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Facebook *Party Script*

plan

pre-posts

- ✔ 1-2 days leading up to party
- ✔ Today is the Day   Click for Free Graphics
- ✔ CountdownReminder Click for Free Graphics

IMPORTANT - Use a good mix of all TYPES of posts. See our suggested post types for the script.

- ✔ Welcome post
- ✔ Engagement Post   Click for Free Graphics
- ✔ 1-3 favorite product posts
- ✔ Video explaining product
- ✔ Link to Custom Album
- ✔ Engagement post   Click for Free Graphics
- ✔ Video highlighting product
- ✔ Invite to join group   Click for Free Graphics
- ✔ Host a party   Click for Free Graphics
- ✔ Thank guests and host   Click for Free Graphics

- ✔ Share business benefits
- ✔ Offer to order for guests
- ✔ Party Closing
- ✔ Final thank you   Click for Free Graphics

tips

video builds trust & SALES!

upload, save & schedule and unlimited amount of helpful videos in CinchShare.

Videos are proven to nearly DOUBLE potential sales so lean in and share videos that your customer is needing and wanting. Don't assume you need to always show your face as well - as long as it's helpful, they will love it and in turn - buy your products.

- ✔ how to use your product
- ✔ testimonials from a customer
- ✔ party welcome video thanking the host

better post messages = better sales!

Write down 10 solutions you or your products provide, then write 2 different post messages for EACH solution which will give you 20 post messages you can switch between. Instead of leading with the product name, item number and price - share WHY they need this product!

> **new release!**
> **the xyz product is available today for $29.99.**   ✖

> **Full Chicken Parmesan dinner ready in 15! #timeformom**   ✔

pre-posts

- ✓ **3 Days out reminder (by host)**
- ✓ **Day before party reminder** Click for Free Graphics
  - o Share the prizes they can win to build excitement
- ✓ **Today is the Day** Click for Free Graphics
  - o Remind them it's 15 minute party and what deals/prizes you will have during party. Ask guests a detailed question that is more than 5 words to answer.
- ✓ **15 Minute countdown reminder (by host)** Click for Free Graphics
  - o Fun GIPHY to get a laugh and encourage guests to leave a GIPHY and get "x%" off coupon valid during party

pre-posts Every 3 minutes

- ✓ **Welcome Post / Video**
  - o Introduce yourself and recognize the host.
  - o Share the format for the party to set expectations
- ✓ **Engagement Post/Game (by host)** Click for Free Graphics
- ✓ **Kick off party with engaging game** Click for Free Graphics
- ✓ **2-10 favorite products in multi-photo post**
  - o Share products that fit with a theme, or are the host favorites, or are new products.
- ✓ **Video how-to/tutorial/or product explainer**
- ✓ **2-10 favorite products in multi-photo post**
- ✓ **Video highlighting product**
- ✓ **Invite to like page & join group** Click for Free Graphics
- ✓ **Ticket Game** Click for Free Graphics
  - o Encourage booking and sales by sharing ticket game. Build anticipation saying "x" minutes left to win.
- ✓ **Award prize winners** Click for Free Graphics
- ✓ **Thank you** Click for Free Graphics

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A fast paced instructional pop-up party is perfect for your VIP group as well as a no-host party.

pre-posts   be sure to have strong Call to Actions on each post

- ✔ **3 Days out workshop reminder**   Click for Free Graphics
- ✔ **Day before workshop reminder**   Click for Free Graphics
- ✔ **Today is the Day**   Click for Free Graphics
  - o Example: http://bit.ly/todayisthedayexample
  - o TIP: Post on your business page and boost the post to reach more.
- ✔ **15 Minute countdown reminder**   Click for Free Graphics

workshop party posts   each post in 3 minutes apart

- ✔ **Welcome Post / Video (example: http://bit.ly/welcomepostexample)**
- ✔ **Instruction post 1**
- ✔ **Instruction post 2**
- ✔ **Instruction post 3**
- ✔ **Instruction post 4**
- ✔ **Instruction post 5**
- ✔ **Instruction post 6**
- ✔ **Finale Freebie - Provide value, not a coupon or purchase post. AHA - What was your AHA from the training?**
- ✔ **Invite to like your page and social media for more tips/training**   Click for Free Graphics
- ✔ **Winner Announcement - If they engaged on every post, they are entered to win**   Click for Free Graphics
- ✔ **Thank you and offer opportunity to host a workshop.**   Click for Free Graphics

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My *Party Plan*

hostess info

Name _____

Phone _____

Email _____

Address _____

_____

Hostess Packet Sent ☐ Yes ☐ No

totals

Retail Party Sales $ _____

Wholesale Party Sales $ _____

Profit Earned $ _____

Total Sales $ _____

Hostess Credit $ _____

notes

_____

_____

_____

_____

checklist

Hostess Training ____ / ____ / ____

☐ Review Hostess Packet
☐ Confirm Date & Time
☐ Guest List Requested
☐ Save the Date Messages
☐ Discuss Outside Orders
☐ Share Party Script

Pre-Party ____ / ____ / ____ (10-14 Days Out)

☐ Event Created
☐ Booking Confirmation
☐ Secure Guest List
☐ Invites Sent
☐ Posts Scheduled
☐ Review Rewards & Prizes
☐ Send Reminders to Guests

Post-Party ____ / ____ / ____

☐ Follow-up / Additional Orders
☐ Contact No-Shows
☐ Thank You's Sent
☐ Confirm Orders