HOW TO DO AN ARBONNE FACEBOOK EVENT

When I book something I find one week in advance is generally the best length of time. If it’s two months away they tend to forget about it. If it’s too short a period of time it’s not effective. So I find that having the host start inviting one week in advance i works very very well. And it works the same way when it’s just my party.

So five days before I will create the event, and I sent verbiage to the hostess so she knows what to send all of her people. And I set it up from the start with the hostess, that she explains to the guests that at the end of the event I’m going to reach out personally to every person to make sure that everybody really gets what they need and they get really good customer service. So they are expecting me to reach out to them personally before the presentation even starts.

The personal connection is what really makes this work. So to create that connection with people you’re not seeing face-to-face, who you’ve never met, or even people who you have been distant from for a long time, the key is :

Engagement, Connection and Value. You want to make sure that your guests are engaging with you, you want to give them opportunities and incentives to engage with you throughout the party, and also want to make sure that the connection that you’re making with them is “human“.

In the culture that we live in , in the world these days, the culture of Arbonne is so wonderful , because it’s so different from the outside world.

Because the outside world tends to De-humanize people, especially in social media, people are very distant from each other emotionally. So people are not trusting as much in social media, so you need to have the intention to humanize it .

You also want to provide value to them, even if they don’t buy anything. I think that makes people feel valued. So I limit my posts to one or two per day, between the time I create the event and the time that the event actually occurs.

I call these my “pre-party posts”. The pre-party is basically where I’m laying the foundation for the relationship with the guests-and a foundation for the Arbonne difference.

So before the party starts, I want to get my three minute story or my “Why” out-of-the-way , I want the Arbonne difference out of the way, and I want to be connected to the people in that group .

POSTING DAY ONE- FIVE DAYS BEFORE THE EVENT

So the first day I create a welcome ,and in the welcome post I always want to ask a question. And I create a meme with a poll on it. I say are you a newbie or an Arbonne junkie? And how do you know our wonderful host or who invited you today and how do you know them?

And I create a door prize with Virtual tickets. For every comment they get five tickets towards the door prize. And for every person that they invite into the party that I or the host didn’t invite, for every new person they bring in they get 10 tickets towards the door prize.

And I put all of that in my welcome post. And I coach my hostess to let her guests know that I’m doing that. So that if she doesn’t see them commenting she encourages them to go comment and tells them you’re going to win prizes.

So it gets people to engage. I also encourage my hostess, every time one of her friends comments to respond to that comment. It makes them feel more valued

FOUR DAYS BEFORE THE EVENT

And so the next day , which is 3 to 4 days prior to the event, I make sure that this is about humanizing myself and showing them that I’m a real person and that I’m human, and that I have feelings, and that I’m real. And not just some sort of “bot”. So the connection is about being relatable. So what I choose to do is I post a picture of my family, a photo where the kids are being cute, one of my hobbies- I do a collage of pictures that really make up who I am as a person.

And then in the text there I actually share a little bit of my why story, or my two minute story so they know why I’m doing this. For example if your reason for doing this is your kids- that makes you human to them.

THREE DAYS BEFORE THE EVENT

The next day, or three days before the party I make sure that I post something that’s an engagement post. I want them to feel like you have to answer this question. So what I do is I ask “What would you like to hear about?” Because in my “Healthy inside and out” presentations on Facebook I always talk about the anti-aging system, and I always talk about the 30 days to healthy living.

But I don’t go deep into that in my Facebook live part of the event. I use videos that are already recorded for that. You can create your own, which is ideal because people want to see you – you know it really makes them more connected to you. Or you can use something that someone else did. I actually use an RE9 video that was done by Arbonne and I use 30 days to healthy living video done by Tanda Cook.

Most of the time I choose not to use the Arbonne stuff because it’s too well produced it’s too pretty and perfect and it makes people feel like they’re watching a commercial.

They kind of want real they don’t want too glossy and perfect but there is something from ARBONNE that I found that was actually really very laid-back and real. All right so I don’t really get into those two things in my live. In my live I’m going to get into just kind of a little bit more of what they want to see.

So in a post three days prior to the event, I’m going to ask them “What are you curious about”? And I ask them about do you want to hear about Mocktails and cocktails?

Do you want to hear about Wellness?

Do you want to hear about make up?

Do you want to hear about anti-aging?

I ask about all the things and then they all comment below what they want. And obviously that earns them five tickets when they do.

TWO DAYS BEFORE THE EVENT

A couple of days before I find it very helpful to just post something funny related to what you’re talking about. Somebody somewhere along the line Made a meme that says “it’s all fun and games until you can’t fit into your jeans anymore”

And there’s the Arbonne logo under there. I love that meme! I use that sometimes.

ONE DAY BEFORE

And then the day before. This is where you have the opportunity to share a useful valuable post that does not mention the word ARBONNE one single time. And this is really super effective. So – I like to do something that is useful and I like to do something that educates about our Arbonne difference even though I’m not saying about Arbonne. So here’s an example of what I like to post about “Do you know that many products sold in the USA, contain multiple toxins and carcinogens.”

And then I show an NBC video it’s all about toxins in cosmetics. But you can find something that works for you in your country. I also like to post about “Do you wash your make up brushes?“ Because it’s so gross that most people don’t and people wonder where they get sick all the time? There’s so much bacteria on those brushes. You can see I’m passionate about keeping those things clean.

So it’s fine for me to post about that.

Or something like “you can check at this amazing clean eating dessert that has all the taste and no guilt. And you can post a video of yourself making that dessert.

Or you can post a meme with a recipe. Anything useful it’s going to kind of teach them something that they can use, but you don’t necessarily have to say ARBONNE.

Because when you’re promoting healthy, when you’re promoting clean, when you’re promoting no chemicals, they’re going to realize that ARBONNE is everything that this person is talking about.

THE DAY OF THE EVENT

The morning of you want to record a live video thats maybe one or two minutes long. And you usually do this about 9 o’clock in the morning.

And you want to do that either with your kids hanging from your hair if you’re a mom, or if you are an artist- then be covered in paint, and show everyone a piece that you working on.

If you have six dogs then let your six dogs run roughshod all over you for a minute. If you train horses be out with thae horses. This is another opportunity for you to humanize yourself.

And this is where I share my two minute story. I do it the morning of the event.

THIRTY MINUTES BEFORE THE EVENT

Then 30 minutes prior to the event, you are going to want to remind them that it’s about to happen because you know how distractible people are on Facebook – they’re going to forget. So you have to remind them a few times.

So 30 minutes before I put out a reminder post- and I like to put what you’re going to need for this event .

I put pictures of cocktails, a comfy chair, sweatpants, a picture of a bra with a big X through- it because you know you don’t need one of those for this thing. And people think it’s funny and it just reminds them that were about to get started in 30 minutes.

FIVE MINUTES BEFORE THE EVENT

Then five minutes prior is my five-minute mark like “hey were starting five minutes”. And this is the roll call. The roll call post I say “ comment with a gif or a picture of what you’re sipping on while we’re talking health and wellness tonight. And then I always put my own which generally speaking it’s the detox tea because I’m always drinking the detox tea 24/7. Whatever it is. And that kind of helps get the engagement ball rolling.

AT PARTY TIME

And right at the time you set up for your party, let’s say at 8:30 PM, you’re going to go live with Facebook live.

Just keep in mind that you have to use a phone or an iPad to go live within an event. You can’t go live within an event with the computer yet. I’m sure that will change at some point but right now that it’s not there. So right now he’s a phone or an iPad.

And my recommendation here, is that you have the Host joined the Live. You will have prepared that they are going to be on camera and you will have sent them products before hand to try and give testimonials about.

. Now if they are far away from you you’re going to mail them a pamper box with samples, if they live close by you going to bring them to pamper basket with full-size products so they can try a lot of things. Then I bring them on the live.

I first have them thank the other guests for coming ,by name if possible. Then they also will share a little something about what they tried in a pamper basket so that their friends see that they really love the products. And that totally changes everything. When you do that you’re going to see much better results than when you don’t.

So here is how you have someone come on live. To do that if you have a phone going with the Live, you go to the screen, then you swipe to the left. On the right there will come the little boxes that show you all the people that are watching live. And there’s a little button on each face that says invite to join the live. So you can click to join.

And then your host shares for 30 seconds or one minute – first their thank you and then what they love about the products they tried.

. And then you let them off again. Click the X and I will go away. And then you start your Live .

YOUR FACEBOOK LIVE PRESENTATION

You’ve already shared your two minute story earlier in the day, you’ve already shared the Arbonne difference with all of the posts, so now what you’re going to share you’re going to want to be five minutes or less. Anything over five minutes I promise you’re not going to watch it which is why we need to use pre-recorded videos to supplement. Because people are more likely to watch two or three five minute videos than they are to watch one 15 minute video.

Sidenote – very important you’re gonna want to make sure you have very good lighting in front of you not behind you, so I have my fabulous diva light right there. And that keeps me looking good and bright .

And I always have my products behind me – with a few usually right in front of me at arms reach depending on what I’m going to be focussing on.

If somebody wants to hear about make up I’m gonna talk with the primer. I’m not gonna talk but every single piece of make- up we have . Somebody wants to hear about Wellness I’m gonna talk about 30 days to healthy living.

I’m gonna share one fact, one love and my favourite product from that category.

And then I’m going to say, in a minute, the moment I hang up on this Live – I want you to scroll up and click play and you’re going to see an awesome video by Tanda Cook on the 30 days to healthy living.

So in effect this live is like a commercial to get them interested in watching the videos that are coming up later. So I always tell guests “hey make sure you comment when you come on”

And then let’s say for example you see Alexis name Pop up .You say “Hey Alexis thanks for joining me.”

Makes them feel good to have attention and it’s also another way to make that connection and engagement happen.

You’re briefly going to touch on three fan favorites – top sellers like the primer, fizz sticks, things like that. Or are you going to pick three things from whatever they commented on in that “what do you want to see” post.

You’re always going to mention the 45 day moneyback guarantee because then again people always are going to want to hear about that trust ,and it’s different than being in person with someone.

So the 45 day moneyback guarantee is a big plus. It makes people feel like “OK this is like one great big sample”. Like I can send it back if I don’t want it. It makes them feel good. And then you also obviously want to share the three ways to win, And then call to action.

CALL TO ACTION

So in my call to action - number one I share gratitude, I’m so grateful that you’re watching right now. And then I tel them As soon as my live is complete look for that 1-3 videos that I’m posting right after the Live

. And then soon as this live is over you’re going to scroll up –click and play one video and when that video is over scroll up click and play the second video- and then after that you’re going to see the shopping post.

I tell them You can do shop one of two ways

. One you’re going to click on my website link. If you really going to want to be anonymous about that you can just grab something and run. Totally fine.

But if you want 20 to 40% off I’m going to be connecting with each and everyone of you individually right after the presentation is over, so that I can help you get exactly what you want and that you’re really super happy and get great discounts. So if you want that 20 to 40% off connect with me. And if you just want to go shopping you just click the link.

If you’re doing this for someone else who is the host, you just have to tell the guest of the name of the party. And you will have created that party before you do your Live.

So I would say,” Make sure you look for the host Brook’s presentation so that she gets credit.”

After the Live is over, in the comments of the Live, you’re going to tell them what the door prize is.

. For me it’s usually a free Preferred Client membership or if someone’s already a preferred client, it will be a free full-size product. And the reason I don’t make that a separate post is because when there’s too many posts people get really confused because every time someone comments messes with the order of the posts. So I try to keep it very very sparse in the number of posts once I go Live.

So the Live I’m going to number that Post number one. Yes there’s a pre-party post but the Live for the actual presentation is number one. And I’m going to number them so that if anybody comes in and watch the replay, which happens a lot. – They can watch in order.

Then, after that I’m posting a series of premade videos that are going to support our products and educate people about the products .

After that I’m going to post the shopping post.

So the shopping post includes this.

I’m going to put my Arbonne website link, I’m going to put instructions in there on how to place an order using that link. And I’m going to again reiterate if you want 20 to 40% off I’m going to be reaching out to you personally in about two minutes and I can help you get that 20 to 40% off and make sure you get everything that you really really want.

In the comments of the shopping post are going to be your shopping supplies or tools.

So Number one I’m going to put the link for the Arbonne digital catalog. You can actually just Google Arbonne digital catalogue and you it will come right up so you can have that link. It’s a really cool Digital Catalog. You can actually open it to a specific page and send them back specific links so when they open it it goes to that specific page it’s really cool. Or they can just flip through it and it actually looks like a catalogue even like with the Pages turning. It’s really neat.

So I post that. Second thing I post, is a link to page it’s in it’s an album of favorites that I have posted on my Arbonne business page.

And I do this because people are in a hurry, people don’t have a high attention span. Even when I’m sitting face-to-face with someone, people get intimidated by how many things are in the catalog. So I have my favorite photo album on my business page, it has all of the fan favorites. You know this the stuff that people are psychotic in love with like the detox tea and mascara and primer the lifting and contouring cream.

And I also have two ASVPS there. So what I do is I post that right under the digital catalog.

And I say if you’re in a hurry and you don’t have time to look in the catalog and you just want to get something superquick. Here are my favorites. And that is something simple and easy for them.

Then after the shopping post, I’m going to wait about five minutes and then I post a thank you video. If you guys have noticed I haven’t mentioned the business yet. Obviously I’ve given them my two minute story but I haven’t made any invitations, I haven’t talked about money, I haven’t talked about anything. So in my thank you post Im going to get on and I’m gonna say thank you very much to everyone who came I’m gonna say thank you very much to our host, and then I’m going to share why I love Arbonne in person. So if you have a “because of Arbonne” you can share your “because of Arbonne” here. If you are creating a “because of Arbonne” you can share what you love about Arbonne.

You wanna be very brief about this, very laid-back no pressure – you don’t want to get into everything that you would be getting to in a face-to-face presentation because the second people feel like you’re pushing them they will shut you down. And they won’t watch it. So you got to be very laid back.

So when I say –“because of Arbonne” …. and then I say, you know – I started this business to make $1000 a month. And the fact that I make more than I ever could have, even if I had a corporate job, it’s crazy to me.   
My question for you is are you looking for more? Do you love your job and just one little extra money? Do you dread going to work every day? And I go through the whole “do you shampoo, do you brush your teeth do you wear make up? If you’re curious about how you can change all of those expenses in your day-to-day life into an income, whether it’s a small income or a large significant income – whatever it is you’re looking for. I’m going to reach out to everyone. But if you reach out to me to ask for more information about the business I will send you a pamper box or a full-size product – your choice. And that’s my intention to them to reach out asking hear more about the business.

THE DAY AFTER THE EVENT

Next day I am going to incentivize for them to book their own Facebook event. I’ve already coached the hostess to reach out to each one of them individually and say – “I just need one more person to book a presentation and I’m going to earn an extra full-size product. Are you open to hosting?”

And I always have like a little blurb that I send them that they can copy ,paste and personalize.

It tells them that they can earn a 75% off shopping spree or – if you don’t need anything, you can always host a charity shopping spree and we can donate those products to the shelter of your choice. And I do that all the time. And I often check my own Host Rewards and donate when I get out because I have a stock of stuff.

And people seem to really love doing that. Then in the post that happens the following day you want to ask your host to tag every single person in that post because a lot of people will overlook those the next day.

And then the last post is going to be the closing post. And that closing post it’s going to be – Who still needs to order? And how long do I need to keep the party open?

So that meme says:

-Do you need a personal shopper?

-I’m thinking about hosting.

-I love this talk to me about being a consultant

and

-Great products but I won’t be ordering now. It’s like ABC DEF.

And we can just write whatever number they are in the bottom. I might even incentivize people to do it sometimes during the presentation, I say anyone that orders tonight I will be reimburse your shipping and then I literally will like Facebook cash them $7.95 for shipping if they order that very night, because the incentives really work.