

Facebook Coaching

1. Create the Facebook event for the party – YOU do it, not the hostess
 - Catchy title – something that makes people want to look and see what the event is about
 - Fun description of what we're doing – that's where I bring in MK
 - Cover photo – products, your goal poster, whatever you like that will catch attention and relate to the class
2. Make the hostess a Host for your Facebook event, and encourage her to invite every adult female on her friends list (let her know it's ok if they live far away – you can work with someone at a distance, and she can still get hostess credit!
3. Post a call to action on the event after she has invited her friends – as quickly after as you can. This is something that will get guests to respond in some way.

Example: First 5 women to RSVP either "Going" or "Maybe" will win a \$10 gift certificate to be used at April's party

You can give away whatever you want – a gift, a free product, 10 extra tickets for prize drawings, etc.

Make sure you mention it's redeemable at the party (unless it's someone out of state, then it's redeemable when she completes a sampler packet from you)

4. Tag guests as they RSVP – congratulate them for winning, and then once your prizes are given out, thank them for responding
5. PM every RSVP to ask her the preprofiling questions and to offer her the opportunity to listen to the FFF and receive a ½ price item at the party.
6. Post daily in the event to keep excitement high.
 - Photos
 - Survey/trivia questions (related to skin care, color, MK)
 - Your personal website URL- encourage them to take the quizzes on your site and share their answers
7. PM those who have not responded after a couple of days with the URL to the event.

Sample script: Hey Sue! Don't forget to RSVP for April's party. Even if you aren't sure yet, let us know you're a maybe. We want to have enough food and fun for everyone! Thank you 😊 (URL here)

IMPORTANT

Getting people to say “Going” or “Maybe” is CRITICAL! They will only see your posts on the event if they have RSVP’d. (That is how Fb works)

This is why it is key to follow up with the non-responses via private message and include the URL, so they can click and see your posts.

Tips

- Post 1 small thing daily – don’t go crazy posting to the event
- Encourage your hostess to post also
- “Like” any feedback from guests
- Respond to questions promptly
- Keep reaching out to your hostess in other ways too, to encourage her to invite non-fb people, and to help her coach anyone who isn’t on the Fb event