

Send private message to each guest one to two days BEFORE your 15-minute live video. Your goal is to build a relationship. Get to know each guest and make them feel like they are hanging out with a friend, not attending an informative meeting.

Message #1 (day or two before your LIVE video)

Hey ____! Thanks so much for joining ____ Facebook pop up! I'm excited to share all the goodness when I go live ____ night at ____pm EST in her group, (---ADD FB LINK HERE---

Are you familiar with Arbonne? Would you say you're more interested in plant-based nutrition, clean skincare or vegan makeup? ☺

By the way, I see that we have several mutual friends! How do you know ____?

(I add that mutual friend comment at the end because I want to connect with them outside of Arbonne. This starts to form a friendship, which is what our business is all about!)

Message #2 (the day after live video)

Hey!

Just checking in to see if you had a chance to watch the Facebook Live from ____ workshop. Did anything resonate with you? If you could wave a magic wand, what is the one thing you would change about your health or skincare routine? Can't wait to connect with you ♥

Message #3 (send 2nd day after live video)

Hey ____! We're closing down ____ workshop today unless you need me to keep it open for a few more days ♥ Let me know if you have decided on anything and if you would like to place an order so ____ can receive hostess rewards ☺

Message #4 (send 3rd day after live video)

Hello again! Thanks so much for joining ____ Facebook pop up! Hopefully it was fun for you! So I have a question, there's a big learning curve to these Facebook events and I'm trying to get in as much practice as I can. Would you be open to hosting a 15-minute Facebook popup? You'll get a free gift as a thank you and hostess rewards! Would you be willing to pencil in a date? ☺

***** TIPS*****

Tip #1

When sharing product information, use Private Messenger as much as possible.

Use the digital catalog if they want to see what we offer.

If possible, get their information and place their first order for them!

Client info needed:

Name

Email

Phone number

DOB

Shipping address

Credit card number with EXP & CVV (billing address if different than shipping)

Tip #2

If the guest has been interactive with the posts and/or your messages, ask her to take a peek at the business. I try to make a list of 3-5 people I really like and put them on my list of potential business builders.