



BleachBright

EVENT DAY MANUAL

Use this manual to find, market, and host profitable
BleachBright events in local businesses.

The “document” section on the bottom right corner is a list of
the recommended documents for each step.

BLEACHBRIGHT EVENT DAY PROGRAM

Welcome to the BleachBright Event Day Manual. This program is designed to jump start your business in 30 days and get you on the path to success scheduling event days in local salons, spas and similar businesses. It's another commitment from BleachBright to our dealers' success.

The program is broken down in steps to make it easier to get started and maintain your business. Each step includes documents and marketing material suggestions that can be found on the Event Day Manual Disk.

The steps to success are...

1. Find the perfect location
2. Schedule an appointment to present the products and pitch the owner
3. Get the word out about the event
4. Do the event

All numbers and retail pricing in this program are based on a 50/40/10 split where you take home 50% of the sale, the owner of the location takes home 40% and the employee makes 10% for making the sale. This can be adjusted based on what you negotiate.

Instead of offering to split anything with the owner, we have had dealers be successful by offering a deeply discounted BleachBright sponsored "Customer Appreciation Day." In this scenario, you would keep all the profits, and the business owner would reap the rewards of new faces in the business as well as happy customers as a result of the extreme discount.



Event Day Manual

IDENTIFYING POTENTIAL LOCATIONS

Make a list of the locations in your area that you think our products would sell well in. Anywhere people go to improve their appearance would be a good idea, but you want to focus on the salons and spas that have the most foot traffic and business. 90% of people want a whiter smile, so it's a numbers game. The more people passing through a location, the better you will do.

Do your research on the locations before you contact them. Look at their website, call their number as if you were just a potential customer, pass by the location. You want to get a feel for the number of people coming in and out. You're looking for things like whether they are an appointment only location or they are present all day. An appointment only location tells you there is not enough business to maintain a staff all day, so there can't be that much traffic. Find the best locations and target them first. Here are some of the businesses you can target:

- Day Spas
- Tanning Salons
- Hair Salons
- Med Spas
- Nail Salons
- Gyms
- Hotels
- Casino Spas
- Real Estate Offices

Once you have identified the businesses you want to contact, rank them starting with the location you think will sell the most.



Event Day Manual

SET AN APPOINTMENT

With your list in hand of the salons you want to target, begin by practicing your pitch to the owner. You want to make sure you are well educated on what you are offering and how it will work. Do not proceed with contacting anyone until you have read this entire manual as well as the accompanying documents. You can really waste some good leads by looking unorganized and uninformed. Once you have read up and are ready to get going, begin the process of setting appointments.

Do not contact the salons via email or mail, this has proven to be ineffective. You can choose to either walk into the location or call them.

Start by asking for the owner or manager.

When you get them on the phone or in person (in person is always better), try to give them a run down of the product without being too wordy and getting into too much detail. You just want to let the owner know a little bit of information about the product, then focus most of your time on the benefits to their business including...

- Bringing in new customers
- Selling more to their current customers
- Generating more profit
- Paying their staff - increasing employee satisfaction

After you have spoken to them about the product and the benefits, ask them to do a FREE in store presentation and tell them you will give away 2 free teeth whitenings. Whiten the owners' teeth and ask them to find a smoker, coffee or red wine drinker for the other whitening. Let them know you want them to see what a dramatic result the product can make.

Schedule the appointment and begin preparing. Make sure to let the business owner know that the presentation and whitenings will take at least an hour.



Event Day Manual

PRESENTATION AND MARKETING

Once the appointment is set, get the PowerPoint off of the Event Day Boot Camp Disk and being to work on it. The first page of the Event Day presentation includes instructions on customizing it for your target business. It's a good idea to know the presentation so well that you can read it upside down!

Day of the presentation

Show up on time, not early or late, and dress professionally. Walk into the location and ask for the owner. Ask them where they would like to talk and then unload your car and set up.

Go over your presentation and paperwork before doing the whitening to get a feel if they are interested or not. After reviewing all of your documents, ask if they have any questions.

Schedule the event

Schedule the Event Day on a day that should yield the most traffic and give yourself plenty of time to market the event to the salons' customers. You want to start marketing immediately to their customers and keep it up until the event day.

Training Employees

Although you will be doing the whitening, it is still necessary to train employees on how the process works and how to answer common questions. Try to get as many employees' attention as possible. The more knowledgeable the employees, the more you are going to sell. Imagine yourself considering a \$99 service. You ask an employee a question about the service and they have no clue. Do you still want to spend \$99 for that service? Probably not, and that's how the customers will feel. So make sure someone at the salon can answer questions about the process.

Review the FAQ , product PowerPoint and the LED whitening protocol as you are doing it to someone to make sure they are familiar with it. Leave them with the FAQ sheet and your phone number. Tell them to call you if there is a question they cannot answer.

Review the up sell "whitening menu" sheet with the employees and leave a copy in the salon in case customers ask about pricing. Review each package with the employees so they understand what they are explaining.



Event Day Manual



Event Day PowerPoint



Product PowerPoint



FAQ's



Whitening Menu

DOCUMENTS

MARKETING THE EVENT

Promoting the event

Order and/or create any custom marketing materials necessary as soon as possible. You want to get them hanging up in the salon as soon as you can so as many people as possible see the signage. Supply the location with:

- Vinyl sign for hanging inside or outside
- Custom posters with the event details
- Tri-fold brochures with the event details
- A custom counter flyer
- Sign up sheet
- Employee flyer

Try to get all of the locations customers' email addresses or mailing addresses. Send a postcard or email marketing letter to all of the customers offering teeth whitening. The locations' customers are your most valuable resource for generating customers. They already spend money at the location, you just have to convince them to buy your product.

Try to access the locations' customers any way you can. Put something on the locations website, post on their facebook, etc.

Your best promotion tool will be the locations' employees. Make sure they are giving a custom flyer to each customer that walks in the door. One great tip is to do a "Book 3, whiten FREE" promotion for the employees. We also highly recommend paying employees at least 10% of whatever they book/sell. This will ensure that they are motivated to sell the product. To keep track of who sells what, the employee should initial flyers when they give them out and initial the sign up sheet when the customer signs up.

Also try to drive traffic locally through your own facebook or website, your old customers, and word of mouth advertising. Post the event to local blogs, websites, classifieds, event websites or anywhere you can get publicity. Ask all of the employees, managers and the owner to post the event on any social media website they are affiliated with as well.

See all of our event day marketing materials on the next page.



Event Day Manual

DOCUMENTS



Employee Flyer



Sign up sheet



Countertop Flyer

MARKETING MATERIALS

Custom Printed 11x17" Poster



\$2 | Each
(includes custom printing)
In-stock/ ready to ship

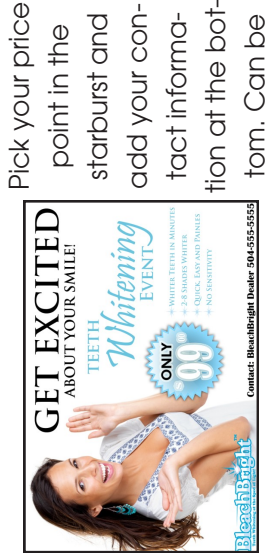
Custom Printed Tri-Fold Flyers

Customize the tri-fold flyers with your event location and date. Instruct employees to give one to each customer until the date of the event.

\$20 | Each
(includes custom printing)
In-stock/ ready to ship



Custom Printed 2x3' Vinyl Sign



Pick your price point in the starburst and add your contact information at the bottom. Can be hung indoors or out.
2 week lead time!
\$29 | Each (includes custom printing)

Custom Printed Postcards

Custom print cards for a specific event or print generic cards in bulk and use stickers to advertise that particular event.

\$39 | 100
\$80 | 1000
(includes custom printing)
2 week lead time!



Custom Printed Counter Display

Use the marketing disk to generate a custom counter flyer. Use a plastic flyer display from an office supply store to hold it.
Custom Print at Home



Polo Shirts

Outfit yourself and any employees in a BleachBright Polo for the presentation and event day. Your professionalism with be remembered in a good way!
In-stock/ ready to ship



\$29 | Each
Royal Blue, Light Blue and White
S, M, L, XL available

Motivating Employees

Use the "Book 3, whiten FREE" template on the disk to really inspire employee motivation.
Custom Print at Home



EVENT DAY

Because of all your planning, preparation and marketing, you should be able to rest easy on the event day. Hopefully you're completely booked up by this point, but if not, fight to book appointments up until the end.

Show up to the event at least an hour early to set up and make sure everything is working properly. Use the check list below to pack for the show.

Ask the location owner to use a table or bring your own to display maintenance products. (Part of your success will come from up selling customers!) Set up the table with signage to make the products look appealing. Let the customers know that in order to maintain their new smile, they will need some sort of maintenance.

Do your whitening appointments as they are scheduled and do the FREE employee whitenings in between (or come back if you are completely booked).

If the event is successful and the owner is happy, talk about possibly creating a consignment agreement (see consignment manual). If not, try to schedule your next event day at their location before you leave the first one. Give yourself 3-6 months and begin marketing now!

CHECKLIST:

<u>ITEM</u>	<u>ITEM</u>
___ L.E.D. LIGHT	___ TABLE
___ 3 L.E.D. KITS PER LIGHT PER HOUR	___ CHAIR(S)
___ KEEPBRIGHT PENS	___ CREDIT CARD MACHINE
___ STARBRIGHT PENS	___ CLIPBOARDS
___ NIGHT BRIGHTS	___ LEAD CARDS
___ HOME WHITENING SYSTEMS	___ EXTENSION CORD(S)
___ HOME WHITENING REFILLS	___ HAND MIRRORS
___ FOAMBRIGHTS	___ MONEY BOX
___ 5 HOUR WHITENINGS	___ PAPER TOWELS
___ PEN DISPLAY	___ TAPE/TAPE GUN
___ MAINTENANCE COUNTER FLYERS	___ BIB CHAIN
___ BUSINESS CARDS	___ PENS
___ GERMICIDAL WIPES	___ VITAMIN E SWABS
___ PROTECTIVE EYEWEAR	___ OTHER _____
___ SHADE GUIDE	___ OTHER _____



Event Day Manual

DOCUMENTS



Maintenance Product Flyer

CUSTOM PRINTED MATERIALS

Complete this form and send it into BleachBright as soon as you schedule your event. Fax - 504-454-6490 Email—Orders@BleachBright.com

Custom Printed 11x17" Poster

\$2 | each

Qty _____



Customize your posters with your price point and message with the date of the event and your phone number.

Price Point _____

Message: _____

Custom Printed 2x3' Vinyl Sign



Customize your sign with your price point and contact information. Do not put specific event info unless you want to buy a new one for each event.

Price Point _____

Contact Name: _____

Phone Number: _____

\$29 | each

Qty _____

Custom Printed Tri-Fold Flyers



Customize with your price point, contact info

Custom Printed Postcards



Price Point _____

Date: _____

Customize with your price point and event date.

\$\$.39 | 100 \$80 | 1000

(includes custom printing) 2 week lead time!

Qty _____

Shipping Address:

Credit Card # _____

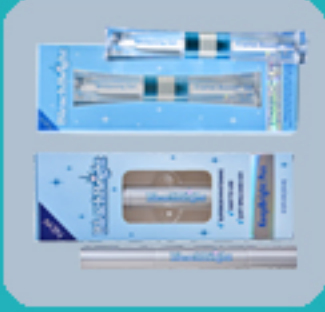
Exp Date: _____ CW: _____

I authorize BleachBright to charge my card for the total in the box to the left plus any shipping costs.

Total of order:

Event Day Power Point Instructions:

- Customize the presentation with the locations' name and any other special information.
- Print it out in color on nice paper and put it in a binder or have it binded.
- Offer the owner or decision maker a FREE teeth whitening to try the product.
- Show up at the salon ready to present it to the owner or manager.
- Explain each slide with an emphasis on the fact that the salon has no investment or risk, and that they will be able to generate extra profit and will bring in new customers.
- Ask if there are any questions.
- Do a whitening demo.
- Schedule the event day and train the staff.
- Offer 50% off to staff for their LED whitening to get them motivated and excited.



Hosting a BleachBright Event Day

BLEACHBRIGHT AND YOUR BUSINESS

Quality Products + Exceptional Results + Happy Customers = **MORE PROFITS!**



BLEACHBRIGHT AND YOUR BUSINESS

We would like to propose a partnership with your business to...

- >> Bring in new customers
- >> Excite your customers
- >> Diversify your offerings
- >> Sell more product
- >> Pay your employees more
- >> **MAKE MORE MONEY!**

And do it at no cost to you.

We will bring our teeth whitening equipment, products and knowledge to your business, take on the entire expense of the operation and help you sell more product, bring in new customers and make more money.

What do you have to lose?



HOW IT WORKS...

1. We bring in our light and product for a demonstration and FREE teeth whitening.
2. We schedule an Event Day at least 30 days in advance and begin marketing
3. We provide FREE custom marketing materials for the event
5. We will train your employees to book appointments and answer questions
6. We will take on the entire expense of the Event Day
7. We will bring in new faces and you will have the chance to earn their business
7. We pay you before we leave on your portion of the profits!

Extra profits | Dozens of new customers | No investment or risk



PRODUCT LINE...

ALL PROVIDED TO YOU AT NO COST!

L.E.D. Whitening



Teeth whitening in minutes! Our most popular and profitable product. Your customers will get results of 2-8 shades whiter in only 30 minutes using our light and specially formulated whitening product.

You will receive everything needed to get started.

Retail \$99-\$184
Your profit \$39.60-\$73.60

Whitening Pens



KeepBright Pens
The KeepBright pen has whitening gel so your customers can maintain their smile on-the-go.
Retail \$29 | Your Profit \$10



StarBright Pens
The StarBright pens has the same whitening gel as the KeepBright plus an enamel strengthening gel on the other end.
Retail \$34 | Your Profit \$12



Retail Counter Display
Put the pens up on your counter for impulse purchases.
Provided at no cost.

At-Home/ Maintenance

NightBright



The NightBright mini LED light will whiten 2-8 shades in just 7 days or can be used for weekly maintenance.
Retail \$39 | Your Profit \$10

Home Whitening



The Home Whitening System will whiten 2-8 shades in just 7 days or can be used for weekly maintenance.
Retail \$49 | Your Profit \$12

Home Refill



The Home Whitening Refill has 6 syringes to refill your home whitening system.
Retail \$24 | Your Profit \$8

BleachBright

MARKETING SUPPORT

ALL PROVIDED TO YOU AT NO COST!

Pick a vinyl sign

You'll get a 2x5' vinyl sign for indoors or out.



Contact: BleachBright Dealer 504-555-5555

Employee Flyer

Your best sales tool is your employees. We will train them well and motivate them with commissions and a FREE whitening!



Counter Display

We will customize a flyer for display on your counter with the date and price. This will help engage customers when your employees forget.



Posters

We will hang several custom event day posters all over your location



Tri-folds

Your best marketing tool is the tri-fold brochures. Give one to every customer that walks through the door.



Postcards

We will send your customers a mailer encouraging them to schedule an appointment!



Pen Display

Display pens on your counter to encourage impulse buys.



BleachBright

BleachBright Whitening Menu Instructions

Use the BleachBright up-sell “Whitening Menu” sheet for up-selling customers to generate more revenue.

How to use the “Whitening Menu” template:

- 1. Open the editable “Whitening Menu” PDF file.**
- 2. Click on the “star” to change the default price to whatever amount you wish.**
- 3. Save and print your customized “Whitening Menu”!**

BleachBright Whitening Menu

GOOD

15 Minute Whitening

\$69



15 Minute whitening with our L.E.D. Whitening light and gel

- Quick and easy
- 2-8 shades whiter
- Instant results
- Lasts up to 1 year with no BleachBright maintenance.

BETTER

30 Minute Whitening

\$89

+ KeepBright Pen



30 Minute L.E.D. whitening plus a KeepBright pen.

- Better results than good package
- 2-8 shades whiter
- Instant results
- Maintain new shade with pen
- Pen will whiten teeth more when used in first 24 hrs.

BEST

2 L.E.D. Whitening

\$129

+ StarBright pen



2 L.E.D. whitening plus a StarBright pen.

- 2 Whitening, Our best value!
- (2) 15 min whitening today **OR**
- (2) 30 min whitening different days
- Share it with a friend
- 2-8 Shades whiter - instant results
- Maintain new shade and strengthen enamel with the StarBright pen.

FREE membership to:



At Home

\$39



Home Whitening System

- Whiter teeth in 7 days
- Dental quality gel
- Custom molded tray

Maintain/Improve

\$24



KeepBright Pen

- Maintain your smile
- Goes anywhere

\$24



StarBright Pen

- Maintain your smile
- Same gel as KeepBright
- Plus enamel boost gel
- Protection from stains

\$49

Whitenings

BleachBright
Rewards

- **FREE** membership with purchase of **Best Package**
- \$49 whitening and 25% off maintenance items for a year!
- Get a whitening whenever you want to look your best!

Employee Flyer Instructions

The BleachBright “Event Employee Sign” is displayed in the employee break room or behind the counter where employees (but not customers) will see it.

How to use the “Event Employee Sign” template:

1. Open the editable “Event Employee Sign” PDF file.
2. Click inside the green box at the bottom and enter any date you wish.
3. Save and print your customized “Event Employee Sign”!

BOOK THREE, WHITEN FREE!

Attention Employees:

Book THREE appointments for the upcoming
"Teeth Whitening Event" and get your teeth
whitened for **FREE!**

BleachBright

TEETH
Whitening
EVENT

DON'T WAIT! THE EVENT IS ON:

Saturday,
February 19th

****Please sign your name next to the
customer you book on the sign up
sheet****



Event Day Sign Up Sheet

Instructions

Use BleachBright “Event Day Sign Up Sheet” to keep track of appointments on the event day and which employees book the appointments.

How to use the “Event Day Sign Up Sheet” template:

1. Open the editable “Sign Up Sheet” PDF file.
2. Click inside the green box in the center to enter the event day discount price.
3. Click the blank area above the chart to enter the date of your event.
4. Save and print your customized “Event Day Sign Up Sheet”!



TEETH *Whitening* EVENT



ACTUAL CUSTOMER
RESULT - 8 SHADE
IMPROVEMENT !

SIGN UP SHEET

Sign up to whiten your teeth 2-8 shades with our 30 minute cosmetic teeth whitening. Regularly priced \$199, our customers will receive the special event discount and pay only

\$99

Reserve your spot for a small down payment today.
Hurry! Appointments book quick and will fill up!

The event is on Saturday, February 19th

TIME	CUSTOMER/PHONE	EMP	TIME	CUSTOMER/PHONE	EMP
9AM			3:30		
9:30			4		
10			4:30		
10:30			5		
11			5:30		
11:30			6		
12PM			6:30		
12:30			7		
1			7:30		
1:30			8		
2			8:30		
2:30			9		
3			9:30		

****Employees - Please sign your name next to the customer you book on the sign up sheet****

Event Day Point-of-Sale Advertisement Instructions

The BleachBright “Event Day Point-of-Sale Advertisement” is a sign you can display on your counter in a plastic 8.5x11” sign holder that can be purchased from any office supply store.

The recommended retail price for the BleachBright L.E.D. Whitening System is \$99.

How to use the “Event Day Point-of-Sale Advertisement” template:

1. Open the editable “Counter Sign” PDF file.
2. Click inside the green box in the center to enter the event day date.
3. Click the green box at the bottom to enter your whitening price.
4. Save and print your customized “Event Day Point-of-Sale Ad”!

DON'T MISS OUT!



BleachBright

TEETH *Whitening* EVENT

Saturday
September 24th, 2011

LIMITED APPOINTMENTS AVAILABLE

- WHITER TEETH IN MINUTES
- 2-8 SHADES WHITER
- QUICK, EASY AND PAINLESS



ACTUAL CUSTOMER
RESULT - 8 SHADE
IMPROVEMENT

ONLY \$99!

Product Flyer Instructions

Use BleachBright “Product Flyer” to advertise the At-Home, On-the-Go, and Maintenance products to customers who attend your event day.

How to use the “Product Flyer” template:

1. Open the editable “Product Flyer” PDF file.
2. Click inside the green boxes under the product pictures to enter your price.
3. Save and print your customized “Product Flyer”!

BleachBright ^{TEETH} Whitening EVENT

GET WHITER TEETH TODAY,
KEEP THEM WHITE FOREVER!

AT-HOME PRODUCTS



\$14

Home Whitening System

The Home Whitening System will allow you to make your own custom impressions and whiten in days!

- 2-8 shades whiter in 7 days
- 10-15 applications
- Great results
- No sensitivity



\$29

NightBright

The NightBright will allow you to whiten your teeth in days with our mini L.E.D. light.

- 2-8 shades whiter in 7 days
- 10-15 applications
- Great results
- No sensitivity

ON-THE-GO PRODUCTS



\$29

StarBright Pen

The StarBright Pen will maintain your new tooth shade when used and help strengthen your enamel.

- Gel for maintenance
- Enamel boosting gel
- Goes anywhere



\$24

KeepBright Pen

The KeepBright Pen will maintain your new tooth shade when used daily.

- Gel for maintenance
- Goes anywhere

MAINTENANCE PRODUCTS



\$14

FoamBright

FoamBright 2-in-1 Daily Brushing Foam is a revolution in toothpaste!

- Whitening & cleansing foam
- Replaces your toothpaste
- Gentle, minty formula
- 120 applications



\$14

5 Hour Whitening

5 Hours of whiter teeth in 30 seconds! Just rinse your teeth for an instantly whiter smile.

- Whitening boost last 5 hours
- Whitens your teeth over time
- Gentle, minty formula
- 12 applications