



July Initiatives



New North America Chief Sales Officer!

WELCOME!

Kelly Newcomer

CSO, NA





July Theme and Focus

JULY explore



The Big Idea

Explore ways to live plastic-free

The Why

The phrase “safe travels” takes on added meaning in July as summer vacationers tend to pack their cars and coolers with water bottles, plastic utensils and other wasteful, single-use items. This Plastic Free July® show them new ways to live more sustainably with Norwex. Because “wherever life takes you,” Norwex makes it cleaner, safer, better.

Products

Outdoor – On the Go



July 2024 Overview

Theme: Explore

Focus: Outdoor and On the Go;
Plastic-free July

Occasions:

Canada Day, US Independence Day



Field Support

Party & Recruiting Tools

#partywithpurpose &
#welcome2norwex Giveaways

On-the-Go Party Template

Mega Parties

Opportunity Calls

Training

- 1-pager Training - LIVE
- **Podcasts:** Power of the Party; Plastic Free July; Spirit of Mission CA

Consultants

Consultant Programs & Offers

Consistency Rewards

Recruitment Incentive

Dormant/Inactive Incentive

August New Product Presale

New Consultants

New Consultant Programs

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

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

Bright Start Program

Customers/Hosts

Customer & Host Programs

Spend & Save (all month)

- **S&S1 – Spend \$75/\$99, SAVE:** Wristlet & Counter Cloth Napkins (\$10US/\$12CA)
- **S&S2 – Spend \$125/\$175, GET:** Wristlet & Counter Cloth Napkins (FREE)
- **S&S2 – Spend \$150/\$200, SAVE:** Stretchy Silicone Lids (\$15US/\$20CA)

Mystery Bags Up to 50% off (July 1 – 15)

Host Incentive New Consultant from Party

NEW! Host Landing Page

More to Come!



July Field Support

July Mega 2024 Party Topics

July 2: SH5 – Jeannette Acheson, EVPSL

July 9: Norwex Camping Hacks – Kari Bashwinger, SL

July 16: To Be Announced!

July 23: Skin Care – Jenna Patterson, ESL

July 30: Top 5 Switches for a Healthier Home – Wendy Gates, ESL



You're invited!
Mega Party

When
Tuesdays 7 pm, CT

Where
Live on Zoom

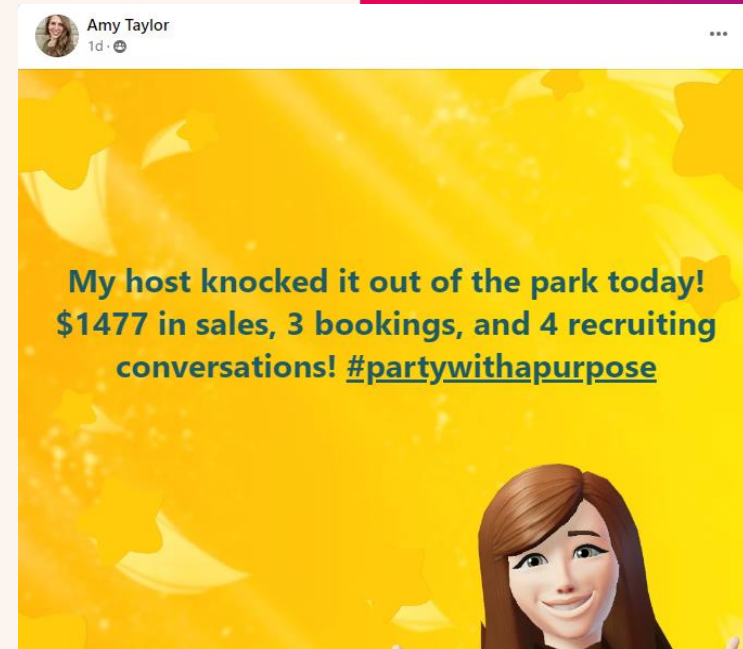
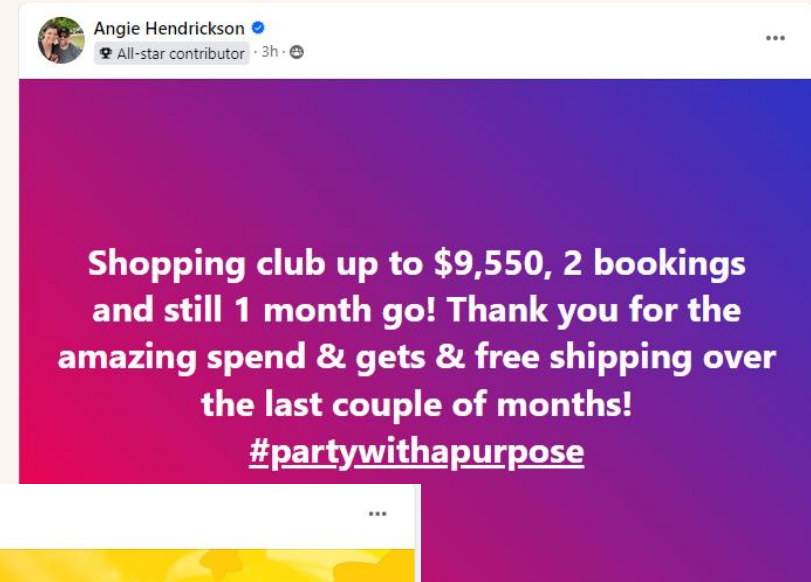
Register
<https://bit.ly/NorwexMegaParty>
Come celebrate Norwex with us!



July Sales Activation Campaign – #partywithpurpose

Each time you have a qualified party with \$250+ in sales + 1 booking celebrate your success with a post in Consultant Connection by using the **#partywithpurpose**.

There will be weekly drawings for prizes with the RSM team!





July
New Consultant
Initiatives



July 2024 New Consultant & Recruiter Incentive

July 2024 New Consultant Offer

- **When:** noon, CT, June 24 – noon, CT, August 1
- Tier 1: Join Norwex and you will receive a Limited-Edition Anniversary Mousepad in your Starter Kit!
- Tier 2: Submit \$250* in Personal Retail Sales in the month you join and you will receive a Limited-Edition Anniversary Laptop Bag!

*To count toward this offer, \$250 in Personal Retail Sales must be submitted by the new Consultant in the month they join. Free items will be available as a Special Offer when the order reaches the minimum sales requirement.



July 2024 Recruiter Offer

- **When:** noon, CT, June 24 – noon, CT, August 1
- When you add a Personal New Consultant to your team:
- When they submit \$250 in the month they join you will receive a Limited-Edition Anniversary Mousepad
- When they submit \$400 in the first 15 days and you will receive a Limited-Edition Anniversary Laptop Bag!

*To count toward this offer, \$250 in Personal Retail Sales must be submitted by the new Consultant in the month they join. Free items will be available as a Special Offer when the order reaches the minimum sales requirement. Team Builder can earn once in June and once in July.





July 2024 New Consultant Starter and Upgrade Kits

Starter Kits

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

Upgrade Kits

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

Outdoor Theme Kit



Includes:

- Oven & Grill Cleaner
- EnviroCloth
- Spirinette
- Catalog
- Share Cards

	US	CA
You pay	\$39.99	\$49.99



July 2024
Consultant
Initiatives

July 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

Dormant & Inactive Offer

- Tier 1: Any \$100 PRS: choice of free gift
- Tier 2: Any \$250 PRS get free gift and a FREE Biocellulose Face Mask (set of 4)!
- \$250 party to unlock benefits

10% back on PRS Incentive ends noon CT, July 1

Host Credit Returning to \$180 August 1

EARN FREE PRODUCT!
Consultant Consistency Rewards

From noon, CT, July 1 through noon, CT, August 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 2024 Catalogs
1 EnviroCloth®, caribbean, limited edition
1 Window Cloth Mitt, leaves



Submit \$2,000 in Personal Retail Sales + 1 Personal New Consultant
Add: 1 Reusable Food Storage Bags (set of 2), limited edition



Submit \$3,000 in Personal Retail Sales + 1 Personal New Consultant
Add: 1 Starter Kit Carry All

To count toward this offer, all Personal Retail Sales and Consultant Application and Agreement must be submitted between noon, CT, July 1 and noon, CT, August 1, 2024. Incentive will be available to redeem on a Personal Order after end-of-month close.

24925 - 0724 

EARN FREE PRODUCT!
Consultant Consistency Rewards

From noon, CT, July 1 through noon, CT, August 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 2024 Catalogs
1 EnviroCloth®, mustard, limited edition
1 Window Cloth Mitt, leaves



Submit \$2,000 in Personal Retail Sales + 1 Personal New Consultant
Add: 1 Reusable Food Storage Bags (set of 2), limited edition




Submit \$3,000 in Personal Retail Sales + 1 Personal New Consultant
Add: 1 Map Bag

To count toward this offer, all Personal Retail Sales and Consultant Application and Agreement must be submitted between noon, CT, July 1 and noon, CT, August 1, 2024. Incentive will be available to redeem on a Personal Order after end-of-month close.

24925 - 0724 

PLACE A QUALIFYING PERSONAL ORDER


Get 1 of these free!*



We miss you. For every Personal Order of only \$100 add one of these products to your order for free:

- Limited-edition Body and Face Pack mini, lavender w/denim trim, set of 3
- Limited-edition EnviroSponges, plum/marine, set of 2
- Limited-edition Dusting Mitt, amethyst

PLUS: For each Personal Order you submit with \$250+ in Personal Retail Sales, receive the limited-edition Deep Hydration BioCellulose Mask, set of 4, FREE!



August Catalog Updates

Optimizations:

- Consistent size with mini mailer (40 pages)
- Showcases all new products since January
- Replaces January mainline catalog
- Highlights latest releases and key additions
- Streamlined and user-friendly experience

Digital Catalogs:

- Shoppable digital catalogs available for Office Suite members
- Non-shoppable digital catalogs available for all Consultants
- August digital catalog specifically showcases new launches and will live alongside the January digital catalog





July Customer Initiatives

July 2024 Spend & Save

Spend & Save Level 1

- Spend \$75_{US}/\$99_{CA}
- SAVE on Wristlet & Counter Cloth Napkins
 - \$10_{US}/\$12_{CA}

Spend & Save Level 2

- Spend \$125_{US}/\$175_{CA}
- GET Wristlet & Counter Cloth Napkins
 - FREE gift with purchase!

Spend & Save Level 3

- Spend \$150_{US}/\$200_{CA}
- GET Wristlet & Counter Cloth Napkins
 - FREE gift with purchase!
- AND SAVE on Stretchy Silicone Lids
 - \$15_{US}/\$20_{CA}

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





Mystery Bags Mega Sale – 50% off

50% off retail!

- Noon, July 1 to Noon, July 15
- Three (3) different price levels on Mystery Bags
 - There are **MULTIPLE** mystery bundles at each level! A true surprise!
 - Tier 1: \$50_{us}/\$75_{ca}, at least \$100_{us}/\$150_{ca} retail value
 - Tier 2: \$75_{us}/\$100_{ca}, at least \$150_{us}/\$200_{ca} retail value
 - Tier 3: \$100_{us}/\$125_{ca}, at least \$200_{us}/\$250_{ca} retail value
- Consultant-only Pricing (**after** Norwex Discount)
 - Tier 1: \$32.50_{us}/\$48.75_{ca}
 - Tier 2: \$48.75_{us}/\$65.00_{ca}
 - Tier 3: \$65.00_{us}/\$81.25_{ca}
- Each day of the Mystery Bag Mega Sale, Norwex will award one US and one CA consultant an August New Product Bundle for Most Mystery Bag Sales!



- The “Spend” counts toward Host Rewards and Personal Retail Sales
- Final Sale – no returns
- Marketing materials such as bag and tissue paper not included

July 2024 Share A Cart

Suggested Products

Plastic Free

- Counter Cloths
- Envirocloth
- Window Cloth
- Dusting Mitt
- Fluff and Tumble Dryer Balls
- Lint Mitt
- Mop System
- Forever Bottle

On-the-Go

- Mini EnviroWand
- Grab-n-Go MVP Set
- Grab-n-Go Wristlet
- Travel Pack and Bag Set
- Travel Bag
- Eco-Wash Laundry Detergent Strips
- Carryall Travel Bag
- Carryall Half-Moon Bag
- Lip Balm
- Timeless Lip Balm
- Protect + Prevent Mineral Facial Sunscreen
- Tech Cleaning Cloth and Case
- Mini Microfiber Variety Pack
- Optic Scarf
- Stainless Steel Drinking Straws

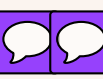




Host New Consultant Incentive

- When a party guest joins as a New Consultants, the Host of the party earns an **EXTRA \$50** Norwex credit
- Consultants will email newconsultant@norwex.com with the Host name and New Consultant name and Norwex will apply the additional Host credit





NEW! Host Landing Page

<https://www.norwex.com/host>

We've officially launched a new site for prospective Hosts!

Here, you can find Event Perks, Ways to Host, Connect with your Consultant, and more!

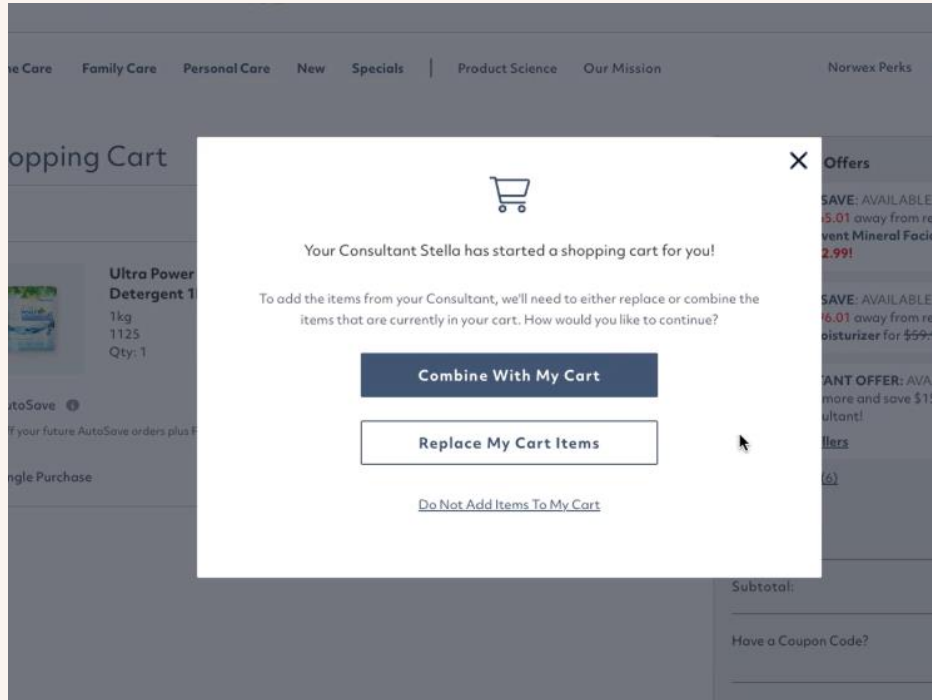


FOR NORWEX CONSULTANTS ONLY. ACCESS ALL INCENTIVE AND PROGRAM MATERIALS FROM THE RESOURCE FOR PUBLIC DISTRIBUTION.



System Updates

Shop Offers & Shared Cart



The screenshot shows the Norwex website interface for a consultant. The top navigation bar includes "norwex", "Events", "Orders", "Contacts", "Reports", and a cart icon. Below the navigation, the user's status is "Active | Sales Consultant" and the location is "The Resource". There are three "Add to Cart" buttons. A dark blue banner displays three offers: "50% OFF ITEMS" (0 items, *Applied on cart), "NORWEX DISCOUNT" (0 items, *Applied on cart), and "STORE CREDITS" (0 items, *Applied at checkout). The main cart area is a table with columns for Item, Retail, and Total. It lists "Counter Cloths - slate, vanilla, mushroom" (307410, QTY: 10) with a retail price of \$24.99 and a total of \$249.90, including a \$15 discount. Below it is "Exclusively From Your Consultant - \$15 off \$150" (CO15OF, QTY: 1) with a retail price of \$0.00 and a total of \$0.00. An "Add more items" button is at the bottom. On the right, an "Order Summary" shows 11 items for a total of \$249.90, with a \$15 discount, resulting in a subtotal of \$234.90. It also shows shipping of \$9.95 and a total (before tax) of \$244.85. A "Checkout" button and "Share This Cart" and "Save Cart for Later" buttons are also visible.

Item	Retail	Total
Counter Cloths - slate, vanilla, mushroom 307410 QTY: 10 Move to wishlist Edit Remove	\$24.99	\$249.90 Save \$15 off \$150 - \$15.00 \$234.90
Exclusively From Your Consultant - \$15 off \$150 CO15OF QTY: 1	\$0.00	\$0.00 Remove

[Add more items](#)

Order Summary 11 items

11 items	\$249.90
Save \$15 off \$150	-\$15.00
Subtotal	\$234.90
Have a Coupon Code?	▼
Shipping	\$9.95
Total (before tax)	\$244.85

\$234.90 in Personal Retail Sales

[Checkout](#)

[Share This Cart](#)

[Save Cart for Later](#)

Order Moves

The screenshot displays the Norwex Consultant Office dashboard. At the top, there is a navigation bar with the Norwex logo and menu items: Events, Orders, Contacts, and Reports. The user's status is shown as 'Engaged | Silver Senior Vice President Sales Leader'. Below this, there is a 'Personal Website' link and a 'Financials' icon.

The dashboard features several key metrics and sections:

- Personal Retail Sales:** \$1,367.56
- Earnings:** \$828.34 (Current Account Balance) and \$513.00 (From the Leader Commissions MTD)
- My Business:** A table showing 'Pers. Recruits' and 'Commis. Downline' for Engaged, Active, and Inactive statuses.
- Norwex Discount:** \$69.92

Below the metrics, there are buttons for 'Create Personal Order' and 'Create Customer Order'. The main content area is divided into several sections:

- Training: In The Know:** Includes links for New Consultant Training, Back Office Training, Event Styles, Booking Tips, Product Education, Team Building, Onboarding Checklist, Social/Digital, and Leadership Development.
- Product Info:** Includes links for Product Resources and Product Information Sheets.
- Print Center:** Includes links for Norwex Vista Print and Norwex Now Merch.
- Celebrate:** Includes links for Dream Builders, Conference Rewards, and Norwex Top Leaders.
- Promotions:** Includes a link for All Current Promotions.
- Hot News:** Features a 'Norwex System Update - June 6, 2024' article with a 'View All' link.
- Open Events:** Features a 'June at a Glance' article.

The bottom of the screenshot shows a macOS dock with various application icons.



Consultant Events



National Conference 2024 is NEXT 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](#)



Early bird pricing EXTENDED through **AUGUST 1!**

- \$189 US and \$225 CA



Thank You!



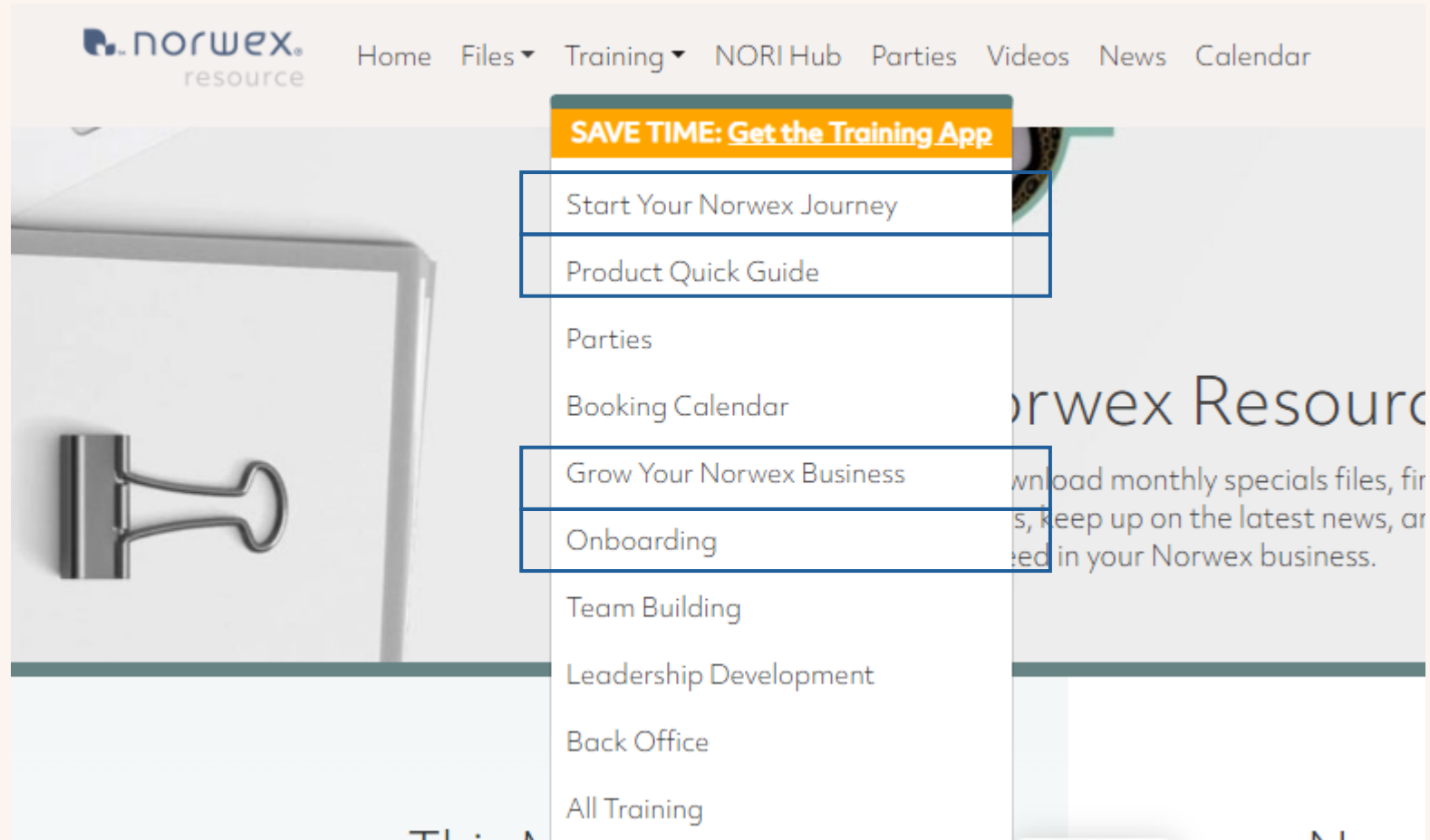
Appendix



July 2024 Training Focus

One Page Training Guides are LIVE:

- Start Your Norwex Journey
- Product Quick Guide
- Grow Your Norwex Business
- Onboarding – mirrors
Start Your Norwex Journey'



July Podcasts:

- **Power of the Party**
 - Lana Ranahan
- **Plastic Free July**
 - Amy Cadora
- **Spirit of Mission
Canadian Winner
Interview**
 - Marjolaine Rompre



July 2024 Training Focus

Party Support for Skin Care / Explore (on the go)

- o Facebook, text and in person party support – The Resource > Parties

Party, event, workshop . . . whatever you call it,
we've got you covered!

Simply search below for the event type you want to explore, click the down arrow, and click the outline to get sharing!

Canva user? Check out these [Save-the-Date templates](#) for your events!

Safe Haven 5



Skin Care



Kitchen



Laundry



On the go



Floors and more!



July Social Media Guide



norwex.
July Social Media Guide
Monthly Theme: Explore
Be sustainable while on-the-go!

Event Focus:

Post Ideas / Inspiration

- **It's Plastic Free July!** We're focusing on how to reduce single-use plastic while on-the-go and also in our every day routines. This is the perfect time to share about our Stainless Steel Straws, Reusable Grocery Bags, Reusable produce Bags, Counter Cloths etc.
 - What are some of your Norwex travel essentials? What are some of the easy swaps you have made in your daily routines to cut down on plastic usage? Share with your followers!
- Are you taking any road trips this Summer? Show your followers how you use Norwex products to help you clean your car before or after! Ex: EnviroCloths for germie surfaces, Window Cloths for window smudges, & Dusting Mitt for dusty dashboards etc.
- July is a great time to **recruit new team members** before new products launch in August! If you are on-the-go this month, show how easy it is to work your business! Who do you know that could benefit from joining Norwex?
- Get your customers excited for the new product launch on 8/1! Post a teaser(s) in July to drum up excitement so customers are ready to place an order with you as soon as products launch on the first!

Relevant Assets on The Resource

Plastic Free July Video - blank & with captions
5 reasons to Join Video - blank & with captions

***All assets & templates will be linked on 7/1 once they are available on The Resource.**

Canva Template Links

Consultant Recognition Templates - use in Facebook groups when a team member joins or promotes!
Norwex Top 10
Plastic Free July - coming 7/1
5 reasons to Join Norwex - coming 7/1

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

Training

- **Focus on Grow Your Business** One Page Guide coming!

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

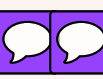
- Power of Party
- Plastic Free July
- Spirit of Mission Canada Interview

Social Media Tip: Have you noticed the stop signs in the Canva Templates lately? Most of these serve as a reminder to post a video talking directly to your followers! Posting a video can help to grab your followers' attention when they're tapping through stories.

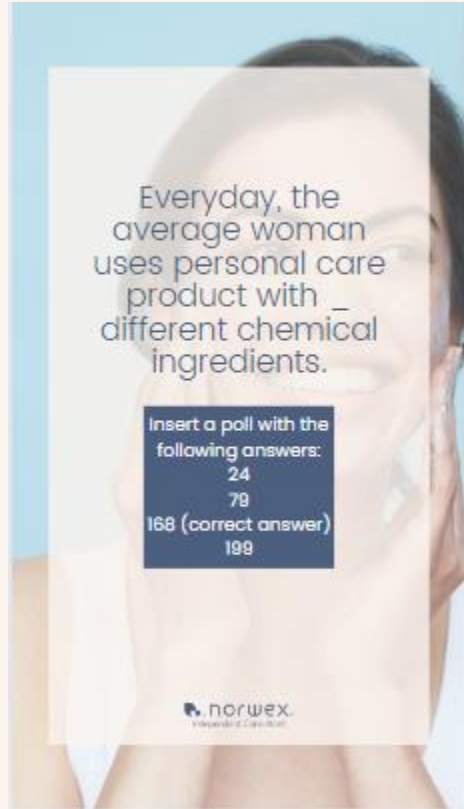
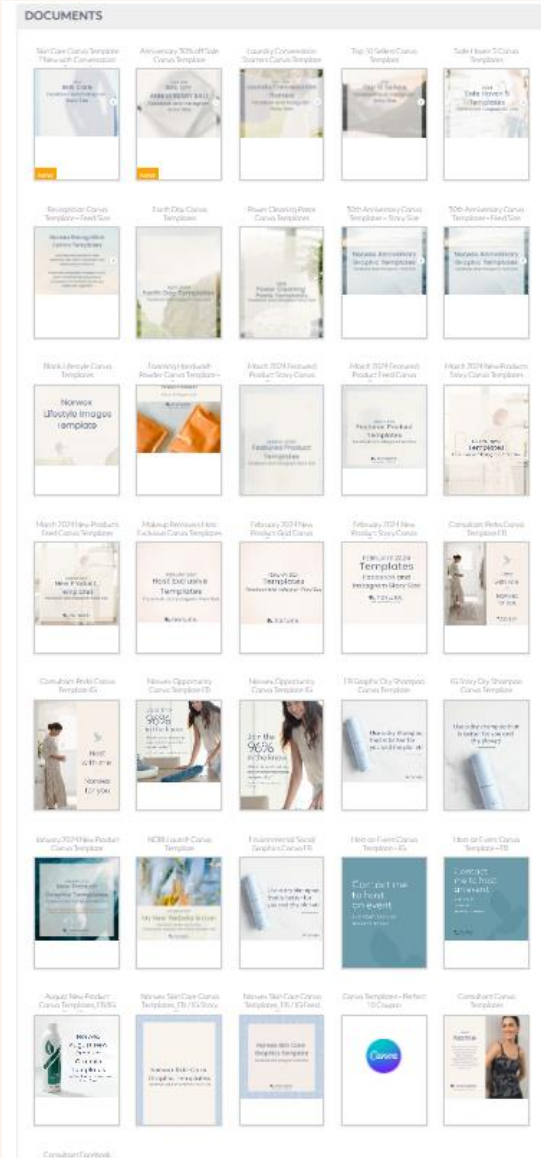
July focus: On-the-go + Plastic Free July!

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.



Canva Templates + Reel Videos



We release 1-2 Canva templates each month which align with the monthly theme + incentives for you to easily customize and share with your customers.

Download from the resource by going to:

This Month's Files > Consultant Materials > Social Media Guides + Canva Templates

Link to walk through [HERE](#)

