

(Reach Out #1) Right after you create the group – 3 to 4 days before you go LIVE – message hostess

Hey!! So this is a long message, but it's filled with helpful info! I have your Facebook group all set up and I've sent you an invite! Here's some verbiage you can use when inviting your family & friends,

Hi (insert name)! I'm having an Arbonne Facebook pop up event on ____ night at ____pm EST. It'll all be about health and wellness. It will only be about 15 minutes! If you can't be on live that's totally fine, it will be recorded. There will be product giveaways and I think you'll love it! Would you like me to send you an invite?

[When they say YES, send them this]

Awesome! My friend [Denise] will be sharing tips and resources on healthy living inside and out with Arbonne. I'll add you to the group, but here's the link so you don't have to go searching for it, [—add group link here—]

Tip #1: Reach out to invite guests individually through Facebook Messenger and/or personal text. You do not want to do a mass inviting. Those don't work as well.

Tip #2: Think outside the box! Invite people from out of state, your old high school friends, coworkers, church family, neighbors, extended families, etc. You could even invite people in Canada, UK, New Zealand, Australia, & Poland! To get great hostess rewards you'll want to have 25-30 join your group so that means you may have to invite more people than you think

Tip #3: Interact with each post (don't worry there won't be many at all) but it'll create hype and make your guests feel like they're hanging out with you!

(Reach Out #2) When she gets back to you (make sure to attach "hostess rewards" photo)

Fantastic!! Now let's talk about hostess rewards! I'm going to attach a sheet and you tell me what your goal is! Then lets get to work to help you achieve that! You can start making your wish list so you know exactly what you want when we go to checkout! Here's our online catalog, <https://epub.arbonne.com/homeoffice/catalogue/en-US/viewer>

If you have questions about anything please let me know!

(Reach Out #3) Under 'the lowdown' video day before event, have hostess tag friends

Hi____!

Whenever you get a chance today, would you be able to tag everyone under the short video I just left and say something like, "can't wait to have us all on the FB live tomorrow night at — —-! My friend [Denise] has a ton to share plus you'll learn how you can get some things for free!"

(Reach Out #4) After live video, have hostess tag friends

Thank you thank you thank you so much for letting me hang out with you and your friends! I had a blast!

Just so people don't have to go searching for the video, can you tag everyone under the live video and say something like, "you have to hear about all the dead animals going into the U.S. products"

You want to have a short little hook to grab their attention and make them want to watch if they weren't on live!

(Reach Out #5) When she replies, have her set up a 3 way message group with people who haven't read your private messages

You're the best ♥ So I've had a conversation with several people but a few haven't seen my messages yet. Would you be able to start up a 3-way Facebook message with these ladies so I know they will for sure see my messages then?

--(Add guest's names here)

You can just say something as simple as, "Hey!! I wanted to connect you with [Denise], my friend who led the Arbonne Facebook pop up event tonight. Wasn't sure if you had any questions! Isn't it crazy to hear about all the dead animals going into the U.S. products?!"

If you think they don't check their messenger app (because I know some people don't) then you can do it in a 3-way texting group.

(Reach Out #6) Voice text about hostess rewards & taking a peek at the business

Hey!! So once I get all the orders in I can let you know what your hostess rewards are! But before I plug all of them in, I did want to ask you something. Have you ever thought about doing something like Arbonne? It's been so nice that I can be home with the girls, but still make money all from my phone. You are so (give a genuine compliment). I would love to talk with you and show you why I think you would find value in this business. Do you have 15 minutes free either tonight or tomorrow for us to hop on Facetime?

***** TIPS*****

TIP #1

If your host has his/her own testimonial with the products, have them do a separate post (live or written). Your host's testimony will carry a lot of weight with their guests. In your host's testimony, they can also say how excited they are to see everyone on the live tonight at ___pm EST.

TIP #2

Throughout the 48 hours after the Facebook live, I touch base with the host on orders and explain that the show needs to have at least 3 people order and they have to reach \$250 (*put the correct sales amount she needs to hit to earn her goal*) total to earn the \$125 for \$30. This helps ensure that they understand if they don't hit that number, that's why they're not getting the \$125 for \$30. This helps motivate the host to get more orders.

TIP #3

Add 'Host Packages' Photo

If your hostess does not receive any orders or if the orders do not reach at least \$150 (meaning the hostess did not qualify for any rewards) then you can send her the "host packages" photo so she still gets some type of hostess rewards on top of your free gift.