

SOCIAL SELLING CHECKLIST

Here are some basic steps to help as you're booking, planning, hosting, and following up after your social. All files referenced here can be found in the Social Selling website Resource Library. If you don't find what you are looking for there, be sure to check the Youngevity Social Selling Group (Facebook) or the Youngevity Resource Center. There additional files, photos and printouts shared by other Distributors there as well.

To access the Resource Library and your Social Selling back office, go to www.youngevitysocial.com and login using your Youngevity ID & password. For an overview of how this website works, view the VIDEO TUTORIAL.

Pre-Booking

- Determine what type of event(s) you plan to hold (in home, virtual online via Facebook or other social media, part of a memory keeping crop or workshop, etc.) Check FB group for online party tips.
- Determine theme of event. Generally, one or two MAIN focuses is best (make-up, jewelry, memory keeping, health and wellness, etc.) unless you choose a creative event theme that ties things together. There are some simple ways to incorporate other products in secondary ways. Doing a "[placement social](#)" with short spotlights on a number of the brands is a great idea as well. A placemat social is only showcasing products that will fit on a placemat. More details about this is on the Social Selling page on Facebook.
- Set open dates on your calendar
- Download the Youngevity Social promotional materials to share online or at events to invite hosts (host rewards, current specials, etc.)
- Practice what you plan to say, then reach out by phone to potential hosts.
- If you're hosting a Social Media event, there will be some variations to what you see below. Review the detailed tips in the File section of our Youngevity Social Selling Facebook group.

Host Coaching

- Download and share [Host Plan Summary](#) (host rewards) flyer with host.
- Share Hostess Tips information found in [flyer](#).
- Encourage host to set goals for total sales at Social. Help them choose products they'd like to earn for free or at discount.
- Coach host on best tips for inviting guests.

Inviting Guests

- Personal contact is always better than a social media post. Encourage your host to make a list of at least 25 people and begin calling or texting them a personal invitation. Follow-up with the invitation flyer or another cute marketing piece.
- Make a reminder call or send a reminder text the day of the event.
- See some sample invitation script ideas [here](#).

Preparation

- If available, watch video sample of Social event theme you are holding.
- Download and print Invitation Flyer
- If available, download and print the [script of Social event](#) theme you are holding.

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- Business Materials and Supplies:
 - Simple display items and samples
 - Download handouts (for the brand(s) you are sharing)
 - Print for each guest:
 - Order forms
 - Drawing Slip
 - Price sheet for your country
 - Host Plan Summary (Host and Guest Rewards Flier) for each attendee
 - Pack office supplies like pens, calculator, clipboard, etc.
 - Print Distributor [Application and Agreement](#) forms, Starter Kit flyer and CEO Kit info for those interested in learning more about business
 - Set up your Social in your www.youngevitysocial.com account.

Event

- You should have invited and reminded guests about the event via online event reminder, text, email or phone call.
- Arrive a few minutes early to set up your display.
- Plan to use cue cards if necessary and catalogs during your presentation. Plan to share from your heart and keep it simple.
- Each event's content is different but the basic structure is the same. [Event outlines.](#)
 - Intro:
 - Host welcome. Thank host.
 - A little about you
 - A little about Youngevity
 - Product info: share info and get them talking about what they like or need
 - Wrap-up:
 - Thank hosts and guests
 - Introduce host and guest rewards and remind each guest that for each \$75 they spend they earn an item half price. If they spend \$150, they get 2, etc.
 - Talk about autoship club benefits
 - Statement or two about YGY as a business
 - Prize drawing
 - Place guest orders

Follow-up

- Enter guest orders using your www.youngevitysocial.com account. See [Manage Event Instructions.](#)
- Share the party link with guests and also guests who were invited who didn't attend.
- Socials can be open for 30 days but always discuss a deadline with your hostess so she can place her own order for what she is excited to receive in a timely manner.
- Follow-up with guests 7-10 days after the event, particularly if they've ordered health product to coach them through how to get started.

