



April Playbook



April 2025 Meeting Agenda

Embrace the Planet

Good Friday (NA): 4/18

Easter (NA): 4/20

Earth Day (NA): 4/22

Contents

Theme & Focus

Sales Drivers

Recruiting & Onboarding

Team Activation

Consultant Events

Tech Updates

Wrap-up & Next Steps



April Drivers

APRIL embrace the planet



The Why

Embrace cleaner, safer, better living this Earth Month.

Show others how to reduce harmful chemicals
and live more sustainably with Norwex.

CLEANER formulas.

Better for people and the environment.

SAFER ingredients.

More plants and enzymes, fewer synthetics.

BETTER for the environment.

Zero harmful chemicals, less waste.

April 2025 Earth Month Month-long Offer

Apr 1 – May 1

Special Safe Haven Earth Day Package

SALE \$83.00us/\$96.00ca (25% off retail)

Retail: \$110.96us/\$128.96ca

Consultant: \$53.95us/\$62.40ca

- EnviroCloth, graphite w/amethyst trim
- Window Cloth, amethyst trim
- Dusting Mitt, amethyst
- Power Cleaning Paste
- PowerZyme Sachets (3)



April Share A Cart

Suggested Products

Cleaner formulas, Safer ingredients, Better for the environment

- Safe Haven 5 Set
- Basic Package
 - EnviroCloth, coral
 - Window Cloth, wildflowers
- Counter Cloths, onyx, pack of 3



April 2025 SPECIAL Earth Month Spend & Save

Spend & Save Level 1

- **Spend:** \$75US/\$99CA
- **Save:** Bamboo Multipurpose Cloth
- **Customer:** **\$8US/\$10CA** (60% off retail)
- **Retail price:** \$19.99US/\$24.99CA
- **Consultant price:** \$5.20US/\$6.50CA (74% off retail)

Spend & Save Level 2

- **Spend:** \$99US/\$110CA
- **Save:** NEW Dual-Sided Scrub Sponge, channel, sea mist (set of 2)
- **Customer:** **\$12US/\$15CA** (45% off retail)
- **Retail price:** \$21.99US/\$26.99CA
- **Consultant price:** \$7.80US/\$9.75CA (64.5% off retail)

Spend & Save Level 3

- **Spend:** \$125US/\$150CA
- **Save:** NEW Earth Day Basic Package
- **Customer:** **\$26US/\$31CA** (40% off retail)
- **Retail price:** \$43.99US/\$51.99CA
- **Consultant price:** \$16.90US/\$20.15CA (62% off retail)

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



April 2025 Earth Month Month-long Offer

50% off these items ALL month long!*

Apr 1 – May 1

- Body and Face Pack, full size, denim/lt grey trim - LE
- Body and Face Pack, full size, marine - LE
- Carryall Half-Moon Bag
- Chenille Hand Towel, mushroom
- Diamond Textured Kitchen Towel, amethyst
- Kids Pet to Dry, mermaid - LE
- Kids Pet to Dry, baby shark - LE
- Pet Door Mat, graphite
- Power Cleaning Paste, 200 mL
- Small Dusting Mitt, hedgehog - LE
- Volumizing Dry Shampoo
- Volumizing Dry Shampoo refill
- Window Cloth, puzzle piece -LE

*While supplies last



Host Reward

April 1 – May 1

- FREE Counter Cloths, amethyst (set of 3) and Chenille Hand Towel, butterfly
 - Qualifications:
 - Sales of \$500 or more added to any event in April
 - Party date and close date do not need to be in April, just sales per party
- \$50 in Norwex Discounts when Host or guest join from a party



April New Customer Free Shipping

April 1 – May 1

- Norwex-funded
- New to Norwex Customers will receive Free Shipping on orders of \$99 or more
- Home Office Free Shipping offer will be automatically applied to NEW Customer orders of \$99 or more before any Consultant-funded offers are applied, for the month of April



April 2025 Mega Party Topics

Theme: Embrace the Planet (Earth Day, Biobase/Kitchen Products)

Week 1 (April 1): Make Your Kitchen a Green Space

Week 2 (April 8): Cut Down on Waste with Norwex

Week 3 (April 15): Spring Into Clean

Week 4 (April 22): Small Changes, Big Impact

Week 5 (April 29): Earth Month Wrap-Up

Images

[The Resource](#)>[View Files](#)>[Mega Parties](#)



Recruiting & Onboarding

April 2025 New Consultant Starter and Upgrade Kits

Starter Kits

- Standard Starter Kit
- Sample Starter Kit

Upgrade Kits

- Skin Care Kit
- Silver Upgrade Kit
- Gold Upgrade Kit



Sample Starter Kit
\$30us/\$35ca
\$9.95 S&H



Standard Starter Kit
FREE (w/Sales requirement)
\$9.95 S&H

April 2025 Consultant Consistency

Sharing Norwex is rewarding and fun. Stay consistent and you can earn FREE products based on your Personal Retail Sales and Team Building!

Receive \$25 in
Norwex Discounts

when you submit \$500
in Personal Retail Sales.

Receive \$75 in
Norwex Discounts

when you add a New
Consultant who achieves
their first Bright Start goal of
\$400 in Personal Retail Sales
in their first 15 days.*

Receive \$100 in
Norwex Discounts

for each additional New
Consultant who achieves
their first Bright Start goal
of \$400 in Personal Retail
Sales in their first 15 days.*

Examples: \$500 = \$25 in Norwex Discounts

\$500 + 1 New Consultant w/Bright Start 1 = \$100 in Norwex Discounts

\$500 + 3 New Consultants w/Bright Start 1 = \$300 in Norwex Discounts

April 2025 New Consultant Offers

Join offer

- New Consultants who join April 1, noon CT – May 1, noon CT
- Free Norwex Conference registration for all New Consultants!
- Drawings for one FREE hotel night for every 10 New Consultants who join!



NORWEX CONFERENCE
2025

April 2025 Consultant Engagement Offer

Share, Sell, Save!

Noon, CT, April 1 – Noon, CT, May 1, 2025

Sharing cleaner, safer, better living is the best job on Earth!

Achieve \$250+ in Personal Retail Sales this month to unlock
over \$200 savings on our Business in Bloom Bundle!

When this bundle is added to your Personal Order, we'll even throw in
FREE SHIPPING!

5x EnviroCloth, blue 700014

5x Window Cloth, navy stripes E30409

5x PowerZyme sachets S60084

1x Grocery Tote, green 358510

US Retail value: **\$258.89** | US Consultant price: **\$50**

CA Retail value: **\$295.89** | CA Consultant price **\$60**

(non-commissionable)





April Team Activation

Training

Podcasts – SoundCloud, Spotify and Apple/Google Podcast Apps

1. On the Mission Canadian Spirit of Mission awardee, Amiele Joannis
2. On The Mission: Earth Day with Amy Cadora

Party Outline Support

1. NEW Bathroom Party Outline –
 - Complete with Host Coaching support, words-to-say, graphics, videos, Follow Up support and more!
 - English and French – Spanish coming soon!

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



Bathroom



Toolbox for Success – Monthly Focus Support

Booking Support	Have a Customer who's interested, but not ready to purchase a product? Lend them a Try-Me Kit to test it out! https://www.youtube.com/watch?v=8iXhOnOPg-4
Selling Support	Want to mix it up? Throw a Mystery Host Event in your VIP Group. P.S. This could also be a great way to incentivize additional bookings! https://theresource.norwex.com/wp-content/assets/specials/2022/01/files/23400_Mystery_Host_Flyer_US_CDN.pdf
Party Support	NEW!! Bathroom Party Outline – complete with words-to-say, graphics, videos and more! All Party Outlines – US – https://theresource.norwex.com/party/ CA - https://theresource.norwex.com/en_ca/party/
Team Building Support	Think about WHAT people want from the Norwex Opportunity – Check out this clip to learn a few tips from Melissa Lange, EVPSL https://vimeo.com/1000944000/579bfb48db

Toolbox for Success

Trip Miles Towards Pura Vida	Sales, Teambuilding & Leadership activities earn Trip Miles towards the Pura Vida trip.	Check out the Pura Vida page for all the ways to earn Trip miles: Trip Tracker - Norwex Resource
Opportunity Calls: Debbie Welcome to Norwex Calls	New Consultants can join these calls to learn more about Norwex and receive a \$25 Shopping Spree when they sign up.	Available every Tuesday at 8:00pm CT this is at 8 pm CT: Link to register
New Consultant Facebook Page	A place for New Consultants to connect with other New Consultants, share tips and tricks, and learn from top leaders and sales execs	Link to the page
New Consultant Calls	Now hosted by each Region! RSMs will be inviting New Consultants each week and sharing the call link with their Leaders to invite & share as well.	RSMs will invite New Consultants each week.
Start Your Norwex Journey One-Pager	A handy one-page guide to help your New Consultants start strong.	Link to one-pager
Onboarding Guide for Start Your Norwex Journey	Follow these steps to get new Consultants off to a great start.	Link to onboarding guide
Mega Parties	Your new team members can plug in, invite their family and friends, and kickstart their sales journey: <i>Feb 4: Pamper Yourself / Feb 11: Clean Ingredients / Feb 18: Glow Naturally / Feb 25: Treat your loved ones to Norwex</i>	Join us every Tuesday at 7:00pm CT: Link to register
60-Day Plan	Join our 60-day program for leads to equip yourself with proven strategies for effective onboarding and impactful promotions. Build momentum, inspire action, and set the stage for your biggest growth year yet!	Reach out to your RSM for more information
Webinar replays	Team Building Workshop , Jaimee Waldner (VPSL) Team Building One Pager How-To , Sheri Gauthier (Training Team) Team Building Workshop – Megan Skiles (SESL)	Listen and share with your teams
Training Landing Page	US: https://theresource.norwex.com/training/ CA: https://theresource.norwex.com/en_ca/training/	French Spanish
Podcasts	Listen to expert training on Norwex products, our mission, parties, new Consultant onboarding, team building, and leadership development. Follow, listen to learn, and share with your team members and customers for valuable insights to grow your business!	Stream Norwex Learning Network music SoundCloud
Norwex APP	Get the Norwex Consultant App: Go to your app store, download the Norwex Consultant app, and sign in.	Apple App Store Google Play



April Events

Event Reminder



NORTH AMERICA

Sales Leader and Executive Sales Leader Meeting

April 25–27, 2025

Hilton Dallas Park Cities

Promote to Sales Leader by April 1, 2025 to be part of this elite experience. **Space is limited, so reserve your spot as soon as possible!**

Training and materials are covered with your registration. Travel, lodging and transportation costs are the responsibility of each Leader.



Registration
closes April 11th

Event Reminder

NORTH AMERICA
Senior Executive Sales Leader
and Vice President Sales
Leader Meeting

HOTEL CLIQUE CALGARY AIRPORT
MAY 14 – 17, 2025



Registration
closes May 5th

2025 Award Nominations

- Spirit of Mission
- Spirit of Generosity
- Charitable Organizations

Submission deadline
Noon, CT July 1, 2025



Norwex Foundation
for a brighter future



Tech Updates

April Tech Updates

Small improvements based on Consultant feedback

LIVE NOW:

- Simplified transaction listing when looking at redeemed rewards
- Changes to help you better serve your Hosts who have rewards to claim after the Party closes
- Clarity when choosing a Contact in the Event booking and Customer Order workflows

COMING SOON:

- Re-booking hosts before 90 days from the party close date
- Dates in Bright Start Tracker

Rewards transaction history changes

- Consultants (and Customers) will now see the sum of credits redeemed on an order, not the detailed itemization of credits applied from different issuance dates.
- This will apply to all transaction history as well, not just going forward

Status: Active | Sales Consultant The Resource Help

Profile & Settings

Account Settings

Password

Office Suite

Account Balance

Rewards

My AutoSave

My Wishlist

Payment Methods

Charges, Fees & Deductions

Banking Information

Important Documents

Tax Information

Rewards

\$11.09
Norwex Discount
& 3 50% Off Items

\$40.31
In store credit

Norwex Discount 50% Off Items Store Credit

Available Norwex Discount by Expiration Date

Type	Expiration Date	Amount Available To Spend
Norwex Discount	Apr 30, 2025	\$11.09

Norwex Discount History

Type	Description	Date	Expiration Date	Amount
Norwex Discount	Stella Consultant's Event	Jan 16, 2025	Apr 30, 2025	\$3.50
Norwex Discount	Stella Consultant's Event	Jan 08, 2025	Apr 30, 2025	\$7.59
Norwex Discount	Order: 241319	Nov 27, 2024	---	-\$2.54
Norwex Discount	Order: 241319	Nov 27, 2024	---	-\$5.55
Norwex Discount	Order: 241379	Nov 22, 2024	---	-\$11.91
Norwex Discount	Order: 241379	Nov 22, 2024	---	-\$1.93
Norwex Discount	Order: 241379	Nov 22, 2024	---	-\$3.54
Norwex Discount	Order: 241379	Nov 22, 2024	---	-\$16.61
Norwex Discount	Order Returned: Payment	Nov 05, 2024	---	\$2.54
Norwex Discount	Order Returned: Payment	Nov 05, 2024	---	\$12.44

Status: Active | Sales Consultant The Resource Help

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Office Suite

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My AutoSave

My Wishlist

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\$11.09
Norwex Discount
& 3 50% Off Items

\$40.31
In store credit

Norwex Discount 50% Off Items Store Credit

Available Norwex Discount by Expiration Date

Type	Expiration Date	Amount Available To Spend
Norwex Discount	Apr 30, 2025	\$11.09

Norwex Discount History

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Norwex Discount	Stella Consultant's Event	Jan 08, 2025	Apr 30, 2025	\$7.59
Norwex Discount	Order: 241319	Nov 27, 2024	---	-\$8.09
Norwex Discount	Order: 241379	Nov 22, 2024	---	-\$33.99
Norwex Discount	Order Returned: Payment	Nov 05, 2024	---	\$2.54

Rewards balance shown for 90 days after event date

Consultants who are not the host's Preferred Consultant will still see rewards here for 90 days from event date

Status: Active | Sales Consultant

The ResourceHelp

My Contacts

Create Contact

Search by Name, Phone Number, Email, Location, Notes or Products on Wishlist

QwednesX

Filters

☐ Select

Manage Catalog Mailing

Export All

Displaying 1-1 of 1

Per page20

Customize View

Name	Contact Info	Customer Type	City, State	Last Order	Last Hosted Event	Expiring Norwex Discount	Lifetime Spend	Date Added	Catalog Opt-In
<input type="checkbox"/> Wednesday Adams	wednesdayadams@norwexic.com (555) 444-3333	Customer & Host	Half Moon Bay, CA	Feb 10, 2025	Jan 31, 2025	Feb 28, 2025	\$10,619.89	Dec 29, 2023	---

wednesdayadams@norwexic.com

(555) 444-3333

123 Main Street, Half Moon Bay, CA, 94019-1705, US

View Profile

View Norwex Perks

Norwex Discount available:
\$84.33
\$39.33 expiring 2/28/2025

50% off items:
3
Expiring 2/28/2025

Free Shipping
On your next order

Store Credit:
\$99.12

Notes

0 / 2000

Write a note...

Add Shipping Address to contact search UI

When booking an Event or entering a Customer order

BEFORE

Create an Event

Host

Search Contact **Create Contact**

Search Contacts

Q

ste

X

I am hosting this event

Stephanie Cruz
stephanie@stephanie.com
San Francisco, CA
🕒 Earning Period Ends 03/07

steph cruz
steph_consultant_as_contact@norwexic.com

Steve Wonder
steview@fake.com

AFTER

Create an Event

Host

Search Contact **Create Contact**

Search Contacts

Q

ste

X

I am hosting this event

Stephanie Cruz
stephanie@stephanie.com
123 Very Long Street Name Will Use Ell...
Suite 234
San Francisco, CA
(415) 433-2234
🕒 Earning Period Ends 03/07

steph cruz
steph_consultant_as_contact@norwexic.com

steph cruz
steph_consultant_as_contact@norwexic.com



April Summary

April Social Media Support

Content ideas for posts throughout the month:

- **Earth Month** – April is the perfect time to spark conversations about sustainability and the Norwex mission! It's a great opportunity to highlight how our products help eliminate harmful chemicals and create healthier homes. What are your go-to Norwex solutions for a more sustainable lifestyle? Share your favorite tips and product picks with your Customers!
- **Spring Cleaning** – It's a time to refresh and reset! Share your best spring-cleaning tips and show how Norwex helps save time, money, and effort—whether it's tackling windows, decluttering, or deep-cleaning those forgotten spaces. Bonus: Share before-and-after photos for maximum impact!
- **The Norwex Opportunity** Spring is a season of new beginnings, making it the perfect time to grow your team! Share why you love being a Norwex Consultant and the benefits of joining—flexibility, income potential, and making a difference and of course, the Join for Free opportunity for this month!
- **Relevant Social Assets: Use these assets to promote April incentives! Find more assets on The Resource under "This Month's Files".**
 - Earth Month Canva Template
 - 50% off sale items Reel
 - Limited-Editon Earth Month Basic Package Reel
 - Safe Haven Earth Day Package Reel



April 2025

Embrace the Planet

#partywithpurpose

#welcome2norwex

Field Support

New Consultant Welcome Calls

Mega Parties

Podcasts: Spirit of Mission, Earth Day, Norwex Longevity

Sales Leader Events

One Pagers – NEW Bathroom Party

Consultants

Consistency Rewards

Sell & Save Offer

Award Nominations

New Cons

Starter Kits: Standard Kit, Sample Kit

Upgrade Kits: Skin Care, Silver, Gold

Join offer: FREE NC Registration, drawings for free nights

Customers/Hosts

Host Reward

- FREE Counter Cloths, amethyst (set of 3) and Chenille Hand Towel, butterfly with \$500+ in sales

April Spend & Save (Apr 1 – May 1)

- S&S1 – **Spend \$75/\$99, Save:** Bamboo Multipurpose Cloth (\$8US/\$10CA)
- S&S2 – **Spend \$99/\$110, Save:** NEW Dual-Sided Scrub Sponge, channel, sea mist (\$12US/\$15CA)
- S&S3 – **Spend \$125/\$150, Save:** NEW Earth Day Basic Package (\$26US/\$31CA)

Month-long Sale (Apr 1 – May 1)

- 50% off select items
- Earth-month Safe Haven