



**L'BRI**  
PURE n' NATURAL

# VIRTUAL PARTY GUIDE

C A P T I V A T E  
C O N N E C T  
C O N V E R T

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# L'BRI PURE n' Natural Virtual Party Guide

BY LYNN BARDOWSKI



## The 3 C's Success Formula

### Captivate

Guests want to be entertained, not sold to. Show products in use and grab guests attention with content that stops the scroll: GIFs, LIVE video, Reels, video, animations, and compelling before and after photos. Selfies work, too.

### Connect

Be authentic and tell more stories to sell more of everything: Your story, a product story, the host story. The more guests connect with you, the more you will become a trusted friend they want to buy from and book/join with.

### Convert

Customizing the experience (skin care, makeup, body care, etc..) makes it easy for guests to say, "YES! I'll take it all!" Show a complete look or collection of products that solve a problem. Include clear calls-to-action that help you identify leads and use open ended questions that begin with a "What" or "How" to convert.

Examples: "What do you think?" or "How does that sound?"



**Party types help you customize the experience**

Skin Care, Makeup In Minutes, Body Care, Anti-Aging

# L'BRI PURE n' Natural Virtual Party Guide HOST COACHING TIPS

BY LYNN BARDOWSKI



**Host Coaching  
Checklist**

1

**EXCITE**

- Confirm the party date & type
- Ask "What are you most excited about?"
- Acknowledge what they said
- Create a spam-free invite list
- Send an invite graphic
- Challenge: Send the first 10 invites
- Check in later: Any RSVP's yet?

3

**EXPECT**

- Set high expectations
- Recognize effort & progress
- Remind your Host to engage
- Have a sponsoring conversation
- Host FB post: Anyone want to join in?
- Check in: outside orders? bookings?
- Plan the host testimonial post

2

**EDUCATE**

- Connect via voice or video
- Review their Wish List
- Challenge: 10 buying guests, 5 outside orders + 1 pre-booking
- Confirm names of YES RSVP's
- Ask guests to invite friends
- Explain how a virtual party works
- Ask: Any questions?

4

**EXCEED**

- Work together to rock your LIVE
- Send reminders to the guests
- Go for 3+ bookings = \$225 in rewards
- Compliment and build confidence
- Tag "no show" guests during the LIVE
- Follow up to help your host earn more
- Invite to become a L'BRI Consultant



# L'BRI PURE n' Natural Virtual Party Guide PARTY POSTS

BY LYNN BARDOWSKI



## Before Guests Join

### What You Need To Know Post: WYNTK

**1:1: Include everything guests need to know to shop, book, and join - all in one post.**

#### Example:

I'll be going LIVE on (date/time) to share tips, but first here all the party details you need to know:

Skin Care Quiz: Text me your name + the host name (#) to find out your skin type.

Prize Entry: (details)

Free Shipping & Specials: (details)

Thinking about starting something new? Ask a question about doing what I do. Or, go here if you want to learn more >>> (join link)

Party Link: Shop the party anytime between now and (closing date) >>> (party link)

Host Bonus: (details)

**Call-to-action example:** "Tell us what you're most excited about!"

### Notes

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### To-Dos

- Tag your Page and/or Group in the caption. Example: @name
- Upload the Host Bonus and Product Specials flyers in the comments
- Mark as a Featured post
- Link to this post on all other posts so guests can easily find the information they need to buy, book, and join.



Tip: To find a link to a specific post, tap on the date (at the top) > tap on the 3 dots in the top right corner > copy link. You can also share individual posts in Messenger by tapping on "send" on the bottom right of each post.

# L'BRI PURE n' Natural Virtual Party Guide PARTY POSTS



## Before Guests Join

### Introduction: Tell Your Story

**1:2: Go LIVE before you accept member requests so your video is there waiting to welcome guests as they enter the party.**

Introduce yourself and tell your L'BRI story, just like you do at an in-person party.

#### Example:

"Hey there, I'm (name). I'm on a mission to help you make self care a habit. Let's see how much we all have in common.

Here are 5 things about me....

Your turn! What are 5 things about you?

Bonus points if you upload a selfie."

#### Call-to-action example:

"When you hear the words (party type) who comes to mind that you think would love to join in? Send them a personal text or message to see if they want to be part of the fun. If you're a guest let us know who invited you!"

### Notes

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### To-Dos

- Tag your Page and/or Group in the caption
- Link to the WYNTK post at the end of every caption.  
Example: "Looking for the party specials and shopping link? Go here" >>> (WYNTK post link)
- Include a unique party hashtag at the top of every post



Tip: A unique party hashtag at the top of each post makes party posts easy to find. Encourage guests to tap on the hashtag to view all the posts in one Feed.

Example: #LauriesSkinCareParty2022

# L'BRI PURE n' Natural Virtual Party Guide PARTY POSTS

## Day 1: Discover the Problem

### Welcome Guests

#### 1:3: Welcome Guests: Selfie or photo of you waving at your door - evening

After you open the doors welcome guests using the "welcome members" feature (tag all).

Take the conversation off of Facebook, and take control of the party, by offering something of value they have to text you to get.

#### Value-added examples:

Skin Care Quiz, sample, how-to, or video tutorial  
\*You'll find how-to images and videos in the L'BRI Connect App.

#### Question example:

"Did you complete the Skin Care Quiz yet: Yes or No?"

If yes, text me a screenshot.

If no, text me the word "Quiz" + Your Host Name (Example: "Quiz Lynn") to (#) and I'll send it your way."

#### Call-to-action example:

"Drop a GIF to describe a skin care concern that's bothering you."

### Notes

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### To-Dos


- Accept all join requests and open the doors!
- Use the "welcome members" feature to tag all
- Link to the WYNTK post at the end of every caption.
- Tag your Page and/or Group at the end of every caption.
- Reply to comments and keep the conversation going

# L'BRI PURE n' Natural Virtual Party Guide PARTY POSTS

## Day 2: Sell the Solution

Product Story: Before/After	Notes	To-Dos
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### 2:1: Before/After Photo - late morning

 Tell a product story but avoid making any claims that can't be proven. Instead of healing or healed use the word "repair." \*Refer to the product fact sheets for the correct wording (link on page 17)

#### Storytelling example:

"Meet (name), She struggled with \_\_\_\_\_ and I'm so happy I was able to help. Her confidence is off the charts after using \_\_\_\_\_. She says, \_\_\_\_\_."

#### Question examples:

- Would you like to learn more about (product)?
- Who wants a (product) how-to graphic?
- Do you know why Aloe is our first ingredient?
- Have you ever tried a serum?
- Have you heard of Bakuchiol?
- Do you know how often to exfoliate?
- Do you need help matching your foundation?

#### Call-to-action example:

Comment "I need this if you want to add this to your Wish List."

.....

### 2:2: Make New Friends: Funny GIF - evening Example:

"Feels like we're best friends already!"

#### Call-to-action example:

"Please send me a friend request so we can stay connected. And this will be fun! Show us the last photo on your phone & tell us where it was taken."

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- Link to the WYNTK post
- Tag your Page and/or Group in the caption
- Go to the Toolbox or party type section (Skin Care, Makeup, etc.) in the L'BRI Connect App to find before and afters, how-tos, and more.

# L'BRI PURE n' Natural Virtual Party Guide PARTY POSTS

## Day 3: Identify Interests

What Do Guests Want? Ask them.	Notes	To-Dos
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**3:1: This or That - late morning**

**Examples:**  
 Which of these can't you live without? A or B  
 Hair Masque or Face Masque?  
 Let's talk body wash and lotion: cucumber, citrus or fragrance free?  
 No makeup makeup or contour and highlight?  
 Pick one: Never have a blemish or never have wrinkles?  
 Would you rather get a facial or a pedicure?

Include a reminder about the LIVE event

.....

**3:2: Prize Entry Reminder - afternoon**

**Example:**  
 "Thanks to all who are bringing the fun to this party!" You're in the prize drawing (tag guests who are engaging)."

Note: If your Group has 50+ members you'll find Top Contributors in > Settings > Insights > Membership. Screenshot the Top 10 list to make a "leaderboard."

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- Link to the WYNTK post
- Tag your Page and/or Group in the caption
- Increase engagement by recognizing all who are answering questions (tag in the comments).



Tip: Canva.com has done-for-you "This or That" templates. Type "This or That" in the Canva search and customize colors, fonts, and images.





# L'BRI PURE n' Natural Virtual Party Guide

## PARTY POSTS

### Day 5: Convert

Sell, Book, and Sponsor More	Notes	To-Dos
<p><b>5:1: Take A Poll - late morning</b> Use the Poll post type</p> <p><b>Example:</b> "Poll time! What answer describes you?"</p> <p>Poll option examples: I need help ordering Yay! My order is in! I'm ready to par-tay &amp; picked a date I'm thinking about hosting. Need details. I'm obsessed. How do I start a L'BRI Biz? I'm ordering soon</p> <p>.....</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<ul style="list-style-type: none"> <li>• Link to the WYN TK post</li> <li>• Tag your Page and/or Group in the caption</li> <li>• Continue to update the Thank You post and tag guests who shopped in the comments.</li> <li>• Reply to comments on the LIVE event and look for follow up opportunities to increase sales, parties, and sponsoring.</li> </ul>
<p><b>5:2: Host a Q &amp; A - afternoon</b> Use the "Host a Q &amp; A" post type</p> <p><b>Example:</b> "You have questions and I have answers! Ask me anything about L'BRI."</p> <p>.....</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<ul style="list-style-type: none"> <li>• Text everyone who texted you to get the Skin Care Quiz a shopping reminder. Ask, "Do you need help with _____?"</li> </ul>
<p><b>5:3 Prize Drawing Reminder: evening</b></p> <p><b>Example:</b> "That was so much fun! Thanks to everyone who made this party rock! The most engaged guests are (tag), and there's still time to get entries. If you missed the LIVE event you can watch the replay here &gt;&gt;&gt; link to LIVE video I'll be back tomorrow to pick the winner. Who's feeling lucky?"</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	

# L'BRI PURE n' Natural Virtual Party Guide PARTY POSTS

## Days 6 - 7: Build Loyalty

Build Customer Loyalty	Notes	To-Dos
<p><b>6:1: Announce Prize Winner - late morning</b></p> <p><b>Example:</b> "Prize drawing time! But first, what's on your "want to have" list that you weren't able to get this time? Tell us in the comments. Okkk, Drum roll please...." .....</p> <p><b>6:2: Let's Connect - afternoon</b></p> <p><b>Example:</b> "But wait, it doesn't have to end here. Request to join our community @yourGroupname and get access to more tips, helpful resources, insider sneak peeks, and surprises!"</p> <p><b>Call-to-action example:</b> "Comment "done" if you sent your request." .....</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<ul style="list-style-type: none"><li>• Link to the WYN TK post</li><li>• Tag your Page and/or Group in the caption</li><li>• Personally follow up with everyone who shared a "want to have" to offer solutions (join, host, attend next party)</li><li>• Send out prize/s</li><li>• Pat yourself on the back and celebrate. You did it!</li></ul>
<p><b>7:1 Orders Are On The Way: afternoon</b></p> <p><b>Example:</b> "Orders are on the way! Drop a GIF to describe how excited you are when you see a delivery truck pull up."</p> <p><b>Call-to-action example:</b> "Everyone who unboxes L'BRI LIVE on FB or IG will be in my monthly customer prize drawing. Tag me!"</p> <p>Note: The unboxing prize drawing is optional. It's a fun way to get your customers to do your marketing for you.</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	

# L'BRI PURE n' Natural Virtual Party Guide PARTY CONTENT

## Invites, Images and More!



Go to the App store on your smartphone to download the L'BRI Connect App. You'll find party invites, Group covers, before and afters, how-tos, product images, videos, and more!



L'BRI CONNECT / MONTHLY TOOLBOX

# L'BRI PURE n' Natural Virtual Party Guide

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## Engagement Tips

### Use the "Share" button vs. "Invite"

Coach your Host to personally invite friends and family by using the "share" button. This increases engagement because people are "opting in" to attend (meaning they want to be there). It also helps to avoid Facebook Jail for both you and the host. That happens when the host invites too many people at one time and they don't respond - or they report her for spamming.

### "Open the Doors"

Instead of approving members one at a time, meaning they "trickle" in to the party, WAIT. When most of the party guests (or at least 10) are in the Member Requests queue open the doors and "Approve All." This creates a "doors are open" effect, with everyone rushing in (and engaging) at one time.

## Use Built-In Post Types

Facebook really likes it when you use their built-in post types.

Vary media by using these Group post types:



Reel



Create room



Camera



Tag people



Live video



Background color



Check in



GIF



Poll



Host a Q&A





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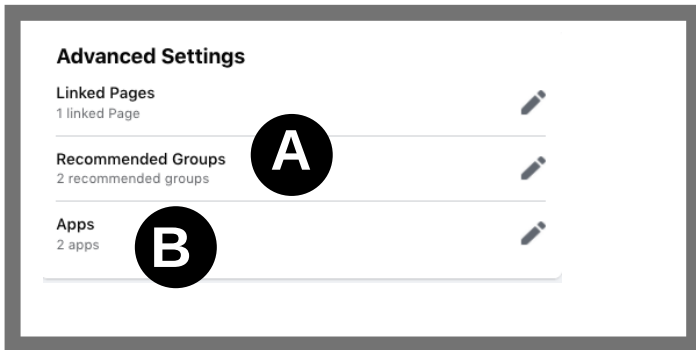
## Smart Group Features

### A: Recommended Groups

Recommend your Customer Group/Opportunity Groups

### B: Apps

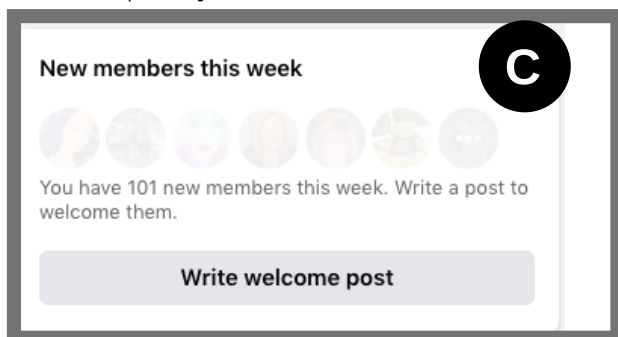
Add Apps for scheduling and/or live-streaming.



### C: Welcome Members

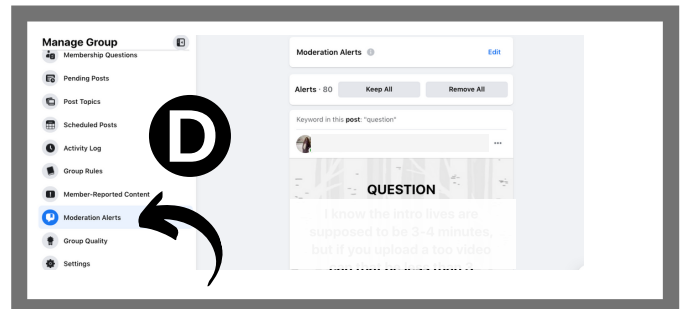
Click on (#) members under your Group name to write a post to welcome (and auto tag) all.

\*Desktop only.



### D: Moderation Alerts

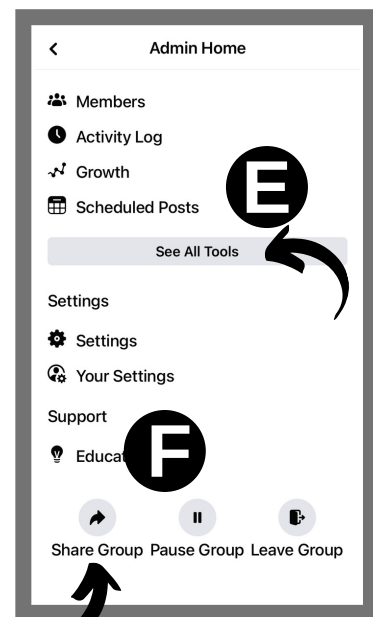
Get notified when a specific word or phrase is used so you can identify leads. Examples: help, party, join, buy, link, order, host, etc.



### E: Top Contributors

Find out who the most engaged members are (50 member min.).

On mobile, tap on the icon in the right corner & tap "See All Tools" > Activity & Insights > Insights > Membership



### F: Group Link

On mobile, tap on the right corner & scroll to the bottom > Tap "Share Group"

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## How the algorithm works

### **The secret to how the algorithm**

**works:** Facebook wants the time people spend on the platform to be meaningful, because that's what keeps people on Facebook. The more time people spend on the platform, the more money Facebook can make on ads (that's why we get to use Facebook for free). Users tell the algorithm what is meaningful to them based on reactions, comments and shares. If there is little to no engagement on your posts the guests are telling the algorithm they don't want to see your content, which creates a domino effect for future parties.

**But, there's a fix!** What the algorithm really wants is authentic content that starts conversations, not marketing messages. Edutain and have fun by including more of your original content, including customer photos and videos.

## How to stay out of FB Jail

### **Follow these tips to avoid getting blocked from posting, commenting, and messaging:**

**Slow down:** When you comment, post, or message multiple times within a short period of time Facebook might think you are a bot and block you. Slow down and act more like a human to stay out of jail.

**Limit friend requests:** Friending too many people who don't accept your request can get you blocked for spamming. Only friend request people whom you've connected with.

**Vary media:** Posting all graphics all the time can get you blocked (because that's what bots do). Mix it up by using GIFs, video, etc..

**Don't copy/paste:** Facebook does not like duplicate content. That includes verbiage, graphics, and messages. Speak in your own voice and be authentic. You do you. If your content looks like an ad and sounds like an ad, don't post it. If a post includes prices and selling verbiage it might even end up in Facebook Marketplace.

# L'BRI PURE n' Natural Virtual Party Guide

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## How-to Avoid Marketplace

### **The algorithm is getting smarter.**

Keep in mind that when you use sales verbiage or too many calls-to-action (unless you post as your Business Page) Facebook might auto-add the post to Facebook Marketplace.

There are 3 fixes to avoid Marketplace:

1. Post as your Business Page vs. your Personal Profile
2. Share from the L'BRI Corporate Page to a virtual party Group
3. Post as your Personal Profile and avoid marketing or salesy lingo, including a list of product names.

The L'BRI Connect App includes a description for each image and video that will help you stay out of Marketplace and learn how to write engaging posts.

## Words to Avoid

### **Avoiding these words and symbols will help you stay out of Facebook Marketplace**

Sale

Flash Sale

Buy

Order

"Message me!!!" Comment below!!!"

FREE

Dollar sign symbol: \$

Pricing: 39.95, \$39.95, etc.

Giving away

Available now

Limited time

New release

Price

On Sale

Note: Including a list of products can also land you in FB Marketplace. Instead, create curiosity by asking a question like this: "Want to know what they used?"

# RESOURCES



CLICK BELOW TO ACCESS EACH RESOURCE  
IN THE LEARNING CENTER

**Invitation  
Follow-up Letter**

**Invitation Follow-Up Letter**

**Product Fact Features PDF**



How to Use Canva to  
Customize an Image...

**GOOGLE FORMS  
TUTORIAL**

**GOOGLE FORMS  
PRIZE ENTRY  
GUIDE**

**GOOGLE FORMS  
PRIZE ENTRY  
HEADER**

**Go LIVE with Confidence!**

**SPONSORING  
MADE EASY**

**SMART GROUP  
STRATEGIES**  
PART 1 ●  
PART 2 ●