



## Facebook Party Host Coaching

Anytime we are holding parties, whether offline or online, our host is the most important ingredient to our success. She is our business partner for the night and we rely on her to invite her friends and keep them excited.

But sometimes, that doesn't go as planned. It's important to remember that while your investing business hours into your host, she is investing her limited recreational hours with you. This is not her business! Which is why you need to make sure you provide your host with easy to do tasks working up to the party.

Hosting a party can feel overwhelming for any host, and while a Facebook Party doesn't require the host to clean her home, buy food or find a sitter, a whole different type of stress sets in.

She is completely alone at her home and doesn't have you to lean on. She's not sure what you want her to do or what you want her to say. For this reason, host coaching is vital before, during and after the party to ensure a successful night for everyone.

### Before the Party

You should aim to book your Facebook Live parties 7-10 days out. Follow this check-list to ensure you keep your host excited, engaged and informed before the party. This is the most important host coaching section because it will determine attendance.



- 7-10 days out create an event on Facebook through your business page for your host. Be sure to upload a cover photo highlighting the event and fill in the description.

You could say something like,

Welcome to Jen's Essential Oils Lesson! On Wednesday April 13th at 8:00pm I will be sharing tips on how to use essential oils to improve sleep, stress, health and so much more.

This lesson is COMPLETELY free for you to join. I will be sharing with you my secret tips and my favorite Jordan Essentials Products. If you want to check out everything I have to offer before the party, visit here my online catalog here: \_\_\_\_\_.

This lesson is run completely online (right on this event page) and will be ONE HOUR!

Don't forget to invite a friend! xo

- Make your host a co-host of your event. You can do this in the settings of your event. It's important that you list your host as the host so her friends know who the event is for.

Message your host to let her know her event is set up and it's time to start texting/Facebook messaging her friends!



You can say something like,

Okay Jen! Your Facebook Party event is all set up and I invited you to it. But here is the URL also: [insert URL to the Facebook event]

You will want to individually message your friends something like,

Hey \_\_\_\_\_! So on Wednesday April 13th I'm partnering up with my friend Amanda for the night an online essential oils lesson. Amanda is a Jordan Essentials Consultant and is seriously my go to girl for all things natural! She is going to teach us how to use essential oils to improve our quality of sleep, stress and much more!

I contacted her looking for something to help boost immunity during this winter season and I was blown away by the products and results. So I thought I should offer this as a party to all my friends!

Like I mentioned it's all ONLINE, so we'll be able to learn everything from our laptops and phones while in our PJS! LOL The best part of course.

I invited you to the event but just in case you don't get the notification, here is the event link for you [insert link]. Just click that and RSVP there.

I hope you can make it! And feel free to invite any of your friends too. I'm sure Bethany would love this too actually!



- The next thing you're going to want to do is equip your host with what to say if any of her friends can't come. Say something like this to your host,

Hey Jen! How are you doing with your RSVPs? I have seen some people click attend on the event which is awesome! There have been a few who have stated they can't make it, and that is totally okay. I know people's time is valuable.

But Jen, I really don't want your friends to miss out on this awesome information. Reach out to your friends who can't make it and let them know that the event will stay up for a few days and I won't be closing your order until Friday. So anyone who can't make it can still watch all of the videos and posts on their own time.

I will post in there a few times before I close the order just to remind them!

- Lastly, you'll want to reach out to your host the day before the day party to give her a run down of how the party will go. Let her know that you will be taking the lead on posts and videos and all you need her to do is engage and interact. The more she talks, the more her friends will!

### **During the Party**

- A Facebook Party can be overwhelming for hosts because they are completely alone. During the event, be sure you have a private message open with her.



That way, you can have her post things at certain times if need be.

**Bonus:** If she has tried the product before and is comfortable, ask her to go on live in the event to share a testimonial of the products and what she has loved about them!

### **After the Party**

- Thank the host for introducing you to her friends and remind her of when you are closing the order. Let her know you will be posting in the event and ask her again, to comment on all posts.
- The day after the party, also ask your host to post a testimonial about how fun the party was and how she missed those who couldn't attend, as well as some fun information that she learned.
- Encourage her to reach out to her friends who have not ordered to let them know when the order is closing. This is something as the Consultant you will want to post in the group as well as a reminder.