



# MONAT 2023 *Theming*

INITIAL CONCEPT PROPOSAL  
NOVEMBER 2022



*Your customer should be*  
***the hero of the story.***

*This is the secret every phenomenal successful business understands.*

DONALD MILLER  
*BUILDING A STORY BRAND*





LIGHTS,  
Camera,  
*ACTION!*

MONAT 2023

2023 THEME





# *LIGHTS*

## *Be a light!*

Reinforces a timeless piece of our vocabulary

Sponsor, lead, encourage, motivate, energize, don't dissipate....all the things!

## *This year we shine the spotlight on YOU.*

This is YOUR story – a story of success YOU will write and star in.

2023 THEME



# CAMERA

## *Show it. Shoot it. Share it.*

Affiliate. Influencer. Demonstrator. Content Creator. Leader. Social Superstar.

The beautiful results of our products, the MONAT culture and lifestyle—share it, inspire others, and GROW your business.

## *You're the star.*

Our focus is on YOU as you “steal the show” and give the performance of a lifetime in 2023. We're putting the camera on YOU!

*The camera loves you!*

2023 THEME

# ***ACTION!***

***Every day, every way.  
No explanation needed.***

Every day.  
Seize the day.  
Carpe diem.  
Make the call.  
Host the event.

Share the content.  
Watch the video.  
Invite the person.  
Start the conversation.  
Connect. Share. Grow.

Close the sale.  
Make the impact.  
Follow up.  
Get certified.  
Rank up.

***The CTA is our DNA.***



*MONATions United* 2023 THEME

*(drumroll...)*

MU 2023 THEME





***SHOWTIME***

**MONATIONS UNITED 2023**

YOUR TIME TO SHINE

MU 2023 THEME

# Monthly Themes & Elaborations

- President's Message/Monthly themes play off the annual theme; inspired by a famous movie each month; Stuart as Rocky for January Wellness
- Narrative to the field that they are writing their story. They are in the starring role.
- Cliffhangers, suspense, the plot thickens – movie metaphors used as we create anticipation from month to month. Drive retention!
- Introduce a "Hollywood correspondent" a la E! to MC breaking news, lives, etc. throughout the year and drive MONATIONS excitement
- Endless opportunities for fresh spin on programs – i.e. a Hollywood car chase spoof for Motor Club
- Launch MONATIONS theme at L'ship Summit and 5K theme is favorite movies/characters/celebrities
- Invite MPs to film their own "movies" and have our own Oscars at MONATIONS (and/or Reunion)
- Tons of classic Hollywood traditions – red carpet, video countdowns, black & whites, etc.
- Endless language and visuals to apply all year long where appropriate:

## Coming attractions

A star is born  
All that glitters  
Center stage  
Play the lead  
Waiting in the wings  
Waiting to be discovered  
Your big break  
Cast of thousands  
Cliffhangers  
Steal the show

**It's a never-ending story!**



LIGHTS,  
Camera,  
*ACTION!*

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2023 THEME