



FB Party Host Coaching

How to ask & coach a host to a successful online event

How to ask people to host:

Hi [Name]! I'm having so much FUN with these short and easy Arbonne FB events. I LOVVVE doing them! Not sure if I mentioned but I've only got a few dates left!! Hosts can earn free products plus up to \$625 at 75% off 🥰, I'd LOVE to send you on a thank you shopping spree or if you don't need one you can donate your rewards to a family in need or a shelter of your choice) ...and your friends will love the fun/easy shopping from home in their jammies! You can choose "Healthy Happy Hour" (weight loss and wellness), "Healthy Inside & Out" (skin care and nutrition combined), "Essential Oils 101", or "Get the Look" Makeup workshops. Want to see what dates I have left?

When they say YES:

Try for the very next week if you are not booked. If that is not available choose the soonest available date. Always offer a specific 2 or 3 options for dates. The best times seem to be week days at 8 or 9 PM. But your host knows their friends so be flexible. One week lead time seems to work best.

As soon as you book it, send out a "Pamper Box" of samples. Be generous and give a wide range of samples. If they are local, bring an Re9 Set instead of a sample pack. For all of the sample sized goodies, wrap them in organza bags and ribbons and put tissue paper in the box. Follow up with your hostess so that you know when the box arrives. Encourage her to use them right away so she can give a testimonial on the products to her friends during the event.

10 Days prior - send invite verbiage for the host to send out:

Hi [Name]! 😊 YAY, excited for your party next week! I will be setting the event up probably on Sunday. So now to find out who all wants an invite to check it out, your friends will appreciate the ask! 😊 Send this message to each to find out...keep sending until you have at least 25 who say yes they want an invite (that is the formula that works the best). Sound good? 😊

"Never put off till tomorrow what you can do today." – Thomas Jefferson

Hi (name)! I'm hosting an Arbonne "Get the Look" Workshop on FB next week. I really love their products (huge variety for baby to adults in makeup, nutrition and personal care). Plus it's both short & fun! 😊. I'd LOVE for you to come, do you want an invite?

8 days prior send this to your host:

I am going to set up your party event on [Sunday]...having just a few days to lead up to the party day seems to work best. So I'll touch base with you then but lmk if you have any questions come up. SO excited!!! 😊

Send to host 5 days prior to the event (after creating the event and the welcome post):

Hi [Name]! Happy Sunday! OK I have your FB event all set up...I have you added as host so just set yourself as GOING and then you can add all your people who said YES they want an invite (thanks for only adding those who said YES) 😊 Once you add them, please set them all as GOING - many do not realize they need to in order to get notified of the party...and they already said YES 😊 Click on Invited then edit beside each name.

[insert the Facebook Event Party Link]

And great job inviting! I just posted the welcome - be sure to comment on all the posts and interact with your friends as they comment...no doubt a big reason they are there is to hang out with YOU 😍👏🎉

After posting the welcome post, reach out and encourage your host to comment on that post to start interaction rolling:

Hi [name]! I just posted the welcome post for your party! I will post once a day between now and our start time to get to know everyone. Go ahead and comment a pic of your family or a favorite hobby to get the ball rolling. When your friends comment, reply to each of their comments to make them feel special. The more interaction there is, the more fun we can have! 😍😍😍

"If you don't ask, the answer is always no" -Nora Roberts

2 days prior to the event, ask your hostess for a list of \$1,000 in product she would most like to have. This depends on her receiving the Pamper Box and/or VIP Kit Drop prior to that day OR her prior experiences with Arbonne. Look at the FB Event Follow Up training for a list of what I put in my Pamper Boxes.

Morning of the event prompt Host to send out a reminder:

Hi [Name]! I am so excited to Arbonne party tonight! Please send this message to each guest through messenger (not through the event message) sometime today. Everyone is super busy these days so they'll appreciate the reminder. 😊 Once the party starts be sure to comment on everything and remain engaged to make it fun for everyone.

Hi (name)! So excited to [Healthy Inside and Out party] with you tonight at 9pm! Do you have any questions about how it works?

Early afternoon the day of send this to your host:

One more thing [name]! I have learned that when the host pops on to the FB live for a minute to thank her guests for coming and to give a short product testimony that the success of the event literally triples... would you be open to me inviting you into the live for a quick minute? 🙏🙏🙏🙏

When she says yes:

😍🙌🎉 Great!!! Be in the FB Event a couple minutes early so you are there watching right when I get started. I will invite you to join me and you will see the notification to accept. Once you click that you will be live in the window with me and you can thank your guests and share about your favorite products!! What will you tell them about? 💕

THAT NIGHT RIGHT AFTER:

Send the hostess a video message thank you: include “people like you keep my business going”, “I appreciate you so much”, “Keep sharing the custom album and the digital catalog with your friends in case they missed it” Offer an incentive and let her know the booking incentive (*I give a free product to my hostess for every person who books*) applies to her also if she books again within 6 months.

Morning after - Send follow up text to host for those that didn't order yet with current rewards info

“Begin by always expecting good things to happen.” – Tom Hopkins

Hi [Name]! Good morning! Your friends have loved the products, thanks so much for hosting! 💕. So far your party is at [] and your rewards are []. No doubt more want to order and book. Every booking earns you a Free Product from my personal stash! And the more orders that come in the higher your rewards will climb. So now to find out who still needs products so we don't miss anyone! Please send the following message to each guest to find out. No need to send this to those who already ordered, but of course feel free to message and thank them! Questions? 😊

Hi (name)! We had so much fun Arbonne partying last night, love these products! It's still going so if you missed any posts, they are numbered. We are shooting to close it up quickly and don't want to miss anyone, do you need some products or want to book your own FB party to earn a shopping spree?

Afternoon After - Message to host

Hi [Name]! OK...who responded that they still need to order but haven't? And we need to get you at least ____ booking so you get an extra free gift, wahoo! I'll post now also and can follow up with people 😊 Make sure to tag everyone in the closing post!

Within 2 days send a snail mail, hand written thank you card to your host. Include a SECOND thank you card in her free gifts from booking when she earns them.

I recommend hosting an online “Mystery Hostess” event for your hosts (online and in person hosts) every quarter as a thank you. Do additional raffles for prizes, incentivize your past hosts to rebook, incentivize them to purchase, and choose a grand prize winner out of a hat to receive the host rewards from that event.