

FACEBOOK PARTY TIPS
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INVITES: First remember to do INDIVIDUAL invites! You do not want to do a group message that doesn't make anyone feel special! So do these individually and be sure the person feels you asked them because you really want THEM to come!

Suggested wording: This is not your normal party! This is fun, fast and easy! It's all done on Facebook!!

- Just RSVP "join" to this event:
- Grab a drink, put on your PJs, and come back to this event page on (Date), at (add YOUR time here) pm. We'll be having some fun and getting the low-down on (product).
- Shopping Special just for us that night!

Can't attend? Let me know and I will send you the link to my catalog! Can't wait! Who will be "there"??? And remember, you don't have to "be" anywhere...just show up on this page while in the comfort of your own home! Whoop!

PRE-PARTY POSTS:

I generally set this up a week before the actual live event. Then during the week I add two or three posts each day. Sometimes those are product posts, however, most of them are posts to get people engaged. So we may have a silly post, play a game, or even a "which do you prefer" kind of post with some of the products.

Here's a suggested list of the kind of posts to do, from The Tag Team training:

PREPOST 1 – how to post (i.e., how to use your product) I generally post my family locket here and tell the story of how I selected the things for it. Then I ask what their locket will include. With our SHD locket builder, I can then go build that locket for them and repost it as a comment to show them what it could look like!

PREPOST 2 – Funny

PREPOST 3 – Top Sellers

PREPOST 4 – Question: Ask a question that will engage folks here

PREPOST 5 – Entertaining

PREPOST 6 – Helpful – A tip for using your products

DAY OF PARTY:

Here you want three pre-party posts:

Day of the show: A “what you will need” post. On mine, I have a graphic I use that just shows comfy clothes, your computer, your favorite beverage.

30 Minutes Before start: A reminder, get the excitement going

10 Minute warning

Roll Call

Then during the party, here’s the format I use:

Welcome and Intro

I also have a post reminding people to refresh their screen frequently and telling them that we will be awarding “tickets” for a prize drawing for things like asking questions and making comments.

Post 1: Thank your host! I generally do this by first thanking and then asking folks to tell me how they know the host. It gets them talking.

Post 2: For our lockets, I do a pic of several charms and ask “Which one most describes you?” With other products, you can do something similar that gets people engaged.

Post 3: In this post, I usually showcase some of our newer things, especially right after a product release.

Post 4: “If someone handed you an extra \$1,000, what would you do with it?” I most often use this question with a pic of money because it is a great lead in to talking about the business opportunity. My post right after this one is a “ticket earning” post that allows them to ask me any question they want about the business opportunity.

Post 5: All products have three prices: Retail, half price, and free, which do you want? This leads into a booking challenge to get others to book. Play with it to fit your products and offerings!

Retail therapy: Here’s where I give them the link to shop. Time for retail therapy!

Closing: Thank you! Thank both the guests and hosts. Do prize drawing.