

MIRABELLA®

MIRABELLA BEAUTY'S EDUCATION AND MARKETING SUPPORT SITE

www.Go-Bella.com

This informational site has been created as a 1 stop shop for all things Mirabella. Reps, Retailers, Ambassadors and Educators can access a variety of documents and tools to stay up-to-date on Mirabella offerings including: product knowledge manuals, price sheets, sell sheets, video tutorials, marketing guides and tools, imagery, useful forms, and more!

STEPS TO GET REGISTERED:

Visit www.go-bella.com and select "Sign Up" in the upper right-hand corner of the page. Fill out form in its entirety. Choose a username and password that is unique to you and easy to remember.

- Watch for an email requesting to confirm your email address. The email will come from mirabellasocialteam@gmail.com. You may need to look in your "spam" and "junk" folders should it not arrive in your Inbox.
- Follow instructions in the email to confirm your address. This is the step missed by most who attempt to create an account.
- Once your email address is confirmed, please allow a couple of days for the registration to be approved on our end.
- You will not get notified automatically once your account is approved. I suggest attempting to login a day or two after you confirmed your email address.
- After a few days, if you are still unable to login, please contact the Mirabella Admin at admin@mirabellabeauty.com someone will assist you.

DETAILED WEBSITE NAVIGATION GUIDE

Targeted tabs are located across the top of the go-bella home page. Tabs are titled Training, Ambassadors, Educators, Retailers, Reps and Connect. Below each tab you will find a wealth of information at your fingertips!

TRAINING TAB DROP DOWN OPTIONS:

- **Video Tutorials:** Under this tab you have access to 23 video tutorials on forgotten favorites and current products to complement every look for you and your customers. **More to come**
- **Product Knowledge:** 4 versions of Product knowledge manuals ranging from a slimmed down version with a mix of past and present products to a brand-new updated version with current product offerings and up-to-date benefit/usage statements.
- **How-to Guides:** 6 How-To Guides that detail proper sanitation practices as well as step by step written instructions for creating perfect brows, varied eye looks, tips on applying lip products, how to contour and highlight and prepping skin for a flawless finish.
- **Workbooks:** 4 detailed Workbooks detailing an intro to the brand offerings, how to achieve varied bridal looks, working with different eye shapes, and achieving classic makeup looks on clients of all age groups. In each workbook look for tips and hints, techniques, helpful step by step guides, color charts with sections for notes and new ideas as well as skin and eye color charts for the most dramatic looks. **Look for updated versions in 2019**

AMBASSADORS TAB DROP DOWN OPTIONS:

- **Program Details:** Find an outline of the Salon Ambassador program, with specifics on how to nominate an Ambassador, their role and expectations, and potential incentive and perk details. **This has been an extremely important tool for Mirabella the last 18 months. It creates excitement in the salons and helps overall knowledge of Mirabella products by using someone already working in their salon to relay new brand and product information**

- **Salon Ambassador Nomination Form:** Use this link to access the nomination form. Must be completed by a salon/spa Owner or Manager.
- **Ambassador Certification:** This tab is used by all Salon Ambassadors to access the training course and quiz that, once passed, will certify them as a Mirabella Beauty Salon Ambassador.
- **Ambassador Sell sheets:** This tab provides access to all available product sell sheets with product imagery and details.
- **Product Timeline:** Use to view an outline of product launch dates and descriptions.

EDUCATORS TAB DROP DOWN OPTIONS:

- **Educator Application:** Those wishing to pursue an Educator position with Mirabella should fill out this application in its entirety and submit with a resume attached. **Mirabella is currently looking for additional educators – Please refer anyone to this application on the Go-Bella.com site**
- **Educator Certification:** This tab is used by new and current Educators in order to get certified once yearly on the Mirabella brand and products.
- **Educator Forms:** Current Educators can gain access to all forms necessary for use in their position.
- **Educator Sell Sheets:** Access to All available product sell sheets with product imagery and details.
- **Product Timeline:** View an outline of product launch dates and descriptions.

RETAILERS TAB DROP DOWN OPTIONS:

EDUCATION PROGRAM:

- **Program Details:** Please find a flyer outlining all available Education options, complete with qualification guidelines.
- **Education Request:** Access the Education Request Form which is necessary for salons/spas to request an educational class or event in their facility. **Sales information to be provided by Distributor to verify purchase requirements have been met. Salon or Rep filling out Education request must fill out application as thoroughly as possible for it to be accepted**

RETAILER TOOLS:

- **Retailer Order Forms:** Access the most up to date wholesale/retail and tester order forms as well as the discontinued list.
- **Marketing Assets:** 21 Marketing Assets that include our Complete Resource Guide (your essential Mirabella guide!), digital catalogs, Increasing ROI with Mirabella Minutes, Steps to Successful Events, our Brand Guidebook, guides for Optimizing SEO and Social Media Marketing, Bella Bucks, banners, posters and so much more!
- **Marketing Images:** Direct access to our Dropbox containing 34 images of products, models, color swatches, and displays.
- **Retailer Sell Sheets:** Access to All available product sell sheets with product imagery and details.

RETAIL DISPLAYS:

- **Display Images:** Shows high resolution CAD images of all small POPs and larger inline displays offered.
- **Kitting Orders:** View breakdown of each display package option.

PROMO VIDEOS:

- A sampling of 12 hand-picked videos pulled from the Mirabella YouTube channel chosen to offer retailers material for in-salon viewing or use on social media and business websites.
More to come

REPS TAB CONTENT:

- **Rep Certification:** Use this tab to access the Rep Certification training course and quiz.

CONNECT TAB CONTENT:

- **About Us:** Direct link to an article touching on Mirabella owners, company history and the concepts behind the Mirabella rebrand.
- **Social Media Links:** Locate and access Mirabella's social media networks.
- **Events:** Contains information on Mirabella's annual fall conference and is updated as the next event's details are decided.

Please thoroughly review and use this website for all the services it provides. This should be your first stop when looking for brand or product information. Mirabella will have additional education events throughout the year at tradeshows, our Kansas City event and sales meetings.