

FACEBOOK PARTY SUCCESS



Step-by-Step

by Lynn Bardowski, founder MillionDollarPartyGirl.com

1 SCHEDULE CALL WITH YOUR HOST

A virtual Hostess, just like a home party Hostess, is your biz partner. Schedule a call to review the Hostess program and help her make a plan to get everything on her Wish List. Encourage her to personally invite guests and end the call with a challenge: 5 outside orders, 10 guests & 1 pre-arranged booking before party time. Go Team!



2 CREATE EVENT

Use a short event title & engaging photo that let guests know WIFM: What's-In-It-For-Them. If your direct sales company allows it, create the event on your biz page because it will be shareable and searchable, so your Hostess can send a personal invite by sending the link to the event in a private message or text. That's your notifications work-around.



3 INTRODUCE YOURSELF

Introduce yourself w/ a personal pic (selfies encouraged) or better yet...Go LIVE. Ask guests who are new to your biz to text you their address so you can send a freebie like a sample, catalog, how-to video or Party game board. Take the convo off of Facebook to build stronger connections - and get better results.



4 PRE-PARTY ENGAGEMENT POSTS

Schedule a daily engagement post that helps you get to know your potential customers and what they like. Best times are mid-afternoon or evenings around 8pm. On the day of the party ask the Hostess to post a reminder. Plan the "Roll Call" engagement post, "How Do You Know The Hostess?" (using a photo of the Hostess) 15 minutes before party time. Reply to comments and let your personality shine!



5 PARTY TIME! GO LIVE

It's PARTY TIME! No more scrolling or trying to keep up with all the posts. Thanks to Facebook Live you can have a two-way conversation with guests and show/demo your product LIVE! Add value by creating a party themed around a how-to tip and show off your "big booker" to increase sales & create the desire for booking a party.



6 CALLS-TO-ACTION

Include these Calls-To-Action in your Facebook Live broadcast:
1. *Pick A Date, Pick A Prize booking game:* Show off gift bags w/ pre-selected dates written on them & encourage viewers to comment w/ their date so you can pick their bonus gift ...LIVE!
2. *Ask Me A ? About My Job:* Hold a quickie Q & A during your party & ask viewers to ask you questions about your job.



7 USE A LEAD FUNNEL

Use [google.com/forms](https://www.google.com/forms) (it's free!) to create a virtual door prize slip and post the link to your form after your Facebook Live broadcast is published. Encourage everyone to enter so you can generate more party & sponsoring leads -even from people who don't shop. Google Forms even puts all the answers in a spread sheet!



8 FOLLOW-UP POSTS

Say thanks, invite everyone to join your Group, announce prize winners & post a "party is closing" reminder. Follow up with booking & sponsoring leads. Update the Hostess on what she needs in sales & bookings to achieve her party goal & cheer her on to get everything on her Wish List! Facebook WIN!

