LuLaRoe Etiquette and Ethics

As LuLaRoe Consultants you each own your own business and that business can change your life. There are many ways to market your business and build your cliental. As Consultants you each need to respect one another's business. There are several assumed ethical rules that everyone should abide by, however sometimes these are not obvious and you need a reminder. The following is a list of LuLaRoe Etiquette and Ethics you should take to heart. As you adhere to these suggestions, you will be more successful and you will be able to continue to build the LuLaRoe culture.

Social Media

- If you use another Consultant's pictures, give credit.
- Never use someone else's picture and say it's you or your picture.
- Only use #lularoe on pictures that are quality pictures that you want to represent the brand.
    - Never use #lularoe on your inventory, sales, bathroom selfies, etc.
- Please do NOT participate in other Consultants' contests. Consultants may choose to run contests to build their customer base or as a "Thank You" to their customers. These are not meant for other Consultants to participate in or to win.
- Do not participate in contests run on the LuLaRoe Instagram or Facebook, unless otherwise stated. These are to build the LLR customer base. You can always share these contests with your followers and customers.
- Always show professionalism in your posts and comments on social media, including your personal pages.
    - Do not air your dirty laundry, big messes, dirty diapers, etc. on Facebook or Instagram.
    - If you are negative, or say your life is hard, no one will want to join your business.
    - Avoid using foul language and questionable posts on your business and personal page.
    - Keep your posts and comments positive and uplifting.
- Do not post negativity on any LuLaRoe page or group.
- If you are posting on local social media pages, Facebook groups, or classified ads, look before you post to make sure another Consultant has not posted on the same page recently.
- You should "Like" each other's Facebook pages – the more "Likes" of a page, the more likely a post will show up in our follower's news feeds.
- You should "Like" the pictures of other Consultants that you like on Instagram and Facebook, again this helps to push posts onto other people's feeds.

VIP Pages

- If you ask to join another Consultant's VIP page, plan to be a silent observer, unless you are purchasing product as a customer (at retail price).

- NEVER comment on a Consultant's post, or message a Consultant, asking to buy an item at wholesale.
- If a Consultant posts something online and you want to purchase it, plan to purchase it at retail price, not wholesale.
    - Consultants take time to take pictures and post items online with the intent to make a sale to a customer, not a consultant.
    - If the Consultant wants to sell to another Consultant they will sell it on the official LuLaRoe Skirt Exchange page.
        - You need to have your consignment paid off in order to be added to the LuLaRoe Skirt Exchange page
        - Don't spend time on this page. Instead, focus on selling what you have.
    - We all receive amazing, and different, items. We all want the opportunity to sell some of our amazing items to our customers and for a profit.
- NEVER comment on a Consultant's post saying you have an item in a different size or message a customer who has commented on a post asking if the Consultant has an item in another size. This is not your customer. She is someone else's customer or follower.
- Do not try to entice another Consultant's customer to buy from you. There are plenty of customers out there.
- Please do NOT post your pictures, products, etc. on other Consultant's pages. Another Consultant's page is not a place for you to gain customers or sales.
- If you have a post on your page from another Consultant that you feel is inappropriate you are welcome to delete it.
- Do not post a link to your VIP page in another Consultant's VIP page.
- If your customers want something on another Consultant's page, ask them to call you or message you directly. Ask your customers to avoid tagging you on another Consultant's page.
- If a Consultant removes you from her VIP page, do not be offended.
- If you sell something online and the customer would like to exchange it with you, do not tell them to go to the nearest Consultant. You are responsible to help your customer find a solution. If there is a Consultant in their area, you should contact the Consultant and ask if they would be willing to help, but do not send a customer to another Consultant for an exchange without talking to her first.
- If you sell an item at a deeply discounted price, please put a red mark on the inside tag and the hang tag. Inform the customer this is a final sale so she does not try to exchange the item with another Consultant for a new, full price item.

Respecting Other Consultants

- Share the LuLaRoe Love.
- Always share positive words with others.
- Uplift every Consultant.
- If you run into a customer who is doing a Pop-Up Boutique with another Consultant, do not try to get them to cancel and book with you.
- Never talk negatively about another Consultant, especially to a customer. Remember, "if you can't say anything nice, don't say anything at all."
- Do not message another Consultants' hostess asking her to book with you.

- Always have something good to say about another Consultant!
- Realize that your network may overlap with another Consultant's network.
    - Do not be offended when someone books a Pop-Up Boutique with another Consultant.
    - Instead of being bitter, find a new lead.
- If you attend another Consultant's Pop-Up Boutique, expect to pay retail prices for products purchased.
- Never ask to pay wholesale in front of a customer.
- Customers will shop around. Do not blame a Consultant for "stealing" your customer. That Consultant may not have even known you had worked with that customer.
- Always assume innocence in any situation.

Teams and Recruiting

- Many potential Consultants discuss the business with multiple Consultants. If you talk to someone about the business and they decide to sign up with another Consultant, take a moment, breathe, and then wish them well.
- If you approach someone about the business opportunity, ask them if they have heard about LuLaRoe before or if they have been working with another Consultant.
    - If they mention they have heard about the business and have been talking with another Consultant, let them know that the other Consultant is awesome and, if it doesn't work out with her, you would be happy to help.
    - Do not try to bribe them to join your team.
    - Never belittle another Consultant.
- Welcome all new Consultants to your area, regardless of if they are on your team.
- Never try to entice or encourage Consultants to "change sponsors."

Working with the Home Office

- LuLaRoe and those that work at the Home Office are your partners.
- Never call the Home Office and yell at the person on the other end of the line. Remember, they are people and have feelings too! ;)
- Do not belittle anyone at LuLaRoe.
- Do not DEMAND that the Home Office do something for you.
- LuLaRoe Home Office cannot fix issues they are unaware of. Please email issues to support@lularoe.com.
- There is a wealth of information available to Consultants. Please try to find out the answer to your questions before contacting the Home Office.
    - Use the "search" field on the LuLaRoe Facebook Associates page.
    - Ask on the Facebook Associates page.
    - Ask your Sponsor and/or Leader.
    - Look at the documents online.
    - Watch the videos provided in the Back Office.
    - If you cannot find answers to your questions, then call the Home Office and ask your questions.

LuLaRoe Products and Pricing

- You will receive fabrics that you do not like in your shipments.
    - Think like a retailer, not a consumer.
    - DO NOT send products back to the Home Office because you don't like the fabric.
    - Your fabric taste will differ from many of your customer's. The variety of fabrics is meant to appeal to a wide range of customers, not just you.
    - Look around at what other people are wearing, or look around in a store – there are always outfits and clothing items you would not wear, but other people love them.
    - Sending items back costs you money and time. Instead, focus on selling the items you have in stock.
- Try to order 33 piece orders each week. This will help keep your inventory fresh and your customers excited about what is coming.
- Please stay within the suggested retail pricing set by LuLaRoe.
    - Flash sales can be held, but only in private groups.
    - Limit the time of flash sales.
    - Avoid price wars with other Consultants.
    - LuLaRoe products are made in the USA (expect the leggings) and are worth the cost.
    - Although you can post suggested retail prices, you cannot post BELOW the suggested retail price of items.
- Consultants are encouraged to follow the pricing of others in their area.
    - Be willing to share your pricing with Consultants in your area.
    - However Consultants are NOT required to follow the pricing of others in their area as long as they are within the suggested LuLaRoe pricing.
    - Do not try to undercut other Consultants.
    - We are each individual business owners and can choose our own pricing, as long as it's within the suggested retail price.
- Do NOT belittle or make a Consultant feel inferior if they are not following the pricing in your area. It is not a requirement to have the same pricing.
- If you have an item that is defective, let the customer know that is something that is very rare, but you would be happy to exchange or give them a discount.
- Avoid spending time on exchange/sell pages.
    - Often these pages are not within LuLaRoe guidelines.
    - Instead, sell what you have.
    - Do not buy or sell items for your inventory on these pages. These purchases will NOT count towards your qualifications and Leadership Bonuses.
    - Instead of spending time on exchange pages, spend that time working your business.

Always remember that we are a team and we need to support each other while respecting each other's business. There are plenty of customers across the country. Spread the LuLaRoe love to everyone and we will all see success.