

CHAR – Good afternoon! I just want to start by asking who here has a Facebook account? Who here has done a L'BRI Facebook party? We are here to share some Fabulous Facebook Tips!

First and foremost, in home facial parties are ultimately the best way to meet new customers & prospects and pamper existing customers, however, Facebook parties can also be a valuable tool for a number of reasons.

1. It will help you expand your business outside of your backyard. For example, when L'BRI first introduced Facebook parties, I quickly grew my team from Manager to Executive Manger by sponsoring consultants in 12 different states, as well as Wisconsin
2. It gives more options to your hostess if having one in home makes her uncomfortable or is not feasible
3. It can help your hostess qualify for her existing party, by re-booking an online event to reach her friends and family that are not in the area or that couldn't make the first one

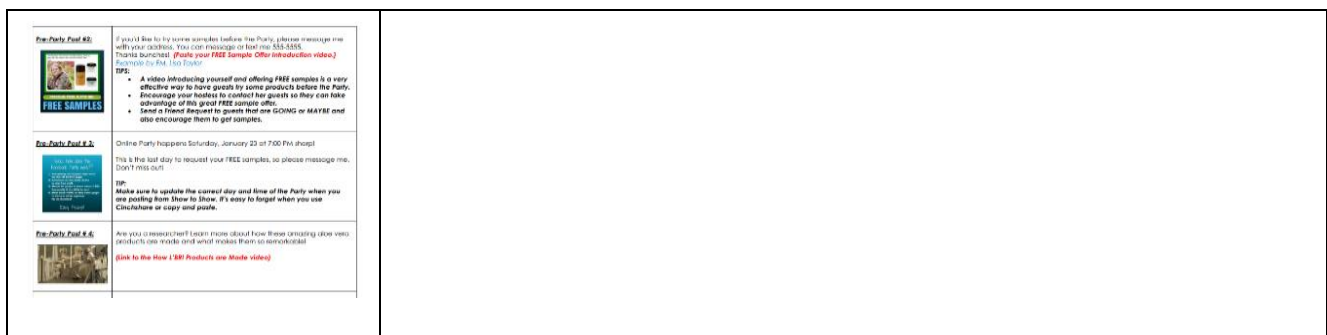
AVAILABLE TRAINING RESOURCES

If you are new to online parties, you might be thinking, where do I start?

Remember, L'BRI sets us up for success. You have your upline, your L'BRI sisters and the Learning Center.



- 1) **START IN THE LEARNING CENTER** with the “Facebook Party Template” Revised Jan 2018. Click on the Facebook icon at the top of the page.



You can change the wording to sound like you, and I recommend changing your images from time to time to keep it fresh and stay out of Facebook jail. Facebook will detect your post as spam if several people are using the same images and verbiage over and over again. You can find images in the consultant forum, the L'BRI corporate Facebook page and from your consultant friends. Or better yet consider creating your own images through programs such as Canva or pic-collage.

- 2) USE YOUR UPLINE: Your upline is there for you! Observe her or a Consultant friend doing an online event, just as you might go along with your upline and observe an in-home Show.
- 3) PRACTICE! My first event was my own practice event! I invited my current customers, friends and family, and asked them to come and observe while I practiced something new. This resulted in orders and bookings. If that is too scary for you, do a practice event with no guests or 1 or 2 of your closest friends.

POSTING: You can use scheduling programs like marGo or CinchShare to schedule your posts in advance. (marGo is free through L'BRI, CinchShare is \$10/month with the first month free). Both marGo & CinchShare have video tutorials on how to use their program so you can learn as you go. Another option is to post manually leading up to and the night of the party. This is what I did when I first began to do Facebook parties. The night of the party I had an outline of what to post at what time and kept two screens open – one for responding to comments, one for setting up my next post. As I began to book more online parties, I discovered the value of using a posting program like CinchShare or marGo to schedule my posts in advance so I could just pay attention to my guests and not worry about posting.

To get over the fear of doing a Facebook party, PRACTICE! Remember, everything is hard until it's easy!

CAYLA - HOSTESS COACHING - Hostess Coaching is extremely important! You always want to make sure you are doing hostess coaching for both in home Shows and Facebook parties. Most people do not know how to successfully host a party for high sales and multiple bookings.

1. Contact the hostess by phone or by Facebook messenger video chat to connect about the upcoming Facebook party. Go over the *How to be an Amazing Hostess* document found in the Learning Center under the Hostess Coaching tab.



2. Ask your hostess if they have 5 minutes to video chat on Facebook messenger to go over the wonderful hostess program and how to have a successful Show! I like to send my hostesses this quick video to help them have a successful show.

SHOW CAYLA'S VIDEO: <https://youtu.be/YGUfRMs3d3c> (2:31 min)

CAYLA – ENGAGEMENT – Find ways to keep guests engaged. At in-home Shows guests have the chance to try products and see you in person. We want to help them feel connected through Facebook parties as well using pictures, videos, going Live and sampling.

1. In the first day or two leading up to the party, make sure to introduce yourself. You could use Facebook Live or make a brief video introducing yourself and why you love sharing L'BRI (As last resort, use your professional picture from L'BRI with 4-5 sentences introducing yourself.)
2. You can play games: After I make 2-3 posts of “before and after” pictures, I play “ALOE! ALOE! VERA!” It’s like “Duck, Duck, Goose.” Everyone can comment as many times as they would like saying ALOE, when I say VERA, the last person to comment wins a free 7-piece travel set, custom to their skin type.
3. Tag invited guests in reminder posts of the LIVE party coming up. (Typically, I tag them the night before the party, and the day of the party at lunchtime.) I always tag all those that RSVP “Yes” and “Maybe”
4. Post at least once daily leading up to the event but not more than 3 times a day.

CHAR - ENGAGEMENT: I usually give a prize away at the end of the party for participation. I let them know that every time they like, comment or ask a question on a post, they get an entry into the drawing. (My prize is usually a 7-piece skin care or body care travel set – easy to ship through the “free sample” link on your website.) Some of my posts will give extra entries, like 5 entries when you invite a friend and tag them in the comments. I also give a free gift when I have 10 people RSVP, such as shampoo and conditioner sample or a sample of our “wow” products through Sampling Made Easy. I have the host tell her guests that the first 10 to RSVP will go into a drawing for a prize. It puts some urgency on replying.

As we mentioned, it is recommended that your hostess personally invites guests who they would actually invite to their home rather than invite their entire Facebook friends list. People are less likely to attend an online event with 100 people, because they will feel like a number and it won't feel personal or special. With a smaller group, you have the option to sample every guest if you wish. I often sample those who show the most interest by replying the first or second day after I post about our sample sets.



Who doesn't like FREE?!

This is a great way to experience 7 days' worth of 7 of our products before the party. But hurry! Order yours today so you can experience it before the party begins! Just pay the minimal shipping (\$6.75 plus tax) or a few lucky ones will get shipping waived!

**See below

Follow the link to request your FREE 7-day skin care sample set! Once you are there, click "free samples" **(Insert your website here.)**

**Bonus - Request your sample set in the next 24 hours, and I will cover the shipping cost for the first 3 people new to L'BRI who comment "I LOVE FREE." No worries if you aren't one of the first 3, you can still get your FREE sample set, just pay the minimal shipping.

Some Consultants will give a free sample set to everyone who responds, some to the first to respond. That is your preference.

I also use L'BRI's *Sampling Made Easy* throughout the party with testimonial posts like our Facial Masque on my mom.



Meet my sweet mom, Connie. No photo shop here people. Our "face lift in a bottle" will tighten and tone and give you a 48-hour face lift! It helps clear away dead skin cells and restore the skin's natural smoothness. Use it 2-3 times a week for a glowing complexion and lift!
Is this product something you'd like to "try before you buy"? Comment "WOW" below for your free sample!

Other examples could be an eye testimonial or shampoo testimonial. If you or your hostess have personal testimonials, use them! They are powerful! This method of sampling will appeal to current customers as well, giving them a chance to try something new!

CAYLA - HOW DO YOU GET BOOKING LEADS? - Offer an incentive to anyone who books during the party and holds their Show within 14 days to create a fun sense of urgency.

The gifts could be our aloe socks, a 7-piece travel set, a 2-oz. hand and body lotion, or a similar, inexpensive gift. Since L'BRI's hostess rewards are already so generous, there is no need to spend a lot.

Here is one of the images I use to create a desire for guests to book:



Which Balloon are you going to pop?

All balloons have a prize waiting to be in your hands!

SHOW SALES	SHOW REWARDS	1/2 PRICE BONUS
\$500+	\$450 Hostess Credit	\$20 = free 8-oz. shipping
\$500-\$750	\$350 Hostess Credit	\$40 = free 8-oz. shipping
\$750-\$1000	\$300 Hostess Credit	\$60 = free 8-oz. shipping
\$1000-\$1500	\$300 Hostess Credit	\$50 = free 8-oz. shipping
\$1500-\$2000	\$350 Hostess Credit	\$30 = free 8-oz. shipping
\$2000-\$2500	\$350 Hostess Credit	\$20 = free 8-oz. shipping
\$2500-\$3000	\$350 Hostess Credit	\$20 = free 8-oz. shipping
\$3000-\$3500	\$350 Hostess Credit	\$20 = free 8-oz. shipping
\$3500-\$4000	\$350 Hostess Credit	\$20 = free 8-oz. shipping
\$4000-\$4500	\$350 Hostess Credit	\$20 = free 8-oz. shipping
\$4500-\$5000	\$350 Hostess Credit	\$20 = free 8-oz. shipping
\$5000+	\$350 Hostess Credit	\$20 = free 8-oz. shipping

BOOKING REWARDS
 Receive a \$75 Booking Credit for each qualified booking for your show.
 Example: 4 bookings = \$72 = \$300 FREE!
 *Incentive does not apply to bookings made by the hostess.

So many fabulous products to choose from...
 What with **EXCLUSIVE** shipping (state included)!

FREE GIFT BONUS
 FREE 8-oz. shipping
 FREE 2-oz. hand and body lotion

Get everything on your wish list and more, just by inviting friends over for a Fun Sampling Session or share L'BRI with them through the power of Facebook!

Neither of those work for you? How about by Catalog? **EASY PEASY!**

Check out these AMAZING Hostess Rewards!

HOSTESS BONUS
 February 2018

We Love our L'BRI Hostesses!

When you host an L'BRI Show, you'll receive a FREE 8-oz. shipping credit for your show. *Incentive does not apply to bookings made by the hostess.

AMAZING! Receive a FREE 8-oz. shipping credit for your show. *Incentive does not apply to bookings made by the hostess.

Valentine's VALENTINE GIVEAWAY!

Receive a FREE 8-oz. shipping credit for your show. *Incentive does not apply to bookings made by the hostess.

Check out L'BRI's fabulous collection of products...
 *Incentive does not apply to bookings made by the hostess.

FREE GIFT FROM L'BRI!

All products are shipped directly to the customer ordering, so there is nothing you need to deliver as a hostess!

WAIT THERE IS MORE!!! Our hostess shopping spree can be used on ANY products in the catalog including sale priced items, and it **NEVER EXPIRES!**

CHAR - HOW DO YOU GET SPONSORING LEADS? – During hostess coaching I say, “I share with all of my hosts how they can earn the commission AND the shopping spree on their event. Is there a time we can chat? It will take about 20 minutes.”

Also, during the event you can post an image or do a short video on our opportunity.



L'BRI products have completely changed my skin, but the business has changed my life!
Living paycheck to paycheck was extremely stressful, and L'BRI has changed all of that!
With L'BRI's income, I was able to quit my job, replace my old carpeting, enjoy free travel, and most recently, earn a FREE car!!
So, what would you do or buy if money was not a factor? DREAM BIG and share with us for 1 ticket in the drawing!

CHAR - CLOSING THE SHOW – The best way to take orders is to personally talk with the guests. Let them know you will help them find the best product for their skin type at the best price. I like to go Live or post a video on how to order, and you can also pin this post to the top of your event page for easy access. Pinning keeps it at the top of the page so everyone sees it.




Lin is leaving her event open until THIS Sunday, the 31st. I will post the current specials in the comments. When you are ready to order, you can do one of two things:

1. The best thing to do is to contact me via phone or Facebook, and I can help you choose the best product for your skin at the best price.
2. Or click here to browse and shop. **(Your website)**
- 3.

PLEASE NOTE: You will see your host's name when you enter party ID#12345 at the payment screen. If you don't, please contact me! **(Your name & phone number)**

CAYLA - FOLLOW UP AFTER THE SHOW - The day after the Facebook party I post this picture.

	<p>Feeling overwhelmed by all of the amazing products L'BRI has to offer? Not sure where to start? Need help figuring out your skin type?</p> <p>I am here to help! Private message me, or contact me at (your phone number) to go over the best deals and to get the most products on your wish list in the most cost-effective way!</p> <p>You can view a catalog at https://flipflashpages.uniflip.com/2/25432/376535/pub/html5.html</p> <p>You may also place your order at lbri.com/yourwebname – Enter party #12345 to have your order applied to Lin's party!</p>
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Make sure to always encourage the guests to call you to order so you can help them get the best products for their skin at the best price.

Promise you will follow up to check in – not only do they get great skin care, but they get you! Char sends a thank you email with a recap and contact info after the order is placed. You can also use marGo's email templates. I send a handwritten, personalized thank you with my business card.

Private message anyone who hasn't placed an order as time draws near to closing the party. Tag them in a reminder post. Check in with them after their product has arrived.

CAYLA – CONCLUSION - Always do continuous training! Technology is constantly changing as are the rules, sometimes from day to day. Set a goal to stay current with online trainings such as CinchShare, Lynn Bardowski - The Million Dollar Party Girl, your team and your upline.

Practice, practice, practice! Facebook parties are just another tool to help you spread the word about our great products, fabulous business opportunity and our great company!!

Thank you!