



FB Party Posts

What to post and when...

5 Days Prior create the FaceBook Event (Start that day, end 24 hours after live):

The KEY is ENGAGEMENT, CONNECTION, and VALUE. I break up the regular presentation into chunks. On social media everything needs to be SHORT. The presentation will have one post per day only leading up to the event with a total of 6 “pre” posts including one the morning of.

1. WELCOME POST 5 days prior (Create a meme with a poll):

Ask a QUESTION such as “Are you a newbie or a junkie?” or “How do you know your host?”. Incentive them to answer by offering “raffle tickets for the door prize” to each guests who answers. I offer a free PC membership as the door prize. For a large group I will offer a PC membership for one prize and free gifts for others.

2. POST 4 days prior:

A CONNECTION post. This post is to make yourself relatable and real to your guests. It is also a great place to share a brief version of your 2 minute story. Create a collage with fun pics of your family, pets, hobbies etc. They do not need to be professional. They need to be real.

3. POST 3 days prior:

ENGAGEMENT POST: Find out what products your guests would like to see.

“[\[Name\]](#) and I would love to know what types of products YOU would love to see on Wednesday...vote in this POLL to let us know! 5 TICKETS when you do :) This will help us decide what to focus on so we can serve you best.”

4. Post 2 Days prior

Post a funny related to your event (Video, GIF or Meme)

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

5. 1 Day prior:

Post something useful that does NOT mention one of your products... think: Whether they purchase anything or not they have walked away with useful advice.

Suggestions:

“Do you wash your makeup brushes?”

“Did you know many product sold in the USA contain multiple toxins and carcinogens? Check out this video from ABC News to learn how you can protect your family”

“Check out this amazing clean eating desert that has all the taste and NO guilt!”

6. POST Morning of - a recorded or live video with you and your kids, family, significant other, pet, or you doing your “passion” (art, music, sport) and give your 2 minute story. Include your excitement to spend time with them later. Remind your host to comment. *(Be real, be you... perfection is boring. Include the questions at the beginning of the “Is Arbonne for You” document. Do not yet ask them to look at the business. That comes later. Keep it to 2 minutes or less.)*

7. POST 30 minutes prior - what they will need (add a pic)

30 Minutes!!!! Woot Woot almost time to LIVE HEALTHY!!!! Grab a drink and a snack, get cozy and comfy and be with us live in 30!!

8. POST 5 minutes prior (add a pic or meme)

5 minutes!!!!

For 2 TICKETS...comment below a selfie or gif of what you will be sipping/snacking while we [[Healthy Inside and Out party](#)] up (or what you WISH you could do 😊)

9. POST - GO LIVE

Post #1 - It's Party time!!!! [[name](#)] and I are LIVE!!!!!!

FB Live Product Presentation (must use a phone or i-pad):

- Starting with this post, number the posts so someone can look later
- If the host is joining your live, swipe right and select her “invite to join live” and have her share her thank you and a product testimonial
- 5 minutes or less if you are using a video after to supplement. 10 minutes tops if you are not using a video. Creating a pre-recorded video yourself or using ones you have

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

curated is best for time. Do not use Arbonne created videos... they do not feel "authentic". They feel like commercials. People respond best to ordinary people. A series of 2 or 3 one minute testimonials is also a good substitute until you create your own video.

- *Have good lighting in front of you, not behind you*
- *Have an Arbonne display of products behind you with 1-3 favorites close at hand*
- *Tell guests to comment when they get on so you you can shout them out and give them raffle tickets. Shout out guests as they come on, keep an eye on questions (encourage questions)*
- *The Arbonne Difference (brief inside and out)*
- *Briefly touch on 3 of our top sellers or the requested products. (yes only 3... the videos will cover the rest)*
- *Share one fact and one love for each product you share. Hold each product up as you talk about it.*
- *Mention the 45 day money back guarantee as "the ultimate test drive"*
- *Three ways to win (for every person that decides to host a "quick and easy" FB event I will gift the host a free product)*
- *Call to action "I am so grateful for each and every one of you watching right now! As soon as the live is complete look out for the 2 videos I post next for tips on contouring and the perfect eye!" or "Check out the video I am posting right after the live with Dr. Tanda Cook on 30 Days to Healthy Living", then "After that you'll see the shopping post! In the comments of the shopping post I will put my Favorites custom album in case you are in a hurry, and the full digital catalog (<http://www.arbonne.com/discover/catalogue/>) if you have time to relax and browse. You can click the shopping link to shop OR if you would like a personal shopper and access to 20-40% off I am happy to help you personally. If you click the link to shop be sure to pick [name's] party so they get credit towards their rewards."*
- *After the live comment in the live post what the door prize/ prizes is/are*

TIP: Periodically you can ask them for engagement "My husband and I were always worrying about money, if you feel me on that drop your favorite emoji in the comments" "This eye cream is fabulous for fine lines and wrinkles! I love that the skin under my eyes is visibly firmed! If you want to lose your dark circles and fine line drop an exclamation point in the comments!" Make up your own and have fun with it. Stay super engaged and encourage your host to stay engaged. Also, if you create a top sellers video or use a

premade video from Tanda Cook for the 30 Days to Healthy living, you can shorten your live. The custom album is a photo album on your business page that includes your favorites. Include pricing - keep it to 20 items or less and focus on products under \$60 in the first few pages. Often these parties are just the start of the relationship and people are more likely to start with one product. The follow up is where you will see more ASVPs sold.

10. Post your pre-made video (or videos)

A personal pre-made video is the most effective. Even the simplest editing software can help you create a 6 or 7 minute video that includes our product advantage, product lines and personal touch. If you do not have one yet, use video from others. I use Tanda Cook's healthy Living video and various tutorials I have curated online. I download them and repost to Vimeo to avoid YouTube which can sometimes draw people away from you.

11. POST Shopping Time (tag all the party goers)

#2 SHOPPING TIME!! WAHOO!!!

Include your shopping link and instructions and an invitation to be their personal shopper. In the comments of the shopping post include your custom album, the arbonne digital catalogue, and the free gift list. I recommend also commenting an incentive to shop that night, "anyone to place there order tonight I will reimburse their shipping".

12. POST Thank You VIDEO to the event (at the 30 minute mark)

#3 Thank you thank you thank you!!!

Include: Thank you, Why I love Arbonne, Incentive to ask for more information on the business (Keep it light hearted and friendly) Then say thank you AGAIN

13. POST NEXT DAY

Incentivize the guests to book a FB party. Ask Hostess to tag all of her guests.

14. Afternoon After - ask host to tag all guests - closing!

Post a poll to see who still needs to order and if you need to keep the party open. Ordering soon, I need a personal shopper, I like too many things so I'm thinking about hosting, My order is in, I love this... talk to me about becoming a consultant, Great products but I won't be ordering right now