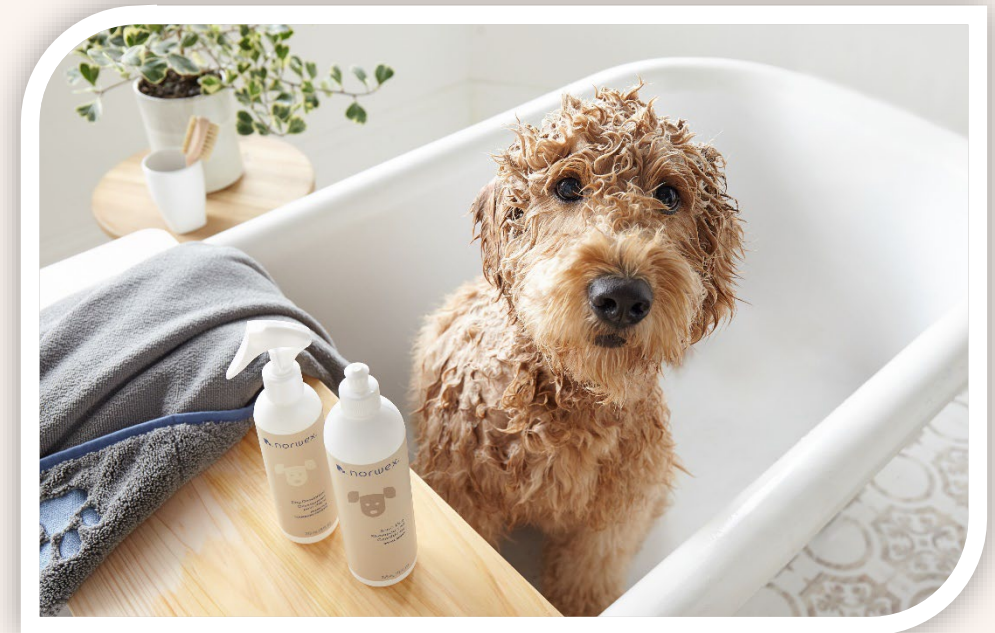
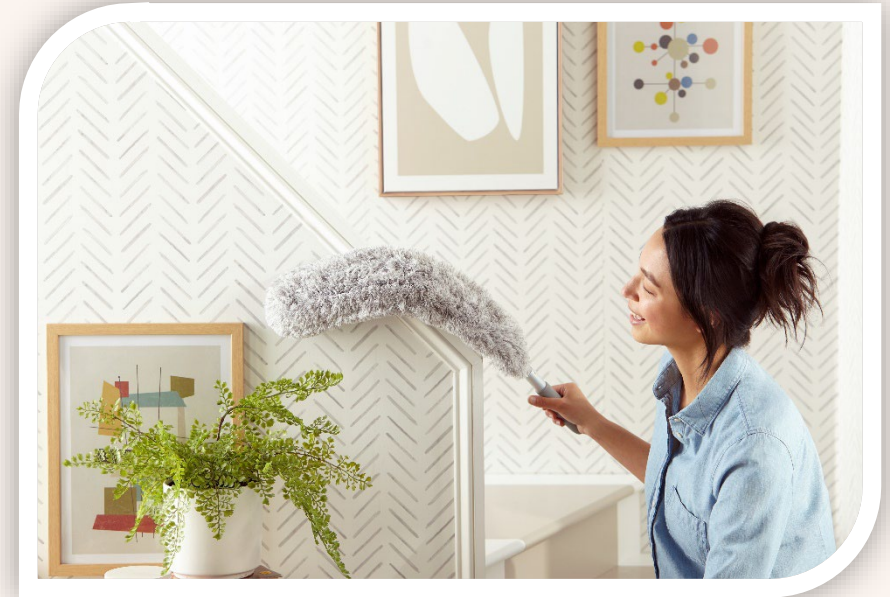
# August 2024 Share A Cart Suggested Products

## Pets

- Pet Towel
- 2-in-1 Dog Shampoo and Conditioner
- Dog Deodorizer
- Pet Mitt
- Pet Door Mat
- Clean Pet Set
- Duster Mop Pad

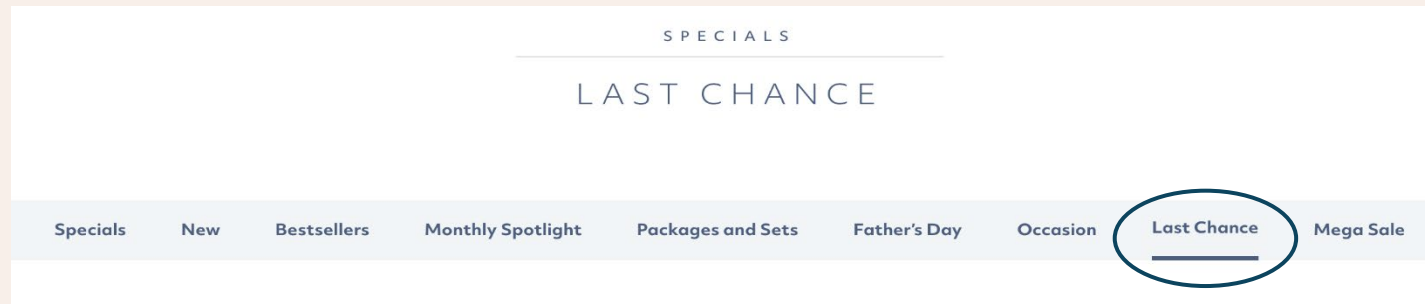
## Dusting / Floors

- Duster Mop Pad
- EnviroWand with Two-Sided Duster
- Mini EnviroWand with Two-Sided Duster
- Pet Door Mat
- Entry Mat





August  
Customer  
Initiatives



## Exciting Last Chance Update –

Drive Revenue: Leverage Trial and Excitement to Maximize Sales of Discontinued Items

- New Items Added
- Additional Discounts
- Will be updated so make sure to check back
- By implementing this strategy, we can maximize the value of the "last chance" items and drive revenue growth in the process.

# August 2024 Spend & Save

## Spend & Save Level 1

- Spend \$125<sub>us</sub>/\$150<sub>ca</sub>
- SAVE on Probiotic Hard Surface Cleaner + Forever Bottle
  - \$30<sub>us</sub>/\$40<sub>ca</sub>

## Spend & Save Level 2

- Spend \$175<sub>us</sub>/\$200<sub>ca</sub>
- SAVE on Power Cleaning Paste + Teal Counter Cloths
  - \$30<sub>us</sub>/\$40<sub>ca</sub>

## Spend & Save Level 3

- Spend \$250<sub>us</sub>/\$275<sub>ca</sub>
- SAVE on Chenille Floor Runner
  - \$80<sub>us</sub>/\$100<sub>ca</sub> (50% off!)



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

FOR NORWEX CONSULTANTS ONLY. ACCESS ALL INCENTIVE AND PROGRAM MATERIALS FROM THE RESOURCE FOR PUBLIC DISTRIBUTION.



# 10% off Select Consumables Sale – August 1 – 19

- Save 10% now on some of your favorite Consumables and continue to save 10% on each AutoSave order\* PLUS Free Shipping on any orders over \$150 that include AutoSave products!
- AutoSave helps create a passive income for Consultants. Set your Customers up and have orders coming in each month automatically!
- Here's a sneak peek of what will be offered. Pair with August New Product, too!



\*AutoSave not required to receive initial 10% off

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# Host Party Incentive – AUGUST ONLY!

Three Easy Steps:

1. Host a Party in August
2. Acquire a minimum of two (2) party bookings
3. Have \$750 event sales

Hosts Receive Superior Mop System  
for FREE!\*



\*Contains: Telescopic Mop Handle (graphite/black), Large Mop Base, Large Dry Superior Mop Pad, Large Wet Mop Pad

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# EXTENDED! Host New Consultant Incentive

- When a party guest joins as a New Consultant, the Host of the party earns an **EXTRA \$50** Norwex credit. Check out the [flyer!](#)
- Consultants will email [newconsultant@norwex.com](mailto:newconsultant@norwex.com) with the Host name and New Consultant name and Norwex will apply the additional Host credit





# System Updates

# System Updates – June 2024

## Party & Order Updates:

- Order Moves – you are now able to move eligible orders on your own
- Shop Offers – attach any Shop Offer to a cart without the need to turn it on for your entire site. Please keep in mind that if your customer shares the cart, they will also be sharing the offer
- Ability to share a portion of your 35% Consultant Discount
- Note on Order Detail page to show if it came from a Referral Link
- When you have items in your cart as a Personal Order – you will now see a Cart icon next to your profile picture. To edit your order or checkout, you just need to click on the cart
- Ability to customize your event names
- Ability to create a contact w/o an email address

## Reports Updates:

- New Fields on the Profile View of TRM – Ability to see who on your team members are enrolled in Office Suite, have AutoSave & Perks to spend

## Dashboard Updates:

- Quick Links on the Dashboard to create a Personal Order OR a Customer Order
- Quick Link added on the Dashboard for the NA Black Jacket meeting

## Language & Country Updates:

- Geo-location detection (when a customer is in Canada and goes to Norwex.com, the system will automatically detect that and will place them in the Canadian store)
- Adding spoken language to profile settings and using it for leads engine assignment – coming soon

# System Update

- Note on Order Detail page to show if it came from a Referral Link

atus: Active | Sales Consultant The Resource Help

← All Orders ↓ PDF


## Order #155253


Non Event Customer Web  
Jul 1, 2024  
Placed

Personal Retail Sales  
\$33.99

**Cancel order**


You may cancel this order within 1 hour since the order was placed (until 12:35 PM)

 **Wednesday Adams**  
wednesdayadams@norwex.com

 **Referred by: Ansel Adams**  
anseladams@norwex.com

**Shipping**  
Wednesday Adams  
123 Main St., Los Angeles, CA, 90210, US  
(555) 444-3333  
Economy Shipping

**Payment & Billing**  
Wednesday Adams  
123 Main St., Los Angeles, CA, 90210, US

Item	Retail	Discounts	Total
 <b>Ultra Power Plus™ Laundry Detergent - 1kg</b> 1125 Qty: 1	\$33.99	-	\$33.99

<b>1 Item</b>	<b>\$33.99</b>
<b>Subtotal</b>	<b>\$33.99</b>
Tax	\$3.23
Shipping and handling	\$7.95

# System Update

- Quick Report links on the Success Builder to see who has yet to be Active or Engaged

The screenshot displays the Norwex Success Builder dashboard for a Senior Executive Sales Leader. The top navigation bar includes 'norwex', 'Events', 'Orders', 'Contacts', 'Reports', and user profile options. The main header shows 'Status: Active | Senior Executive Sales Leader' and 'My Team and Me Tour | The Resource | Help'.

### My Team & Me Report

July '24

#### Commission Details

Total: **\$0.00**

Manager Commissions: **\$0.00**

Bonuses: **\$0.00**

[Full Year Details](#)

#### Business Stats

View Details

Personal Retail Sales

Month	Sales
Jul	~100
Jun	~100
May	~200
Apr	~1,200
Mar	~100
Feb	~300
Jan	~1,000
Dec	~100
Nov	~100
Oct	~100
Sep	~500
Aug	~100
Jul	~100

#### Success Builder

CAREER TITLE: Senior Executive Sales Leader

CURRENT PAID-AS-TITLE: Sales Consultant

Goal: Senior Executive Sales Leader

##### To Maintain:

- Personal Retail Sales: \$130.92 / \$550 (419.08 remaining)
- Personal Active Consultants: 5 / 25 (20 remaining)
- Downline Active Consultants: 5 / 75 (70 remaining)

##### Potential Earnings

TC Personal Recruit	\$0.00
Group	\$34.54
Level 1	\$0.00
Level 2	\$0.00
Car Bonus	\$250.00

#### Bahamas, Believe! 2024 Trip

Earn your trip | 0 days left

July 1, 2023 - July 1, 2024

Earn your trip | My Points Summary

Level 1 | Level 2 | Level 3 | Level 4

LEVEL 1 OF 4

Trip for One, No Airfare

9,438 of 70,000

0 of 3 Personal Eligible Recruits

View Program Details



# Consultant Events



# National Conference 2024 is THIS MONTH!

## Guest Speakers for 2024

USA: Bob Heilig

CAD: Shane Feldman

You can now access a list of who from your team is registered in your back office!

Find it here: [Reports](#)>[TRM](#)>[Profile](#)



## Earn 3000 Annual Trip points for attending National Conference!

CONGRATULATIONS to all 2023/2024 Bahamas Trip-earners!

Trip-earners will be recognized at National Conference!



FOR NORWEX CONSULTANTS ONLY. ACCESS ALL INCENTIVE AND PROGRAM MATERIALS FROM THE RESOURCE FOR PUBLIC DISTRIBUTION.

# August Mega 2024 Party Topics

August 6: New Product – Amy Cadora & Beth Erwin

August 13: New Product Unboxing Party – Emily Jones

August 20: Skin Care – Allie Gala

August 27: Day in the Life Party – Sheri G.



You're invited!  
**Mega Party**

**When**

Tuesdays 7 pm, CT

**Where**

Live on Zoom

**Register**

<https://bit.ly/NorwexMegaParty>

Come celebrate Norwex with us!



Thank You!



## Appendix



## August Field Support

# August 2024 Training Focus

## Podcasts on 'Norwex Learning Network'

- August 1st – MPAC on August Product Launch
- August 15th – New Norwex Skin Care with Christine Lee

## One Page Training Support

- Start Your Norwex Journey + Onboarding Companion to support
- Grow Your Norwex Business
- Product Quick Guide
- Party Landing Page
- COMING SOON – Team Building One Pager

Located on The Resource > Training

# August Social Media Guide

The image shows a document titled "August Social Media Guide" with the Norwex logo at the top. The monthly theme is "Lead" with the tagline "Lead the way, new products are here!". The event focus is "Pet & Floors! (New Product Launch)". The document is divided into several sections: "Post Ideas / Inspiration" with five bullet points about new products, recruiting, back to school, and going live; "Relevant Assets on The Resource" with a call to action to view files and a note that assets will be linked on 8/1; "Canva Template Links" with a list of product categories and a link to view templates; and "Training" with podcast and social media tips. A footer note provides an example of a social media comment.

**norwex.**

## August Social Media Guide

**Monthly Theme: Lead**  
*Lead the way, new products are here!*

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**Event Focus: Pet & Floors! (New Product Launch)**

### Post Ideas / Inspiration

- **NEW PRODUCTS ARE HERE!** Brand new products are launching on 8/1. Share with your followers what you are loving or most excited to try. *hint: check out the resource on 8/1 for ready-to-use assets!*
- **Recruiting and Hosting** – The launch of NEW products is an excellent time to start a conversation with someone about joining Norwex. Who in your life would love to try our new products for 35% off, or are looking for a way to earn extra income while sharing about a cleaner, safer way of living? Who might want to host a party to earn host credit to apply towards new products?
- **Back to school** – It is back to school season! Share some of your Norwex essentials for this time of year. What products do your kids love and what products make this season easier for your family? Ex: Kids Optic Scarf for screens and glasses, Silicone Food Storage Containers for lunches, laundry products for cleaning sports uniforms, teacher gifts to clean classrooms without harmful chemicals, dorm essentials like Eco-Wash Strips and EnviroCloths
- **Go live!** Going live on Instagram can be a great way to interact with your followers and share all of the August new products with them! It's also a great way to gauge interest. Post ahead of time when you're planning to go live so your followers have the chance to plan ahead to watch.

### Relevant Assets on The Resource

Go to **"This months files"** to view all assets for this month's incentives and promotions!

**New Product Intro Videos and graphics** – coming 8/1

**\*All assets & templates will be linked on 8/1 once they are available on The Resource.**

### Canva Template Links

**5 reasons to Join Norwex**  
**August New Products** – coming 8/1  
**New Pet Products**  
**New Skin Care Serums**  
**New Home Care Products**

**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

- August 1st - MPAC Chat on August Product Launch
- August 15th - Christine Lee on New Norwex Skin Care Products

**Social Media Tip:** New products are HERE! Try creating some of your OWN content in addition to what we provide on the resource. Go live in your VIP group or on stories showcasing some of your favorite products of the launch and use a simple code word or sticker for customers to have any easy way to engage if they want to place an order. Remember, your customers do business with you because of who YOU are, don't be afraid to showcase your personality in your content and put your own spin on things.

Ex: "Ok you guys I am loving this new product we just launched (give 2 reasons why) comment a ❤️ if you want some more info about all the amazing new products Norwex just launched and I will shoot you a DM!"

## August focus: LEAD!

The guide contains post ideas, training / social media tips AND links to ready-to-use assets that apply to the theme of the month.

Always released on the 15th of the month PRIOR and updated on the 1st with direct links to assets on The Resource.

There will be Canva templates and Reel Videos available on 8/1 for the August New Products.