FACEBOOK PARTY SUCCESS TIPS

Party Prep

* Create Private Event for the Facebook party and give the party a fun name: “Amy’s Fabulous Virtual Spa Party” or Carol’s Fabulous Facebook Party!” In the “Where” space for the location, put “the comfort of your own home.”
* You’ll need to be Facebook friends with the hostess so you can invite her to the event.
* Have hostess personally invite each person to the party through private message and phone call.
* Do not add people to the event without their approval.
* While a business page is a great place to promote your business, it is not recommended that you set up a party through a business page. The event cannot be set to private, so everyone who is following that business page sees every post which means their Facebook newsfeed gets bombarded with the posts during the live event. That creates the risk of someone un-liking the business page.
* A virtual party works best with only one hostess, not multiple hostesses.
* It can be helpful to have a party run from Thursday to the following Friday to allow you to touch people after they get two Friday paychecks.
* Samples Sell Sets – those that order a Sample Set are more likely to buy a Set. Encourage guests to order Sample Sets.

During the Party

* Hostess enthusiasm and involvement are key – much like home parties! Ask her questions, ask her to share her favorite products, etc.
* Keep the pace of the party moving by posting every minute or two so people stay engaged. Keep the party to about 30 – 45 minutes depending on the theme – skin care, makeup, body care, wellness.
* Add your personality, keep the tone fun, light-hearted, and genuine.
* Make it VISUAL with images and video clips can help your event remain engaging. You will have several images available to you in the Learning Center.
* Stay online after the party. Some people may not share their questions during the event. Be sure you let them know you’ll be around for another 30 minutes to offer personal service, answer questions, and provide help. The more available you are, the more likely it is that you’ll reach your goals for the event.
* Don’t overwhelm party guests. Focus on the Basic Set and a few other reasonably-priced products. Suggest a follow-up conversation with those who would like to learn more. Once they are using L’BRI skin care, you can offer other types of parties – makeup using videos to demonstrate, body care, etc.
* Plan to follow up. Online events are a wonderful way to make new connections, but be sure to follow up! The personal connection you can make with people comes after the online event is over. So send a message to each attendee asking if they have any questions, offer help based on conversations they had during the event, and so on. The personal touch is likely to encourage those on the fence to want to order.

HERE ARE SOME OTHER PARTY OPTIONS

* Adjust the Facebook script and invite some of your OWN Facebook friends to discover L’BRI through a Facebook Party. As a Consultant you are not able to earn the Hostess Rewards, but imagine what a great way this would be to introduce your friends to L’BRI and build your business.
* Have guests share one thing they’d like to change about their skin. Mail them a sample of a product they could use for that issue.
* Mail a sample to each guest who plans to join the party. Ask her to try it and make a video of her comments on the product and post during the party. Samples of the Facial Peel, Eye Gel or Facial Masque would be good choices.
* If a hostess is local to you, take some extra time to share with her how successful her party could be if she hosted a home show so her guests could actually try the product first. If she is unable to host a home party, a Facebook party is a great alternative.