



ASHLEY BURKE - REP SPOTLIGHT

FROM ANSONIA, OH - JOINED JANUARY 2020

Tell us a little about yourself and your family life.

I have been married to my loving husband for 9 years. We have 2 wonderful children, Cadence (13) and Alister (7). We also have 2 boxer dogs (Deezle and Luna). We live in a small town in Ohio. My kids are involved with 4-H and show pigs. I am an active 4-H advisor and volunteer at the school. Last year I started subbing as an aide at the school and love it!!

Tell us about what appealed to you to join EBW?

I joined EBW in January of 2020 after wearing the bras for 2 years. I had placed an order in October and my husband came home and told me he wanted to lose some weight. So we went on a health journey and I needed new bras to come in January. So signing up seemed like the best thing to do. Plus our closest place for a fitting is over an hour away. So I knew women in my area needed the support also.

How do you balance work and family life?

I love this business because I can always put my family first. I rarely do anything on a Sunday. During the week I talk to ladies when I can. If I'm unable to help them at that moment I let them know and give them a time I will be back with them. When I know I will be "out of the office" I post several times in my VIP group. Fridays are called "follow-up Friday", usually I have those set and ready to go in Project Broadcast. I also work on posts and messages while my kids are at sports practices.

What is the one piece of advice you would give to a Rep who is just starting out with Essential Bodywear?

Listen to their concerns, and keep those in mind when getting them the best bra for them.

What are your goals for working with EBW?

My biggest goal is to earn a trip! My monthly goal is to do \$1,500 in sales and 10 new customers.

How do you push through setbacks or disappointments in your business?

When I'm struggling with EBW I will talk to my wonderful sponsor, Lindsay, or a fellow Bra Lady. Sometimes talking to other businesswomen helps too.

What key things do you see yourself doing that is helping you gain consistent bookings?

I was struggling with getting bookings so I approached the business from another angle. I started talking to boutique owners and doing larger local events. I may not always have sales at the event but 50% of the women I talk to come back later for a fitting or to order. Some even become hosts!

What hard thing have you been pushing yourself to do or change about your business to become more successful?

The hardest part of this business for me is social media. We have had great training but I struggle with new content ideas and learning new platforms. Facebook is the only thing I use currently. One of my big goals for this year was to learn how to use Instagram and tik tok. I'm slowly getting there.