

Day 1

Business Action

Congratulations on becoming an Epicure Brand Ambassador! If you have not already set up your MyEpicure Account, pause here, head there and complete your profile so that you get PAID! Once you have completed that join the Epicure Global Ambassadors Facebook Community and follow us on social.

What to post on social

Identify your first potential customers by asking a shared pain point question. Add those who react or comment to your post to your prospecting list. ([link to worksheet](#))



Caption idea:

Is it just me or does the question of "What's for dinner?" stress you out as well? Every. Single. Night.

Visual:

Empty dinner plate, photo of open fridge



Your daily high 5

These are our recommended daily steps to take in your business to create healthy, sustainable work habits.

- Determine Today's Non-Negotiable
 - This is the one MUST do of the day and can either be a personal or business task.
 - Get. It. Done.
- Connect In Your Community
 - Your VIP Group
 - Global Ambassadors Community
- Connect Outside Your Community
 - 2 New Reach Outs
Potential customer or Ambassador prospect
 - 2 Follow Ups
Current customers/Ambassadors

○ Get Social - 2 Activities

- Go Live
- Post A Story
- Feed Post
- Create A Reel
- Carousel Post

5 New Connections



Day 2

Business Action

Connect with your leader to book your launch event, set your goals & write your Epic Story. Then learn about the ways you can get cooking (how to share)

Think about YOUR target audience. Who will you be talking to? We often attract people like us? Are you focused on improving how you feel by eating more whole foods with ingredients you can trust? Are you a busy mom or professional who needs to save time in the kitchen? Do you need a gluten free lifestyle and want to cut costs at the grocery store? Who are YOU, and what solutions can you offer with Epicure?

What to post on social

Share who YOU are by posting a photo of you just doing life. Maybe this is watching your kids soccer game, going for a morning walk, heading into the office. Being authentically you will help attract your target market. People will shop with you when they trust you. They will trust you when they like you. But they cannot like you, until they KNOW you, so show your followers who you are!



Your daily high 5

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 - Post A Story
 - Make A Post - Engaging
 - Create A Reel

5 New Connections



Day 3

Business Action

Launch online to Your Community! Create a VIP group on FB and set up your Business Social Accounts on any platforms you like. We have you covered with our recommended best practices for social media marketing.... [click here](#)

I've been looking for a fun excuse to get together with friends & share some snacks and drinks - a super simple low-key casual evening. I just joined Epicure and would love for you to be my first taste testers! What do you think?

What to post on social

Caption idea:

I am so excited to share I am officially an Epicure Brand Ambassador! This women owned, women led company is all about gathering families around the dinner table with healthy meals you can make in 20 min or less.

To celebrate I will be [\(pick one to lead with\)](#)

- going Live with MENTOR at DATE/TIME to tell you all about Epicure and answer any questions you may have
- hosting an event (in person or virtual)



Visual:

Selfie with Epicure products if you have them!

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5 New Connections



Day 4

Business Action

Don't wait for your kit to arrive start earning your New Ambassador Rewards now! Find your first customers & launch event guests by using this [Memory Jogger](#), who do you know? Add everybody, 100+ people. Complete your first 30 reach outs!

Find your first customers & launch event guests. Create a list using this [Memory Jogger](#), who do you know? Complete your first 30 reach outs!

What to post on social

Post a poll. or ask a question about a mealtime dilemma. Example:

What should I make for dinner:
 Chicken Fajitas
 Philly Cheesesteak
 Pasta
 Breakfast for Dinner!

TIP: Polls are a great form of engagement but ONLY if you follow up with the responses!



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5 New Connections



Day 5

Business Action

Follow up personally with all of those who have commented or asked questions on your teaser pics, poll results or live from today.

Fortune is in the follow up. Yes, we need to engage our audience and build a genuine love of the products we offer to make their lives better and increase our KNOW, LIKE, TRUST factor. But the follow up is where we offer value & service and help customize their shopping experience.

What to post on social

GO LIVE or create a reel! No need to wait for your business kit to arrive, chances are you may already have Epicure products in your household so highlight what you have on hand. If not, simply share your WHY behind becoming an Epicure Brand Ambassador!

Going live will give you real-time engagement, build up the authenticity and trust with your followers! Remember: speak to your target market and you'll attract people who have similar interests and goals as you.



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Day 6

Business Action

You'll be hosting your In Person or Virtual Launch soon, this is a perfect introduction to our Host Rewards and you'll be able to experience the process first hand so that you are able to provide the best experience for your future Hosts! Today, take time to visit the Host page on epicure.com so you familiarize yourself with our incredible program!

What to post on social

Throughout the day post quick snippets of your day to Facebook or Instagram stories.

This is a great spot to engage your followers and super fans! They love the behind-the-scenes, on-the-go content. This is also the perfect spot to invite followers to reply to you and open up conversations. Keep short-term promotional content in your Stories as it only lasts for 24 hours.



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Day 7

Business Action

Congratulations on completing your first week as an Epicure Brand Ambassador! Take the day to reflect on the past week and set goals and intentions for this upcoming week.

What to post on social

Take a break from social media today. Setting healthy boundaries for yourself & your business early on will keep you motivated and create a better experience for both you and your family.



1 Week Check-In

Last week's wins & accomplishments

Last week's lessons learned

What are 3 things/small goals you would like to work on this week?

Day 8

Business Action

Set up healthy business habits. Ours is the daily high 5! Your daily non-negotiable is the one thing you NEED to do today. This could be a business or personal action that you need to accomplish in order to feel as though you successfully tackled the day. For some this may be getting a workout in, for others this may be reaching out to the one potential customer you know would love Epicure but you might be a little scared to ask.

What to post on social

Today your goal is to schedule 2 posts in your VIP Community.

1. A post about who YOU are. Your community has to get to know you to trust you. Share some of your favorite Non-Epicure related interests or products. What should your customers know about you?
2. Share Epicure's Story [click here](#)



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Day 9

Business Action

You set up your VIP Group on day 3 but today is the today we really dive into inviting others to join! Use the invite button to invite your Facebook friends and then send a private message inviting people to join.

The magic is showcasing the value of Epicure. If you take the time to send personal messages to those you would like to be VIP customers and explain how Epicure can solve mealtime dilemmas, it will feel personal and not salesy.

What to post on social

Post on the Go: Your followers LOVE seeing the on-the-fly, behind-the-scenes content. As you're using Epicure products, grab photos and videos of you in the kitchen, cookware in action, meal prep, plated meals and even your family enjoying Epicure. You can save this content to plan out later and post in-the-moment content in your Stories.



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Day 10

Business Action

Life gets busy and sometimes we forget to do the follow up, set yourself up a simple system of who you've connected with and who/when to reconnect with. This may be a notebook, a virtual tracker or calendar app that you use. Stick with systems that work for your life.

Take 15 minutes and write down 40 names of people to reach out to today and when you plan on reconnecting with them!

What to post on social

Snap a selfie with your "Today is the Day" sign and tag @epicureofficial! Then film an unboxing reel or go live on social to show off the amazing Start-up Kit!



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Day 11

Business Action

Why do we do In Person Event? Connecting in-person and gathering around good food is a tried and true method to sharing Epicure. The experience of prepping, cooking, sampling and tasting the food together creates a lasting impact and generally leads to higher sales and more repeat customers. Today take 10 minutes to brainstorm ideas for fun & engaging events you would love to bring to your customers.

What to post on social

By now you have launched your business online, you've reached out to potential customers and hosts but it's time to host your own LAUNCH Event!

Share the date & time of your launch event in your VIP Group and your public channels.



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Day 12

Business Action

Continue to invite guests to your Launch event.



Your Goal: 30-10-2-1-1

For each event you do, make it your goal to invite **THIRTY**, achieve **TEN** buying guests, secure **TWO** bookings, book **ONE** chat with someone about the Ambassador opportunity and **ONE** Epic Box Subscriber or Epic Life Program registrant!

What to post on social

Share the menu for your launch event on social today. Easy Fajitas with Guacamole and Salsa! Who doesn't love a Good Mexican night out!? If you haven't filmed your own content, head to MyEpicure > Social Pantry to find images and videos you can share.



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Day 13

Business Action

Think about who is local to you. Send 3 quick messages asking if they'd like to get together.

I've heard from so many that they are looking for a fun excuse to get together with friends and share some snacks and drinks - a super simple low-key casual evening. I'll bring a few Epicure appetizers if you want to invite a few friends over. What do you think?

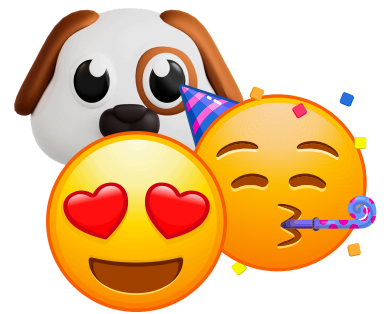
What to post on social

Now extend this invite to your social platforms. Create a post on social media inviting your followers to host their own get together. Say something like:

Let's get together! Day can be busy-busy, but I'm making room for food, friendship and fun. Here's how it works:

1. You invite your friends and family over for a get together.
2. I bring some Epicure snacks to share.
3. You earn free and discounted Epicure as a thank you!

Easy peasy! I have just a few dates left in Day. If you want more info, drop your fave emoji below.



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Day 14

Business Action

Let's start off this BIG week super STRONG! Time to ask for a sale. Here's a simple message you can borrow. Notice: It is short + sweet, and ends in a question (prompting a response)

Hello! I'm putting in some Epicure orders and couldn't help but to think of you because <Insert reason ie: I know how busy you are with baseball right now> Epicure has amazingly quick, healthy, tasty meals that I am 100% sure <KID or Spouse or they> would love! Can I create a cart for you?

What to post on social

Throughout the day post quick snippets of your day to Facebook or Instagram stories. This will give your customers a glimpse into your life and help build the trust factor. Authenticity is important, and by sharing these glimpses into your life you are helping your community get to know YOU!



Weekly Check-In

Last week's wins & accomplishments

Last week's lessons learned

What are 3 things/small goals you would like to work on this week?

Day 15

Business Action

Today's action is to follow up from your launch event. Your follow up should begin the day after your event and should come from a place of gratitude and service. How can you help to solve a pain point in their life?

Remember: you are in a relationship based business, not a sales business. If you always remember that and lead with service and connection you will find that your customers will trust you more, and value your opinion.

What to post on social

Share a recap of your launch event on social! This is a great way to show others what they can expect when they book an event with you. This may be photos from your in person event or screenshots of your virtual event. Make it fun, upbeat and thank your customers for attending!



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5 New Connections



Day 16

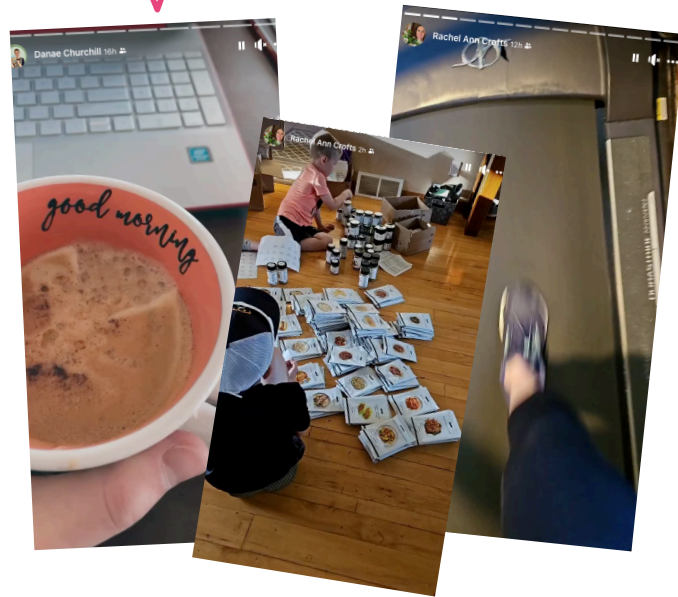
Business Action

Take today to reach out and follow up with anyone who has interacted with you on social or in your VIP group. Creating authentic conversations and listening to how you can provide solutions to their mealtime dilemmas.

What to post on social

Share your love of what you do! Share a behind-the-scenes post of you working your Epicure business and share the impact it has made on you. Your story sparks curiosity.

I've been looking for a fun excuse to get together with friends & share some snacks and drinks - a super simple low-key casual evening. I just joined Epicure and would love for you to be my first taste testers! What do you think?



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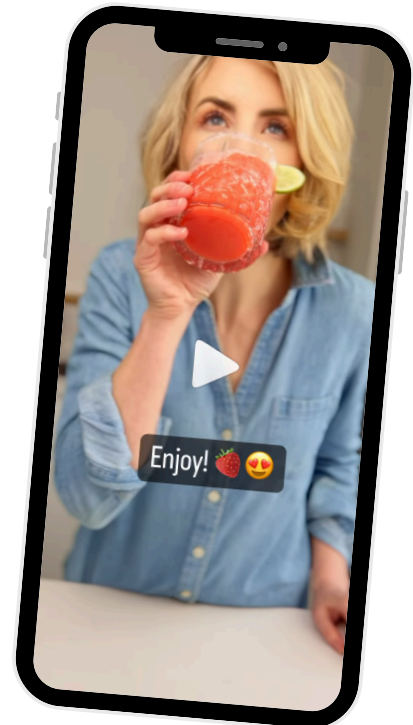
Day 17

Business Action

Every week challenge yourself to learn as much as you can about at least 1 product. Read the product profile sheet, head to [epicure.com](https://www.epicure.com) to check out the product listing and recipes. Then GO LIVE or create a Short-Form Video (REEL) and feature the product that you are now an expert on!

3 Reasons to Create Short-Form Videos

1. Organic Reach!! Short videos are outperforming any other content pieces across all platforms. You'll get more eyeballs on your content when it's a short form video!
2. Highly Engaging!! Users LOVE to be entertained and lack the attention span to watch anything too long. Data shows that Reels get 22% more engagement.
3. Easy to Repurpose!! You can post Reels on Instagram and Facebook (personal profile, biz page and group), Shorts on YouTube, Video Pins on Pinterest, and TikTok. Plus, you can add them to your Stories!



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5 New Connections



Day 18

Business Action

Today, share another product in your life that you think your community might love that once again is NON-Epicure related.

By sharing more of who you and what you love, helps your customers connect with you, which helps you sell more. An authentic community is built on the idea that you are trustworthy and an expert in your field.

When you share your recommendations on products outside of Epicure, you increase the feeling of being authentic and genuine - and of better service!

Example:

Global Director Kayla Trautmann is a Bogg Bag lover! She is a busy, lake life loving soccer mom and needs a bag that is durable, kid and waterproof. By sharing her love of Bogg Bags it doesn't diminish her love of Epicure, it helps other busy moms, just like her connect with her through shared likes.



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Day 19

Business Action

Get to know

The Epic BOX

Our Meal Solution Subscription Service

What it is

Time-saving solutions for delicious home-cooked meals. Epic Box simplifies the “What’s for Dinner?” question. These carefully curated boxes are filled with budget-friendly meal solutions and creative recipes that will effortlessly keep you and your family happy, healthy, and satisfied.

What's Inside the Epic Box? Each monthly subscription box includes:

- Seven Tasty Products: Some months may feature a jar in place of a sachet, or even an exclusive product for an extra-special treat!
- One Printed Recipe Card: Follow along with an inspiring and easy-to-understand recipe card, putting your new ingredients to good use.
- Recipe eBook containing fun themed recipes for each month

How & Why to share

- Start the month off strong, with each Epic Box subscription you earn commission and QV.
- Helps introduce your customers to potential new faves.
- This is great for retention
- Customers can also gift a box they receive for special occasions such as a new home, baby, or wedding gift.



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5 New Connections



Day 20

Business Action

Set 5 minutes aside to review your reports to see where you are at with your business and what areas you can focus on this week. If you have not yet achieved your Month 1 New Ambassador Rewards, don't worry! You can do a lot in 10 days, re-connect with your Leader or Sponsor, they'll be able to help you brainstorm ways to accomplish your goals.

What to post on social

Share content today that authentically shows YOU as an Epicure Brand Ambassador and why you love it.

Examples of this may be:

- Sharing a photo of something you purchased with your Epicure paycheck
- Talking about how you have helped to find solutions for others' mealtime dilemmas
- Sharing a photo of you working from the sidelines of your kids' sports game or even poolside!



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5 New Connections



Day 21

Business Action

Follow up with all orders from the last 2 weeks. Make sure your customers know how to use their products as well as providing them with additional recipes (which you can find on [epicure.com](https://www.epicure.com)) Ask what products they LOVED and offer suggestions for others they may like. If you get stuck, head to the Epicure Global Ambassadors Community to ask for suggestions.

What to post on social

Share your life today! Where are you going, what are you doing, whats on your plate?

Social selling is all about being Social on Social and building relationships.



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Day 22

Business Action

It's a Follow Up Day: Take a peek at your inbox. Did you get ghosted? It's okay. Simply send a quick follow up message

Hint: There's GOLD in your inbox!

Did you know that we often need to connect with people 4 times to see results and responses? Life is busy for us all and you never know what someones day may have been like so don't take lack of responses personally. By reaching out to those you have not heard back from you are simply letting them know that they are important to you!

Hi! Phew, this week has been crazy for me! I didn't want you to think I forgot about you. What did you think about _____?"

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Day 23

Business Action

Follow up personally with all of those who have commented or asked questions on your teaser pics, poll results or live from today.

Fortune is in the follow up. Yes, we need to engage our audience and build a genuine love of the products we offer to make their lives better and increase our KNOW, LIKE, TRUST factor. But the follow up is where we offer value & service and help customize their shopping experience.

What to post on social

Throughout the day post quick snippets of your day to Facebook or Instagram stories. This will give your customers a glimpse into your life and help build the trust factor. Authenticity is important, and by sharing these glimpses into your life you are helping your community get to know YOU!



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5 New Connections



Day 24

Business Action

Every week challenge yourself to learn as much as you can about at least 1 product. Read the product profile sheet, head to [epicure.com](https://www.epicure.com) to check out the product listing and recipes. Then GO LIVE and feature the product that you are now an expert on!

What to post on social

We're taking it easy today. Simply reply to 10 Facebook or Instagram Stories and engage with your followers. Be personal and friendly in your reply. Use more than just an emoji! Leave a thoughtful comment and ask a question to spark conversation.



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Day 25

Business Action

Let's be bold today and ask for a sale. Here's a simple message you can borrow. Notice: It is short + sweet, and ends in a question (prompting a response)

Hello, hello! I'm putting in some Epicure orders and couldn't help but to think of you! Is there anything on your wishlist we can get ordered for you?

What to post on social

Engagement from your community is an important boost to your algorithms, it also makes them feel heard and valued.

Do a poll in your IG stories today or in your FB feed asking What their painpoints in the kitchen are? Meal Planning? Grocery Shopping? Complicated Recipes? Not enough. time?

Make a note of who votes for what pain point - this information will help you provide customized solutions to them,

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Day 26

Business Action

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Fortune is in the follow up. Yes, we need to engage our audience and build a genuine love of the products we offer to make their lives better and increase our KNOW, LIKE, TRUST factor. But the follow up is where we offer value & service and help customize their shopping experience.

What to post on social

GO LIVE! In your LIVE, highlight your Top 3 must-have's for the month that you love. Throughout the video, ask your customers key questions to learn more about the challenges they are facing. Remind your viewers to comment and engage. Sprinkle in some key questions:

- What they're cooking for dinner tonight?
- What is on the menu for their summer get togethers?
- Have you tried any of the new season products?

Hint: We're going to follow up on the comments from the LIVE tomorrow.

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Day 27

Business Action

You worked hard on that LIVE yesterday. Let's make the most of it. Reach out to those that commented and replied to your questions.

Thanks so much for catching my LIVE yesterday! Your comments and engagement really do mean so much! I noticed you mentioned (what) and it make me think about (what).

What to post on social

In your VIP community ask your customers to share what recipes they have made recently! This helps build your brand and credibility. When your customers see positive reviews from others it helps build the trust and connection with you.

Your daily high 5

- Determine Today's Non-Negotiable
 - Get. It. Done.
- Connect In Your Community
 - Team Page
 - Global Ambassadors Community
- Connect Outside Your Community
 - 2 New Reach Outs
Potential customer or Ambassador prospect
 - 2 Follow Ups
Current customers/Ambassadors

- Get Social - 2 Activities
 - Go Live
 - Post A Story
 - Make A Post - Engaging
 - Create A Reel

5 New Connections



Day 28

Business Action

Follow up and have a chat with anyone that engages on today's social post. Listen to what they could use in their life and let them know what you've experienced as an Epicure Brand Ambassador. Begin planting the seeds towards welcoming your first team member!

What to post on social

Be Loud and Proud! Have you hit your Month 1 New Ambassador Rewards? If so, share that excitement with your followers!

LAUNCH STRONG TO START STRONG
New Ambassador Rewards

EARN EXTRA PERKS IN YOUR FIRST 3 MONTHS

Your Rewards*		Your Sponsor's Rewards
Month 1+ after setting up your account	3 x \$10 off the join fee for Friends! (Codes on your account)	Referral Bonus
Month 1+ 250 QV**	Branded Apparel	1 x 10-pack catalogues
Month 1+ 500 QV**	1 x 10-pack catalogues	\$25 Epicure Shopping Spree
Month 1+ 1000 QV**	\$50 Epicure Shopping Spree	\$25 Epicure Shopping Spree
Month 2 2000 QV**	Start-up Kit Reimbursement (Earn back what you paid!)	\$25 Epicure Shopping Spree
Month 3 3000 QV**	\$125 Product Credit + Virtual Conference ticket	Free Ship Coupon

Level Up
 Earn up to \$1050 CA/\$890 US welcoming friends to our community!

Referral Bonus

- 1 New = \$50
- 2 New = \$100
- 3 New = \$150

Grow Bonus

- Senior Ambassador = \$50 CA/\$40 US
- VIP Ambassador = \$25 CA/\$20 US
- Executive Ambassador = \$300 CA/\$250 US

Plus a \$300 CA/\$200 US Bonus when you build your team 2 out of 3 months!

Earn \$50 for each new person. Limitless Cash Bonuses!

Grow your community, level up, and earn more bonuses!

* Each specific reward can only be earned in the specified achievement month, as outlined in the New Ambassador Rewards Program. See this for details regarding Ambassadors and Friends in Canada.
 **QV amounts carry over to the next month, unless rewards can only be earned within the specific month.
[Find more details in the FAQ](#)

Learn even more in the [How to Get Paid Compensation Plan](#)

EPICURE

Your daily high 5

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5 New Connections



Day 29

Business Action

Follow up personally with all of those who have commented on posts or those that you have connected with via messages or calls.

The follow up is where we offer value & service and help customize their shopping experience.

What to post on social

Share your life today! Where are you going, what are you doing, whats on your plate?

Social selling is all about being Social on Social and building relationships.



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Day 30

Business Action

Take a moment to pause, reflect and celebrate your first 30 days as an Epicure Brand Ambassador! Head to the Global Ambassadors Facebook Community and Share a selfie to celebrate this milestone!

What to post on social

Quickly scan the Epicure Instagram or Facebook pages for something that jumps out at you, then simply hit that reshare button!

By sharing the content from Epicure to your feed from time to time it helps to raise our overall brand awareness while showing your customers your love for Epicure.



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Priority list

During your first 30 days you will begin to create a Customer Priority List of those that are most excited, intrigued and have expressed interest in Epicure. This list will help you prioritize who to connect with and follow up with first.

Name:

Contact Information:
