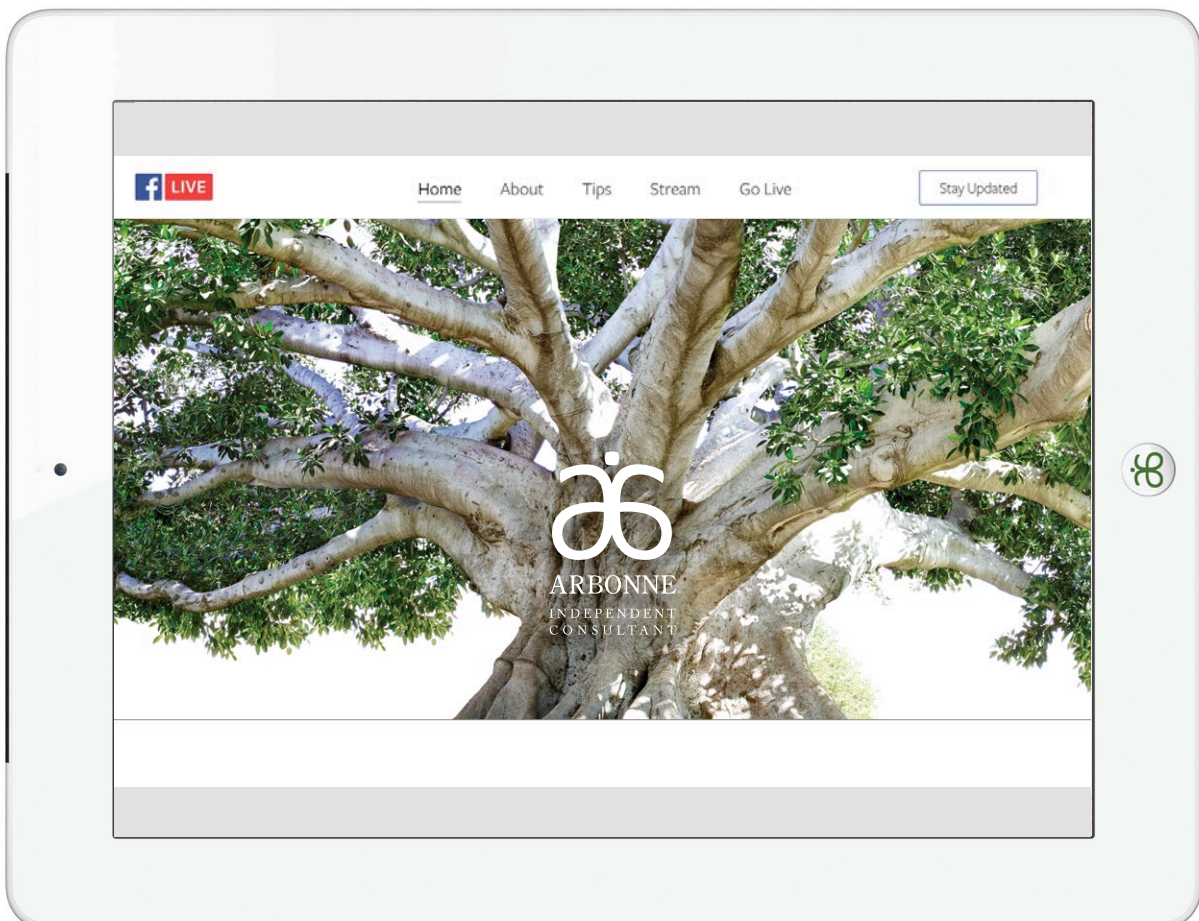


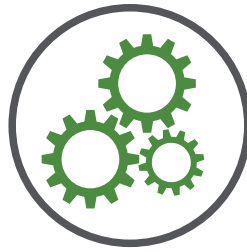


# Facebook Event Guide

Arbonne allows you the flexibility to run a global business from your computer or smart phone. Utilizing virtual events on social media can help expand your network by connecting with new people from all around the world.

Facebook events allow guests to learn about Arbonne and join the conversation in an easy and convenient way. While Facebook events can't replace the value of an in-person Presentation, they create the opportunity to reach more people who may live far away, have busy schedules, or just aren't ready for that physical commitment. Virtual events can help add another way to expose people to your Arbonne business, allowing for more opportunities for connection, sales, sponsoring, and follow-up!

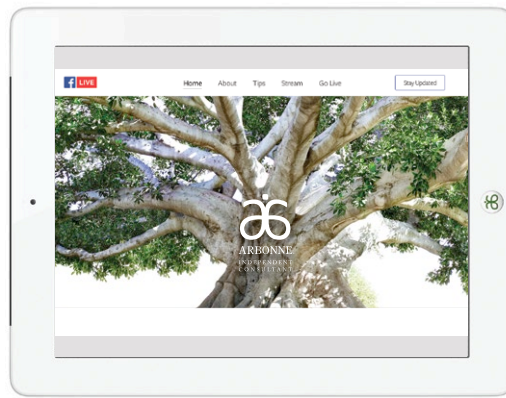




## Facebook Event Options

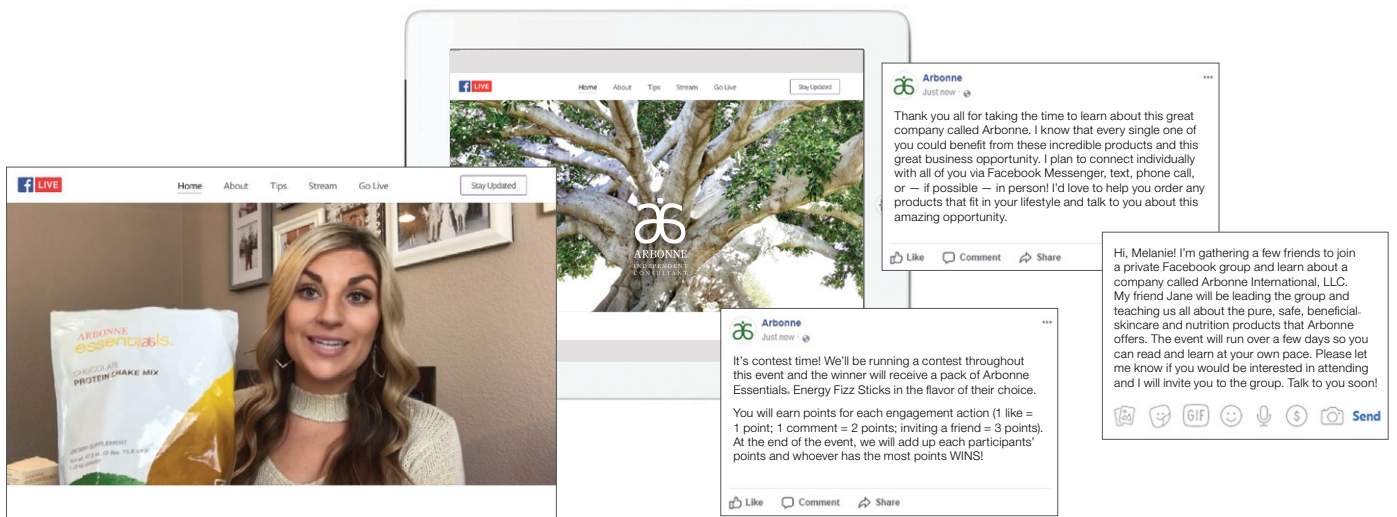
1

A Facebook Live broadcast held within an event page.  
The average duration is 30 minutes.

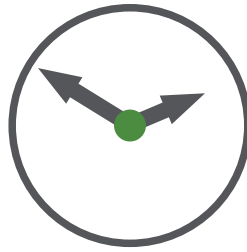


2

A Facebook event with written posts and Facebook Live broadcasts weaved throughout. The average duration is 4–7 days.



**Whatever type of event you decide to hold, the following steps will help you create a successful Facebook event, make authentic connections, and grow your business through sales and sponsoring.**



## Take Time to Plan and Set Up Your Event

### Determine the focus of your event.

#### Here are some ideas:

- Focus on the healthy living inside and out story. Tell your audience about the Arbonne skincare and nutrition advantage — a holistic approach to inner and outer beauty (and well-being!), paired with cleaner formulas for better skincare and plant-powered nutrition.
- Provide an overview of the product collections. Describe each product collection to show the diversity Arbonne offers, still emphasizing the inner and outer wellness story. Share your favorite usage routines and recommendations.
- Share the Arbonne Opportunity. Share your “I” story, the Arbonne heritage, and key points from the Discover Arbonne Presentation. Don’t forget to include a link to [iccs.arbonne.com](https://iccs.arbonne.com). You must share the required Opportunity disclaimer and average income information.

### Create an agenda/posting plan:

- Be purposeful with your content and plan what you want to say and when you want to say it.
  - For events spanning over multiple days:
    - a. Schedule how many posts you would like to post per day.
    - b. Provide a mix of written copy, images, and videos to keep your viewers engaged.
  - For live events:
    - a. Decide how long your broadcast will be and plan to stick to that timeframe.
    - b. Create an outline to follow to help you stay on track.
    - c. Save questions for the end of the broadcast to ensure you stay on schedule.
  - Frame your agenda as you would an in-person Presentation:
    - a. Start by telling your audience what the event will entail and what they can expect.
    - b. Introduce yourself and your *Why* story.
    - c. Remember the focus of your event and stick to that content.

**Tip:** Organize a contest. Be specific about what the audience needs to do to win, include the terms of the contest, and be prepared to track their activity. Keep in mind that you’re responsible for researching what is legally allowed in your local area.

### Example of a contest:

Assign points to each engagement action (1 like = 1 point; 1 comment = 2 points; inviting a friend = 3 points). Add up each audience member’s points and give the winner a gift of your choice at the end of the event (e.g., Energy Fizz Sticks, Rescue & Renew Detox Scrub, Fit Chews, etc.).

### Planning and invitations:

#### • Choose the date and time of your event:

Be cognizant of different time zones. If you conduct a live event, choose a time that most people are at home and awake (e.g., 6–9 p.m. on a weekday).

#### • Create a Facebook event with all the details of your event:

This is the guest’s first introduction to the event, so be clear that you’re an Arbonne Independent Consultant, and provide the time and date, what can be expected of the event, and why you’re so happy they will be joining you.

#### • Personally invite each guest to your event:

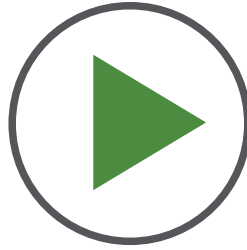
- If you’re the host, reach out to your guests via text, phone call, or Facebook Messenger. A personal invitation is much more welcoming and allows you to connect with the guest before the event.
- If someone is hosting the event for you, encourage them to reach out in the same way. You can provide them with sample verbiage to make it easy and convenient to provide their guests with that personal touch.

### Example:

Hi, Melanie! I’m gathering a few friends to join a private Facebook group and learn about a company called Arbonne International, LLC. My friend Jane will be leading the group and teaching us all about the pure, safe, beneficial- skincare and nutrition products that Arbonne offers. The event will run over a few days so you can read and learn at your own pace. Please let me know if you would be interested in attending and I will invite you to the group. Talk to you soon!



- If guests are not available to attend the event, encourage them to choose “Maybe” rather than “Can’t Go” on the Facebook event page. This way, they will still have access to the page if they would like to view the content.



## Leading Up to the Event, Build Interest and Engagement

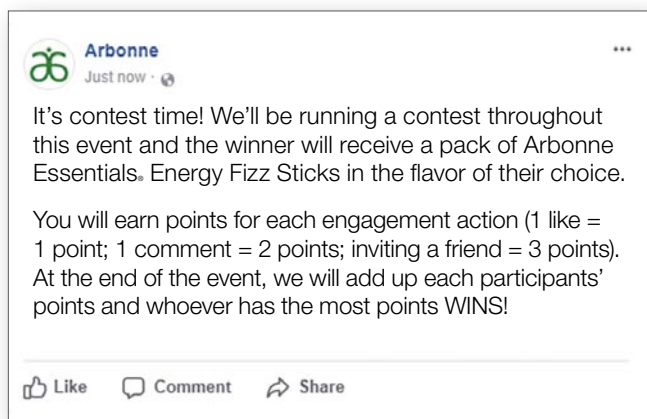
### If your Facebook event is scheduled over multiple days, start by posting your introduction.

- Share a photo of yourself, maybe with your family or a pet, and give a detailed introduction of yourself. What you did before Arbonne, why you chose to build an Arbonne business, along with other fun, relatable facts about yourself.

### Introduce any contests that you will be hosting throughout your event.

- Give specific details about what the person has to do to win the contest and when the cut-off date will be.

#### Example:



### If you're holding a Facebook Live event only, post engaging content to spark interest in the Facebook invitation thread.

- Product-focused events:
  - Share the Pure Arbonne video from The Source or the Arbonne Digital Toolkit.
  - Create a photo album with Arbonne-approved Before & After photos from the Digital Toolkit.
- Opportunity-focused events:
  - Share the short version of the Arbonne Opportunity video from the Arbonne YouTube page.
  - Post the Arbonne Advantage flyer from The Source > Business > Business Basics > Our Culture.

The day before the event, connect with your personally invited guests. Answer any questions they may have and remind them of your excitement to have them join you. Encourage your Consultants to do the same.

- Remind guests to click “Going” on the invitation page so they receive the notification when your live event begins.

## During Your Facebook Event, Follow a Set Agenda

- Stay on topic. Your goal is to educate, equip, and empower! Reveal a need, offer a solution, and encourage them to fill their need with Arbonne.
- Be consistent! Set reminders on your phone to help you remember to post each day (multiple times a day, if that's what you have planned).
- Encourage your host and other Consultants who may be included in the group to comment on every post. This will help encourage engagement from the guests.
- Respond to every comment you receive to show your commitment and interest.
- Ask questions to keep the audience engaged. This will also help you get to know the guests better.

## Go Live

Whenever you're going live within the event page, send out a reminder 15 minutes prior. Do something fun, like ask all your attendees to post a selfie while they wait for the event to begin!

- Set up your computer or phone on an eye-level, stable surface. Make sure the area is well-lit, inviting, and interruption-free.
- Start the live video on the invitation page by clicking “Write Something” and “Live Event.”
- If you haven't introduced yourself and Arbonne to your audience, begin with your “I” story, and then briefly describe the Arbonne heritage and what makes Arbonne different.
  - You can refer to the Arbonne Advantage and Communicating the Arbonne Advantage flyers on The Source > Business > Business Basics > Our Culture.

### Choose a specific purpose for the broadcast:

- Demonstrate your skincare regimen or your favorite shake recipe.
- Have your host join you for your live event. Ask the host about his/her experience with the products and share your testimonials together.
  - If you plan to do this, make sure to send your host some products to try a week before the event. That way, they can share their honest review.
- Host a Q&A with your audience. Ask for questions to be submitted beforehand so you have answers prepared.

Limit your broadcast to 15–30 minutes. This timeframe helps your audience stay engaged and allows you to maintain high energy throughout the event.



## Closing

- End with the three ways to win — get tips from the Sales Close Sheet on The Source > Business > Business Basics > Selling > Preferred Client Selling.



- Share with your prospects the three ways they can be a part of Arbonne: Preferred Client, Host, or Independent Consultant.
- On the back of the sheet, share all of the Arbonne Special Value Packs (ASVPs).
- If you refer to this sheet on Facebook Live, make sure to post it to the event page for attendees to view.
- Let your audience know that you will be reaching out to each person individually to help them order any products/discuss the Arbonne Opportunity in more detail.

### Example:



- This will allow you to connect more personally with each guest, answer any questions they may have, collect their contact information, and ask them how they would like to become a part of Arbonne.
- If they say no to becoming an Independent Consultant, Preferred Client, or Host, make sure to ask them for referrals.

## Post-Event Follow-Up is Key to Ensure Your Event Meets Your Goals

- Post a recording of all Facebook Lives on the event page.
- Follow up with your guests 1–2 days after the event to answer questions and help them place their product orders. Encourage your Consultants to do the same.
- Follow up with guests who couldn't make it to the event and extend a personal invitation to your next event, Discover Arbonne Presentation, or schedule a One-on-One. Remember, if you can't meet in person you can connect over Facetime, Skype, Zoom, etc., and encourage your Consultants to do the same.
- Track the number of attendees, and how many orders, bookings, and Preferred Client and Independent Consultant sign-ups resulted from the event. Use this information to help you refine your agenda and plan for your next event.

**Social marketing** allows you to expand your network to people all around the globe without leaving your home. Each person on your team and each person in your life knows at least one person who has never heard about Arbonne. Reach out to those people, make those personal connections, and invite them to your next Facebook Live event.

Facebook events are another way to reach more people as you expand your network, grow your contacts, and build your team. Your goal for each of these events is to educate, equip, and empower! Reveal a need, offer a solution, and encourage them to fill their need with Arbonne.

Always remember, the fortune is in the follow-up!

Arbonne makes no promises or guarantees that any Independent Consultant will be financially successful as each Independent Consultant's results are dependent on his or her own skill and effort. You should not rely on the results of other Arbonne Independent Consultants as an indication of what you should expect to earn. Actual financial results of all Arbonne Independent Consultants for the preceding year are contained in Arbonne's Independent Consultant Compensation Summary (ICCS). You may view the Independent Consultant Compensation Summary on Arbonne's official website ICCS.arbonne.com.

