



Host Coaching Checklist FOR ONLINE PARTIES

Whether you're partying on Facebook or Zoom (or both), Host coaching is the most important part of planning a successful Online Party. Here are the key things that you can do to make every Show a HUGE success for you and your Host!

Your main objective is to help hosts have an enjoyable, relaxing and fun time with their friends and receive lots of Host Rewards! It's important to plan for at least these five specific contacts with your host—in person or by phone—to help them plan a successful Online Party.

CONTACT 1: When You Book the Party

FOCUS: Confirm party details and help your Host get RSVP's right away!

- Find out what your Host is most excited about and confirm the Party date/time.
- Confirm the party theme and review what's in it for the party guests: skin care, anti-aging or makeup tips, fun, free samples, and Product Specials including free shipping with a \$65+ order!
- Send the *Host Challenge / Wish List* flyer (via messenger or email) so they can get started on the challenges on the game board right away.
- Help your Host create a spam-free guest list of friends. Your host should know guests well enough that they would invite these guests to their home. Congratulate your Host on achieving the "Review Guest List" box on the game board!
- Explain that not all online guests shop, so ask Host to encourage guests to invite friends.
- Follow up with an invitation graphic your host can share via text. (Check the Media Gallery in the Learning Center for invite graphics and a step-by-step tutorial, *How to Use Canva to Customize an Image* for adding text to the image.)
- Check back in later that day to see how RSVP's are going. Brainstorm ideas if needed.
- Send a Host Packet - include *Host Challenge / Wish List* flyer, *How to be an Amazing Host*, *A Beautiful Way to Live* brochure, *Income Opportunity* flyer, catalog, order forms and samples.

CONTACT 2: Two Days After Party is Booked

FOCUS: Schedule a "Wish List Call" and review the Host Rewards. This creates a motivated Host!

- Pick a date/time to connect via the phone so you can review your Host's Wish List. Since you may not have met your Host in person, this is an important step to build a strong relationship.
- Continue to build attendance and confirm the names of those who replied YES. Ask your Host if they reminded guests to invite a friend – someone the Host doesn't know.
- On the *Host Challenge / Wish List* flyer, cross off the challenges the Host has achieved and review how the remaining challenges will help them succeed.
- Complete the *Wish List* portion of the flyer and calculate what the Host needs to earn everything on their *List* - including Host credits, exclusive monthly bonus, ½ price products, \$75 booking credits, and the 7-piece free brush set bonus.
- Refer to the *Host Challenge* flyer and ask, "Who do you think will be your first booking so you can get your first \$75 booking credit?" Check off the "First Booking Dated" box on the game board when they get a YES!
- Review how the online party will work and ask if they have any questions.

CONTACT 3: Two Days Before the Party

FOCUS: Build attendance, boost your Host's confidence and offer the opportunity.

- Check the Facebook Group Members list and update your Host on who's going so they can follow-up with anyone who said YES – but hasn't joined the party yet.
- Build attendance by asking your Host to post on their personal Profile that they are hosting a L'BRI (experience/theme) Facebook or Zoom Party on (date) - just in case any of their Facebook friends want to join in the fun.
- Remind your Host to continue to engage and interact on all the posts, guest comments, and tag guests who might be interested in a product you featured leading up to the party.
- Boost your Host's confidence with a fun "You Rock" GIF or voice message.
- Talk with your Host about the L'BRI opportunity. Here are some possible questions you could ask:
 - "Have you had a chance to look over the income opportunity information in your Host Packet? If they say YES then say, "What would most interest you about sharing L'BRI as a Consultant? What would you do with an extra \$200, \$500, \$1000 a month?"
 - You could say, "I think you would really enjoy doing what I do, and we really need L'BRI Consultants in your area. Have you ever thought about making some extra money sharing L'BRI? Your L'BRI Online Party could help launch your new venture."
 - If they seem a little interested, set up a time to share more about the benefits of being a Consultant.
 - If they are not ready to meet with you, encourage them to read over the *A Beautiful Way to Live* brochure and ask them to give it some thought. Suggest they watch what you do at their Online Party and see how easy and fun it is to be a Consultant.
 - Also ask, "Who do you know that might be looking for a way to make some extra money?"

CONTACT 4: Day of Party

FOCUS: Take control of the Party and work together to work around Facebook notification limitations.

- Review to-dos including reminder post and text message to guests with the Party link.
- Confirm any pre-party bookings and outside orders.
- Update the *Host Challenge* game board and cross off all challenges achieved so far.
- Encourage your Host to go for 3 or more bookings and earn at least \$225 in Booking Rewards so they can get more products on their *Wish List*.
- Remind your Host to tag guests in the comments during the party so guests can easily find your content, including any live videos, prize entry, ordering instructions/reminders, and Zoom links (if applicable).
- Compliment your Host on their efforts and continue to build their belief and confidence.
- Ask Host what they thought about the *A Beautiful Way to Live* brochure. If they are interested say, "I'll tell your friends that you're thinking about becoming a Consultant and see if we can get more bookings for you. That way you'll have a great start. Worst case is you'll earn more Booking Rewards!"

CONTACT 5: After the Party

FOCUS: Confirm closing date, wrap up rewards, rebook your Host and offer the opportunity again.

- Let Host know who completed the *Prize Entry Google Form* and ask them to send the form link to any guests who haven't filled it out.
- Review the *Host Rewards* and update your Host on party sales and bookings. Help them stretch to earn the next credit level plus booking rewards and complete the game board challenge.
- Compliment your Host on their efforts and show them how much money they can earn if they decide to become a L'BRI Consultant. Multiple bookings make this an easy decision because they will already have some parties on their calendar!
- Confirm the party closing date and review the next steps: (You) Google form follow-up to help customers with orders and party dates, and (Host) Text/message the live video link (if applicable) to any guests who couldn't make the party but wanted to attend. If you partied via Zoom there is no replay, so you might need to open a second party and Zoom again with anyone who missed it (if there is a demand). Ask you Host if they would like that option.
- When closing the party, invite your Host to pick a party date for a different type of party (skin care, anti-aging, makeup, body spa) - or congratulate them on starting a new business!

By consistently following these Host Coaching steps, you will enjoy the tremendous rewards of each successful party—more income, more new customers, more happy Hosts, more new Consultants, a growing business and lots more fun!