

A decorative background featuring a collection of stationery items including pens, pencils, and a pink tulip. The items are arranged on a light-colored, possibly marble, surface. The tulip is in the upper right corner, and several pens and pencils are scattered throughout the scene.

*No stress Facebook Parties*

JUST COPY, PASTE, AND POST!

# Virtual Party Playbook

Your cheat sheet to *leveraging social media instead of getting lost in it.*



# What you'll find in this document

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# How to Download Your Files

## DOWNLOAD & EDIT YOUR CANVA EDITABLE FILES

1. Login to your Canva account in a separate window or tab
2. Click buttons below to download Canva files
  - **Please note:** A new window or tab will open
3. Click the "Use Template" Button when Canva file opens

[Click here to login to Canva or create a free account](#)

[Click HERE to download group cover photo template](#)

[Click HERE to download Party Time Post Templates](#)

[Click HERE to download Product Post Templates](#)

[Click HERE to download Party Game Templates](#)

## Canva Tutorial

Click the button below to open this tutorial on YouTube. **This tutorial will teach you how to:**

- Download your files
- Save a master + edit a copy
- Change colors, fonts, and backgrounds

[Click here to watch video tutorial on YouTube](#)



### *PRO TIP* *FROM KELEIGH*

It is best practice to always have an original/master file to refer back to. This allows you to make changes as you want without the worry of messing something up. To keep an original copy of the file (without any changes) just click "make a copy" instead of "edit" when opening the file later. Then, edit the copy instead of the original.

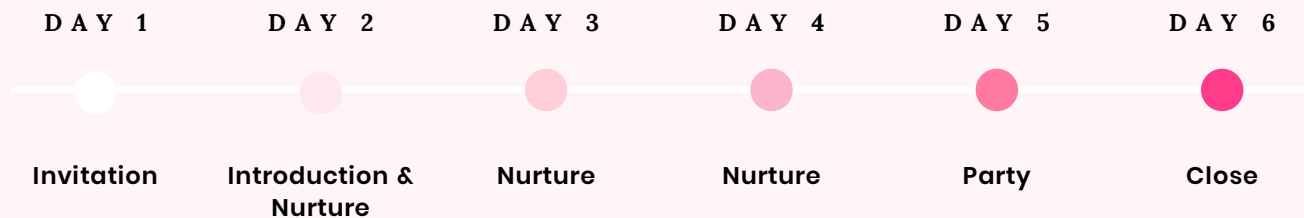
# Virtual Party

## INFO TO KNOW

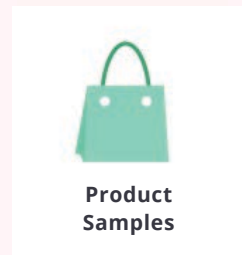
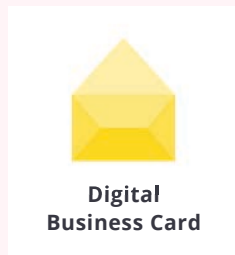
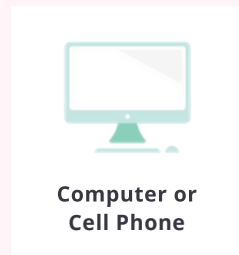
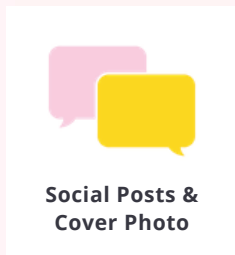
### THE MOST IMPORTANT THING TO REMEMBER

Please remember: you have total freedom to get creative!  
There is no magic script and no "right way" to do things. Be wary of anyone who tells you there is - the is that we are all different and so are our clients. What a on business owner does may not work for you and vice versa. View every party you hold as an experiment - at the end of your party look back and decide what worked, what didn't, and how you're going to adjust for next time. Over time you will refine your process and find what works for you! Success is not overnight and you have permission to grow slow, steady, and create a sustainable business.

### TIMELINE OF A VIRTUAL PARTY



### SUPPLY LIST



# Day 0: Set Up For Success

BEFORE ANYTHING ELSE, GET SET UP AND ORGANIZED

## Set up your pop up Facebook group:

Your virtual party will take place in a Pop-Up Facebook group – a Facebook Group that you create just for this one party, then archive at the end of the event.

Create your Facebook group by visiting Facebook, then clicking on the groups icon which looks like this:



Then click Create a Group which looks like this:

The image shows a blue rectangular button with a white plus sign followed by the text "Create Group" in white.

## Choose your group name:

During setup, choose a name that makes it obvious what the group is for and who is hosting it. For example: Hostess's Virtual Beauty Experience

## Customize & upload your group banner:

Then, customize your Facebook Group banner to include your hostesses name, the dates of the party, and your contact information.

## Add a description to your group:

The description of your group is where you give your guests all the information they need to know about you, when the party is taking place, our to order, and any other relevant information. Feel free to copy this description and customize it to get started:

Welcome to (HOSTESS' NAME)'s (WHAT YOU CALL YOUR PARTIES, FOR EXAMPLE "BEAUTY EXPERIENCE")! I'm (YOUR NAME), your personal (YOUR TITLE, FOR EXAMPLE, "CONSULTANT"). I'm here to answer all of your (WHAT TYPE OF PRODUCTS DO YOU SELL? FOR EXAMPLE "BEAUTY AND SKINCARE") questions – my number one goal is to help you feel (WHAT RESULT DO YOU WANT YOUR CUSTOMER TO HAVE? FOR EXAMPLE "BEAUTIFUL INSIDE AND OUT") by the end of this event!

During this event I'll be sharing my best tips and tricks for (TYPE OF PRODUCTS YOU SELL) as well as a special deal just for guests of this event – if you'd like to place an order just comment on any post, privately message me here on Facebook, or text me any time at (your phone number).

(OPTIONAL: IF YOU CAN SEND A SWAG BAG, THIS IS A GOOD IDEA. EVENT IF IT'S JUST A THANK YOU NOTE WITH A COUPON IN IT.) As a guest of this event, you can receive a free swag bag in the mail from me with (WHAT IS INCLUDED IN THE SWAG BAG? SAMPLES? A COUPON?)! To claim your swag bag please visit (your AnchorCard Digital Business Card Link or RSVP form link) and click on "RSVP to a Virtual Experience" and complete the form where you'll tell me where you send your swag bag!

(NOTE: IF YOU DON'T HAVE A DIGITAL BUSINESS CARD, YOU CAN MAKE A GOOGLE FORM INSTEAD)



# Day 1: Inviting Party Guests

## ASKING YOUR HOSTESS TO INVITE FRIENDS

### Your hostess is your key to success:

Your hostess has already built rapport with her friends, so she is going to invite them for you! You just need to coach her on how to properly invite her friends. There are 2 keys to the perfect virtual party invitation:

- **A personal invitation:** Don't mass invite everyone or send group messages. People need to feel like you care. Mass invites and group messages just feels spammy.
- **Pre-Profiling:** Ask guests to pre-profile themselves by completing a Virtual Party RSVP form. My favorite way to do this is through an AnchorCard Digital Business Card because it's gorgeously professional and gives the guest a chance to shop online right away after they pre-profile themselves. However, you could DIY it with a Google form if you need to! It's important to pre-profile as many guests as possible so that you can 1. tailor the content of your party to what guests actually want to see and 2. so you have their contact information to follow up later and hopefully book a party with them too!

### Scripts for you & your hostess:

Once your group is set up, reach out to your hostess and ask her to invite her guests. If you're not sure what to say, you can copy and paste this text OR for even better results, record a video of yourself saying this:

Hey (HOSTESS' NAME), (YOUR NAME) here! (HOSTESS'S NAME)'S (YOUR TITLE, FOR EXAMPLE "BEAUTY CONSULTANT")! I'm so excited for your (WHAT YOU CALL YOUR PARTY) - it's going to be awesome! I've created an exclusive pop-up Facebook group just for your event - all you need to do is text me a list of 20 to 30 ladies on your friends list that you'd like to invite to the event. Then, shoot them each a private message inviting them to join us!

I even created a super simple copy and paste invitation that you can copy and past to private message them. Just be sure to do this individually, not as a group text - group texts look a little spammy and a lot of people get annoyed by them and I'd hate for that to happen. Ok, ready? Here's your copy- and- paste invitation:

Hey (friend's first name)!! I'm hosting a (WHAT YOU CALL YOUR PARTY) with (YOUR NAME) on (DATE OF PARTY) at (TIME OF PARTY)! I would love it if you could join us! Here's the link if you're interested! (YOUR NAME) is even giving all guests who RSVP a free swag bag of samples and products - to claim your free gift all you need to do is:

- >> Join this Facebook Group (Pop Up Facebook Group Link) and,
- >> Fill out the RSVP form here: (AnchorCard Link or Google form)

Will I see you there? =)



# Day 2: Inviting Party Guests

## PRE-PROFILE & INTRODUCE YOURSELF IN THE MORNING

**Once your hostess has given you her guest list, reach out via Facebook messenger to each guest to ensure that they pre-profile themselves!**

Your goal in reaching out to guests is to 1. make sure they know you are a real, nice, normal human being - not a creepy internet stranger! And 2. Get them to pre-profile themselves by filling out your RSVP Form.

Text this script or for better results, record yourself saying this and send it as a video:

Hey (GUEST'S FIRST NAME)! I'm (YOUR NAME), (HOSTESS' NAME)'s (YOUR TITLE) I'm so excited for you to join us for our (WHAT YOU CALL YOUR PARTY) at (TIME OF PARTY) on (DATE OF PARTY)! Everything is online, and the live event is only about 30 minutes long so feel free to wear jammies and bring a glass of wine or a cup of team ;)

As a gift to all attendees, I've created special swag bags - can I send you one? All you have to do is:

- >> Join this Facebook Group (Pop Up Facebook Group Link) and,
- >> Fill out the RSVP form here: (AnchorCard Link or Google doc)

I'm packing up swag bags tomorrow morning - I'd absolutely love to send one to you!

**After you reach out to each guest, introduce yourself in the Group.**

I recommend going live to introduce yourself - this video only needs to be 5 minutes long, so no pressure. You can even use this script - you can say it out loud in the video and type it into the video description for anyone who might not be able to turn the volume up to watch!

Well hey there everyone, (YOUR NAME) here! I'm (HOSTESS' NAME)'s (YOUR TITLE) and I'm super excited that you're joining us for a Virtual (WHAT YOU CALL YOUR PARTY) and I just wanted to take a minute to introduce myself.

(INSERT A SENTENCE OR TWO ABOUT YOURSELF. WHERE DO YOU LIVE? DO YOU HAVE KIDS? PETS? A FUN FACT? HAVE FUN WITH IT! JUST BE YOURSELF). I started my business because (SHARE WHY YOU STARTED YOUR BUSINESS) and because of my business I get to (WHAT POSITIVE THINGS HAVE HAPPENED OR WILL SOON HAPPEN IN YOUR LIFE BECAUSE OF YOUR BUSINESS)

Now I'd love to get to know you! In the comments below, tell me where you're from, what your favorite (TYPE OF PRODUCT YOU SELL, FOR EXAMPLE "SKINCARE" OR "KITCHEN" OR "ESSENTIAL OIL" product is, and a fun fact about yourself!

(Ps: Don't forget to RSVP and claim your free product swag bag! Just VISIT (AnchorCard link or Google doc) and click "RSVP") and complete the quick and easy form!)



# Day 2, 3, and 4: Nurture

## NURTURE YOUR PARTY GUESTS & BUILD TRUST

**Now that guests have been invited and you've introduced yourself it's time to start showing your expertise and build trust.**

To do this, you're going to make 1 to 2 posts every day on days 2, 3, and 4 leading up to your live event (which takes place on day 5!). I recommend the following schedule:

- Day 2: post your introduction in the morning and a tip in the evening
- Day 3: Post a tip in the morning and in the evening
- Day 4: Post a tip in the morning and in the evening

**On the next few pages, you'll find 13 pre-written posts that you are welcome to copy and paste - or you can create your own posts!**

A few pro tips:

- Whenever possible, replace photos with images of you using or demonstrating the product. A personal photo goes further than stock photos, but a stock photo does the trick when you don't have a personal photo. Just try to mix in your own photos with your face in them when you can!
- Don't overload your group or exhaust your audience - I highly recommend sticking to 2 or less posts per day.
- Use the Facebook scheduler to pre-schedule your posts if this tool is available to you - this will help cut down the amount of time you have to spend on a computer. You could also opt to pay for a scheduling tool like Social Pilot, Hootsuite, or another similar 3rd party software IF that is beneficial to you. Note that this isn't required - but might be helpful if you're holding 3 or more parties a week, or see a benefit in paying for a tool that will save you time. Sometimes this is worth it, but you'll need to decide based on your individual circumstance.
- Add your AnchorCard Digital Business Card link or Google Doc to the end of every post, reminding people to RSVP. It's SO important to get as many RSVP's via your RSVP form as possible because you want the guests contact information so you can follow up later on and book another party with them.
- Feel free to add incentives and calls to action. Remember: there is no RIGHT way or wrong way. Every party is an experiment. Feel free to try things! If they don't work, then change it up for next time. Your technique and your process is ever evolving!



Go to page 3 to download the editable canva templates for each post!

# Product Posts

Have you ever forgotten your toothbrush while traveling, so you have to make do with a little bit of toothpaste on your finger until you can run to the store and grab a cheap one to get you by for a few days?

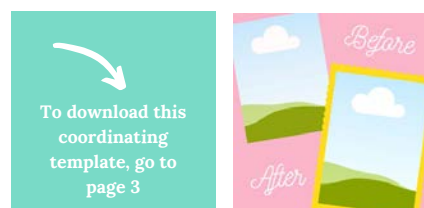
It's better than nothing... but honestly leaves your teeth feeling less- than sparkly and clean. Because the bristles of the toothbrush just clean better. They're textured, so they can scrub in a way that a smooth finger can't. They can reach into the crevices of our molars and really give a deep clean, removing harmful plaque and buildup.

No one questions using a toothbrush - it just works better!

Friend - it's EXACTLY the same when it comes to (SOMETHING YOU DO WITH YOUR PRODUCTS. FOR EXAMPLE, "COOKING" OR "WASHING YOUR FACE".) **Your** (CHEAP ALTERNATIVE TO YOUR PRODUCT, FOR EXAMPLE "DOLLAR STORE PIZZA CUTTER" OR "HAND") is surely better than nothing... but it just can't (WHAT DOES YOUR PRODUCT DO THAT THE CHEAP ALTERNATIVE DOESN'T? FOR EXAMPLE "SAFELY SLICE THROUGH EVEN DEEP DISH PIZZA ON ONE SWIPE" OR "REACH DEEP INTO YOUR PORES TO PULL OUT DEAD SKIN AND DIRT") reach deep into your pores and pull that built up dead skin and dirt out. And much like the way plaque leads to cavities when you don't brush your teeth... using the wrong tools for (WHAT YOUR PRODUCT DOES) can lead to (RESULT OF USING CHEAP ALTERNATIVE. FOR EXAMPLE, "WONKY PIZZA SLICES THAT ARE STUCK TOGETHER" OR "PIMPLES, FINE LINES, AND DEEP SET WRINKLES").

Take a look at this before and after. One the left (DESCRIBE THE BEFORE AND WHY IT IS NOT IDEAL. PAINT THE NEGATIVE PICTURE) but on the right (DESCRIBE THE AFTER AND HOW YOUR PRODUCT LED TO THOSE RESULTS. PAINT THE POSITIVE PICTURE.)

No thank you! I'll stick with my toothbrush instead of my fingers, and I'll sure stick with my (YOUR PRODUCT).



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# Product Posts

I don't know about you, but all this staying-at-home business has me craving a little extra sparkle in my day. I say it's time to dust off that (PRODUCT YOU SELL THAT IS FUN TO USE OR LEADS TO A HAPPY RESULT) - who says staying at home has to be boring? (PRODUCT) are/is perfect for (WHAT YOUR PRODUCT DOES TO MAKE YOUR CUSTOMER HAPPY).

□(DESCRIBE ONE WAY YOU CAN USE THE PRODUCT. FOR EXAMPLE, IF YOU'RE TALKING ABOUT EYE SHADOW DESCRIBE CREATING A BOLD COLOR LOOK)

□(DESCRIBE A SECOND WAY YOU CAN USE THE PRODUCT. FOR EXAMPLE, IF YOU'RE TALKING ABOUT EYE SHADOW, DESCRIBE CREATING A SOFT, SUBTLE LOOK)

(PRODUCT) can be used to (DESCRIBE A GENERAL WAY THE PRODUCT CAN BE USED THAT ENCOMPASSES BOTH OF THE ABOVE DESCRIPTIONS. FOR EXAMPLE, IF YOU ARE TALKING ABOUT EYE SHADOW YOU MIGHT SAY: "draw attention TO the parts of our face or eyes that we want to highlight and matte shadow can draw attention AWAY from what we'd prefer be a little more subtle. Use both matte and shimmer in combination for the per yin and yang!")



Go to page 3 to download the editable canva templates for each post!

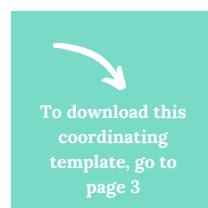
# Product Posts

As the weather begins to slowly change from winter to spring, I'm quickly remembering why I love my (PRODUCT YOU SELL) so much - it's perfect for (DESCRIBE WHY YOUR PRODUCT IS PERFECT RIGHT NOW. YOU MIGHT SAY "GRILLING OUTSIDE" OR "ADDING MOISTURE TO MY SKIN" OR "MAKING MY HOUSE SMELL LIKE SPRING-TIME). It's the best of both seasons!

Without any of that (DESCRIBE THE NEGATIVE RESULT OF USING A CHEAP ALTERNATIVE TO YOUR PRODUCT. FOR EXAMPLE, IF YOU'RE DESCRIBING LIP GLOSS YOU MIGHT SAY "without any of that icky, sticky feeling that sometimes comes with glossy lips"), (PRODUCT) is/can (DESCRIBE POSITIVE RESULT OF USING YOUR PRODUCTS. FOR EXAMPLE IF YOU'RE DESCRIBING LIP GLOSS YOU MIGHT SAY: "lightweight, richly pigmented and have a wear time of about three hours - that's darn good for a lip gloss!")

Plus, (PRODUCT) even:

- (LIST 3 FACTS ABOUT YOUR PRODUCT. YOU MIGHT DESCRIBE 3 IMPORTANT INGREDIENTS, TALK ABOUT HOW IT IS DIFFERENT THAN WHAT IS AVAILABLE IN STORES, AN INCREDIBLE EXCHANGE POLICY YOUR COMPANY PROVIDES, HOW IT BENEFITS A CHARITY, ETC. PAINT THE POSITIVE, EXCITING PICTURE)
- (FACT 2)
- (FACT 3)



Go to page 3 to download the editable canva templates for each post!

# Product Posts

There's been a LOT of handwashing in my house lately... and while I TOTALLY understand why, it's kind of killing my poor hands! So I'm feeling extra thankful for (PRODUCT THAT SOMEHOW RELIEVES HANDS. MAYBE IT'S A KNIFE WITH AN EXTRA COMFORTABLE HANDLE. A HAND CREAM. AN ESSENTIAL OIL THAT HELPS WITH DRY SKIN, ETC. HAVE FUN AND MAKE IT DRAMATIC!)

**#OhTheDrama.** But seriously - this stuff is pure gold when it comes to (DESCRIBE THE BENEFIT OF YOUR PRODUCT. FOR EXAMPLE, IF TALKING ABOUT A HAND CREAM YOU MIGHT SAY "getting rid of dead skin that has been scrubbed raw so that your hands can feel silky soft again!")

It's like a (USE AN ANALOGY TO EXPLAIN HOW AWESOME YOUR PRODUCT IS. FOR EXAMPLE, IF YOU'RE TALKING ABOUT SHAMPOO YOU MIGHT SAY "it's like a mini spa experience at home" AND THEN GO INTO SPECIFIC DETAILS ABOUT HOW TO USE THE PRODUCT)

I honestly can't live without my (PRODUCT) - it makes (WHAT YOUR PRODUCT DOES) so much (DESCRIBING WORD FOR HOW YOUR PRODUCT BENEFITS YOU: EASIER, BETTER, MORE FUN, MORE EFFICIENT, ETC)



Go to page 3 to download the editable canva templates for each post!

# Product Posts

Ok show of hands...who LOVES their (PROBLEM THAT YOUR PRODUCT FIXES. FOR EXAMPLE, IF YOU SELL MAKEUP, YOU MIGHT SAY "DARK CIRCLES"??) **Crickets?**

Ok, then let me ask this...

Who LOVES their (PROBLEM) when (HOW IT IS SOLVED. FOR EXAMPLE, IF YOU SELL MAKEUP YOU MIGHT SAY "WHEN NO ONE CAN SEE THEM" OR IF YOU'RE TALKING ABOUT ESSENTIAL OILS THAT HELP WITH CONGESTION YOU MIGHT SAY "WHEN IT'S TOTALLY GONE AND YOU CAN BREATHE EASILY")

I do I do!

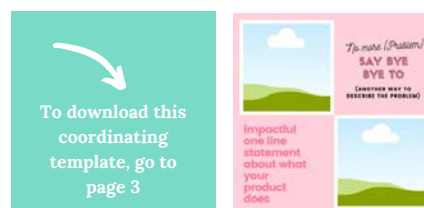
Friend, I've got to share some bad news with you... You will NEVER (SOLVE, FIX HIDE PROBLEM. FOR EXAMPLE "HIDE DARK CIRCLES" OR "BREATHE EASIER") by (DESCRIBE CHEAP ALTERNATIVE THAT DOESN'T WORK WELL. FOR EXAMPLE, IF YOU USE SKINCARE "by using a lighter concealer")! **But... I understand why you're doing it.**

Most people think (WHAT PEOPLE THINK. FOR EXAMPLE "MOST PEOPLE THINK CONCEALER WORKS LIKE WHITE OUT"). **But that isn't actually true. The reality is that's just not how it works.**

You see, (DESCRIBE THE WAY YOUR PRODUCT SOLVES THE PROBLEM. FOR EXAMPLE, YOU MIGHT SAY "dark circles are actually a blueish color. So we NEED to use the opposite color to cancel them out - peach!")

**Just** (DESCRIBE HOW TO USE YOUR PRODUCT TO SOLVED PROBLEM. FOR EXAMPLE, DESCRIBE HOW TO APPLY UNDER EYE CORRECTOR, OR HOW TO CHOP VEGGIES, OR HOW TO USE ESSENTIAL OILS)

Isn't that so much better?



Go to page 3 to download the editable canva templates for each post!

# Product Posts

I get this question all the time! "(CREATE A QUESTION SURROUNDING A TOPIC THAT CUSTOMERS MIGHT FIND DIFFICULT, CONFUSING, OR OVERWHELMING – FOR EXAMPLE, "WHY DOES MY MASCARA ALWAYS RUN UNDER MY BOTTOM LASHES" OR "WHY DOES MY DRUG-STORE ESSENTIAL OIL NEVER REALLY MAKE ME FEEL ANY DIFFERENT")

Well, here's the inside scoop:

□ (FACT #1 THAT ANSWERS THE "WHY" OF THE QUESTION ABOVE)

□ (FACT #2 THAT ANSWERS THE "WHY" OF THE QUESTION ABOVE)

□ (FACT #3 THAT ANSWERS THE "WHY" OF THE QUESTION ABOVE)

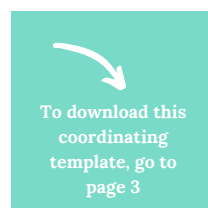
But we can solve that problem, easy peasy!!

✓ (TIP #1 TO SOLVE PROBLEM FROM ABOVE)

✓ (TIP #2 TO SOLVE PROBLEM FROM ABOVE)

✓ (TIP #3 TO SOLVE PROBLEM FROM ABOVE)

Did that help? Tell me in the comments below!



Go to page 3 to download the editable canva templates for each post!

# Product Posts

Anyone else loving this years Pantone Color of the Year, Classic Blue? It's just such a gorgeous color... and so underrated when it comes to (YOUR PRODUCT OR HOW YOU USE YOUR PRODUCTS. FOR EXAMPLE "WHEN IT COMES TO MAKEUP" OR "WHEN IT COMES TO DECORATING YOUR HOUSE" OR "WHEN IT COMES TO ADD A SPLASH OF COLOR TO YOUR WARDROBE").

So today here are 3 tips for incorporating blue, loud and proud!

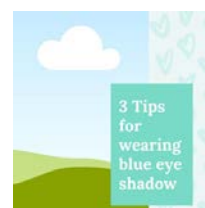
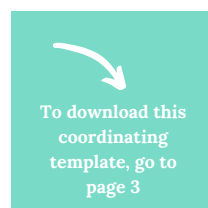
1. Try using it to (ONE WAY THEY CAN USE THE COLOR BLUE IN A WAY THAT YOUR PRODUCT CAN SUPPORT. FOR EXAMPLE: "TRY USING IT TO BALANCE OUT BLUE DENIM BY WEARING A BLUE HEADBAND" OR "TRY USING BLUE TO LINE YOUR EYES" OR "TRY ADDING A BLUE DISH TOWEL TO YOUR KITCHEN"). Blue can be a bold transition for most people, so I'm definitely not suggesting we go all Dolly-Parton-Eye-Shadow with it. Instead, just use a little bit for a subtle look or a fun pop. My favorite products from (YOUR COMPANY NAME) for this are (SHARE JUST 2 PRODUCTS THAT INCORPORATE BLUE)

2. SHARE WAY TO USE BLUE #2. REFERENCE THE ABOVE TIPS FOR INSPIRATION IF NECESSARY!)

3. SHARE WAY TO USE BLUE #3. REFERENCE THE ABOVE TIPS FOR INSPIRATION IF NECESSARY!)

Hope you love these tips friends! Do you think you'll try a bold blue look? Tell me in the comments!

Do you think you'll try incorporating more blue into your life? Tell me in the comments!



Go to page 3 to download the editable canva templates for each post!

# Product Posts

(PRODUCT) is a (YOUR INDUSTRY) industry (FIRST, INNOVATION, BEST SELLER, ETC. CHOOSE A DESCRIBER WORK THAT IS RELEVANT TO YOUR INDUSTRY AND PRODUCT) and one of my favorite products to (BENEFIT/RESULT OF USING YOUR PRODUCT)

So HOW does it work?

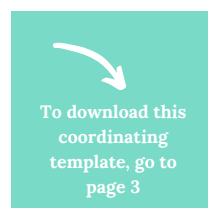
(DESCRIBE HOW TO USE YOUR PRODUCT)!

In fact, when you use (PRODUCT) you will: (NOW WE ARE GOING TO BACK UP THAT STATEMENT BY SHARING THE RESULT OF USING YOUR PRODUCT. IF THERE HAVE BEEN CLINICAL TRIAL OF YOUR PRODUCT, YOU CAN QUOTE THOSE. IF NOT, YOU CAN SHARE HOW IT JUST MAKES LIFE EASIER/BETTER!)

- (RESULT OF USING PRODUCT. HOW DOES IT MAKE YOUR CUSTOMER FEEL? ARE THERE CLINICALLY PROVEN RESULTS YOU CAN QUOTE? PAINT THE POSITIVE PICTURE HERE SO YOUR CUSTOMER SEES THEMSELVES USING THE PRODUCT)

- (RESULT OF USING PRODUCT #2)

- (RESULT OF USING PRODUCT #3)





Go to page 3 to download the editable canva templates for each post!

# Product Posts

The basic concept of (PRODUCT) is that it (WHAT DOES YOUR PRODUCT DO, PUT SIMPLY. FOR EXAMPLE, IF YOU'RE TALKING ABOUT BRONZER OR CONTOUR CREAM YOUR MIGHT SAY: "it enhances naturally occurring shadows on your face and adds a summery glow...") but (PRODUCT) is the gift that keeps on giving so today I'm sharing my favorite creative ways to make (PRODUCT) your new go-to product in (WHERE DO THEY USE IT? THE KITCHEN? THEIR MAKEUP BAG? THEIR OFFICE?)

1. (SHARE CREATIVE IDEA TO USE PRODUCT. FOR EXAMPLE: "Make bronzer your new favorite eye shadow. Because it's designed to be subtle and look natural on your skin, it's the perfect addition to an every-day, quick-and-easy look. Sweep it into the crease of your eyelid, blend, and go! It's that simple!")

2. SHARE CREATIVE IDEA TO USE PRODUCT. FOR EXAMPLE: "Make your hair look thicker. Say what?! Yep, it's as simple as a little bronzer! Dust it onto your hairline, being careful to only apply it around the roots of your hair. By filling in around your hairline you create the look of thicker, more densely packed strands!")

3. SHARE CREATIVE IDEA TO USE PRODUCT. FOR EXAMPLE: "Brush up your brows. Using a flat, angled makeup brush tap a bit of bronzer onto your eyebrow - it's a lighter, less structured look, perfect for making brows look more full without actually having to add volume or gel.")

And there you have it! 3 creative ways to use your (PRODUCT) - were any of these new to you? If so, tell me in the comments!



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# Product Posts

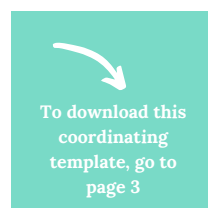
When (YOUR COMPANY) makes a claim about our (PRODUCT CATEGORY, FOR EXAMPLE "SKINCARE") they back it up with (HOW DOES YOUR COMPANY BACK UP THEIR CLAIMS? FOR EXAMPLE "clinical and consumer testing.") THIS is just one of the reasons why I love this company so much!

One of my favorite products is the (PRODUCT YOU LOVE) because it helps (WHAT DOES YOUR PRODUCT DO? FOR EXAMPLE, IF YOU'RE TALKING ABOUT FACE WASH YOU MIGHT SAY "stop triggers that can cause your skin to look older before its time and defends against age-accelerating free radicals on skin with multiple antioxidants.")

And of course, it's all backed by (REFERENCE HOW YOU SAID YOUR COMPANY BACKS UP THEIR CLAIMS)! This incredible (PRODUCT) (HOW DID YOUR COMPANY TEST THE PRODCUT? FOR EXAMPLE YOU MIGHT SAY "IS CLINICALLY SHOWN TO:)

- (PROVEN RESULT)
- (PROVEN RESULT)
- (PROVEN RESULT, ETC)

Now THAT is my kind of (PRODUCT)!



Go to page 3 to download the editable canva templates for each post!

# Product Posts

**Today's PSA: Wash your** (SHEETS, MAKEUP BRUSHES, BLINDS, ESSENTIAL OIL DIFFUSER, REUSABLE STRAW, OR SOME OTHER PRODUCT THAT YOU SELL THAT PEOPLE FORGET TO WASH)

**I tell all of my clients who want** (RESULT OF KEEPING YOUR PRODUCT CLEAN, FOR EXAMPLE: "if they want flawless, blended foundation") **that they NEED to clean their** (PRODUCT) **at least once a week!**

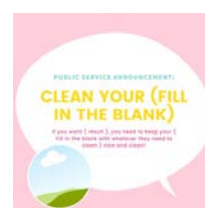
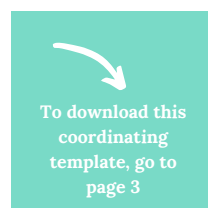
**Here's why:**

1. (WHY CLEAN THE PRODUCT? WHAT DOES CLEANING THE PRODUCT DO? PREVENT BACTERIA? MAKE IT WORK BETTER? MAKE IT LAST LONGER?"

2. (WHY CLEAN THE PRODUCT? WHAT DOES CLEANING THE PRODUCT DO? PREVENT BACTERIA? MAKE IT WORK BETTER? MAKE IT LAST LONGER?"

3. (WHY CLEAN THE PRODUCT? WHAT DOES CLEANING THE PRODUCT DO? PREVENT BACTERIA? MAKE IT WORK BETTER? MAKE IT LAST LONGER?"

**No judgement here... who is brave enough to comment when the last time they washed their** (PRODUCT) **was? Bonus points if you show me a picture of yours all nice and clean today!**



Go to page 3 to download the editable canva templates for each post!

# Product Posts

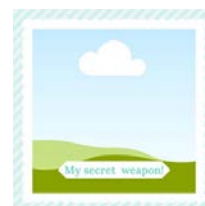
**Sharing my secret weapon today: (SEASONALLY RELEVANT PRODUCT)!!**

**It (RESULT OF USING PRODUCT. FOR EXAMPLE, IF YOU'RE TALKING ABOUT A WRINKLE FILLING CREAM YOU MIGHT SAY : it immediately fills in deep wrinkles and helps improve their appearance over time!") It makes such a difference by:**

✓ (FEATURE AND BENEFIT. FIRST DESCRIBE WHAT THE PRODUCT LITERALLY DOES, THEN DESCRIBE THE BENEFIT AND RESULT IF THAT ACTION. FOR EXAMPLE: IT DISTRIBUTES ESSENTIAL OIL EVENLY THROUGHOUT OVER 100 SQUARE FEET OF SPACE SO THAT YOU CAN FEEL BETTER NO MATTER WHERE YOU ARE IN THE HOUSE. IT'S IMPORTANT TO BOTH DESCRIBE WHAT IT DOES AND HOW THE CUSTOMER WILL FEEL.)

✓ (FEATURE AND BENEFIT.)

✓ (FEATURE AND BENEFIT.)





# Day 2, 3, and 4: Engage

USING GAMES CAN BE A GREAT WAY TO ENGAGE YOUR GUESTS!

**In addition to posting about products playing games can be a great way to increase engagement and break the ice!**

## **Pro tips and strategy for playing games within your Facebook Group:**

- **Keep it simple** – choose two or fewer games. There's a fine line between having fun and making people feel overwhelmed. Two games on two different days can be a lot of fun! But when there are too many games people don't know where to focus and they shut down. They stop playing. So keeping it simple ensures that people can enjoy themselves and stay engaged!
- **Don't give away the house.** Stick to one grand prize that people can win cumulatively. Giving away lots of prizes doesn't necessarily make people more excited to participate – your party guests will match your energy. If you are SUPER excited about one prize, they will be too! No need to cut steeply into your profit.
- **Coach your hostess.** Talk to your hostess about participation before your party starts. Explain to her that people often need to see someone else "go first" and that she should try to participate in all games asap when you post them so that her friends see her engagement.

Go to page 3 to download the editable canva templates for each game!

# Party Games

## DUCK DUCK GOOSE

### Object of the game:

To be the last person to comment "Duck" before the you comment "GOOSE"

### Winner gets:

An entry to win your grand prize! For every game, I recommend gifting entries to win as the prize. Remember: don't give away the house!

### How to play:

Make your post and let people know that "Duck Duck Goose" will begin at (XX:YY) time. In your post you will explain the rules (copy- and- paste post below!)

At the time you selected, come back and comment on your own post "Ready, set, go!" and people can begin commenting.

Each guest comments "Duck" and at a random time (usually within 5 to 10 minutes maximum) you comment "GOOSE." The last person to comment before you say "GOOSE" wins your preferred prize.

### Copy-and-paste post:

Time to play a game! The winner get TEN extra entries to win our grand prize:

(TALK ABOUT YOUR GRAND PRIZE HERE. THIS IS WHERE YOU SHOULD EXPLAIN HOW AWESOME IT IS AND GET PEOPLE EXCITED ABOUT IT! KEEP THIS TO JUST TWO OR LESS SENTENCES)

Ok, ready? Here's how to play! At (TIME) I'm going to comment "Ready.. Set... GO!" and when I do, start commenting "Duck"! Within 5 minutes I'll comment "GOOSE!" When I do, the last person to comment "Duck" will get 10 extra entries to win our grand prize.

Comment "I'm in!" if I'll see you there!



Go to page 3 to download the editable canva templates for each game!

# Party Games

## PRODUCT SCRAMBLE

### Object of the game:

To be the person who unscrambles all 5 phrases/ words first. The example words that I have included are skincare related and are as follows: Cleanser, Eye Cream, Moisturizer, Eye Shadow, and Charcoal Mask. You should insert your own words that are relevant to your company. Don't forget to write them down for yourself!

### Winner gets:

An entry to win your grand prize! For every game, I recommend gifting entries to win as the prize. Remember: don't give away the house!

### How to play:

Make your post letting guests know that the first person to unscramble all 5 words gets a prize.

A few minutes after starting, post a hint in the comments. For hints I like to tell people which scrambled letters are single words and which ones are 2 words. This usually helps people a lot! Keep adding hints every 1 to 2 minutes as needed.

People should comment as they go - the first person to successfully unscramble all 5 wins!

### Copy-and-paste post:

It's game time! The winner get TEN extra entries to win our grand prize:

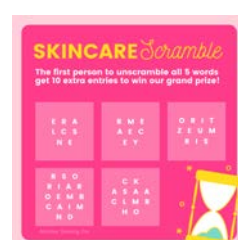
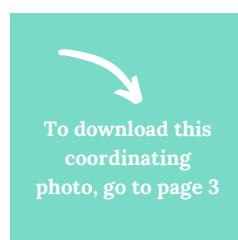
(Talk about your grand prize here. This is where you should explain how awesome it is and get people excited about it! Keep this to just two or less sentences)

Ok, ready? Here's how to play! Take a peek at these (YOUR INDUSTRY, FOR EXAMPLE "SKINCARE AND MAKEUP) related scrambles - the first person to successfully unscramble all 5 words gets TEN extra entries to win our grand prize!

There will even be runner up winners! If you guess ANY words correct you get one extra entry to win.

As you unscramble, comment your word and I'll let you know if you got it right!

Ready, set, go!



Go to page 3 to download the editable canva templates for each game!

# Party Games

## TIC TAC TOE

### Object of the game:

To complete 3 squares in a row. Be sure to change any squares that aren't relevant to your company to something that makes sense for your products!

### Winner gets:

Each person who gets 3 squares in a row wins. People CAN win for more than one 3 in a row. For every game, I recommend gifting entries to win as the prize. Remember: don't give away the house!

### How to play:

Make your post letting guests know that the everyone who gets 3 squares in a row will win and that they can win with more than one row for extra entries!

People should comment as they complete squares and tag you when they've got 3 in a row!

### Copy-and-paste post:

Games on friends! Each winner gets FIVE extra entries to win our grand prize >> YES! More than one person can win those extra entries! Here's the grand prize:

(Talk about your grand prize here. This is where you should explain how awesome it is and get people excited about it! Keep this to just two or less sentences)

Alright, let's do this! Here's how to play! Read through the squares on this tic-tac-toe board. Complete any 3 squares in a row or diagonal line to win! Complete multiple rows to win multiple times!

As you complete your squares comment and let me know! Tag me when you get 3 in a row!!

On your mark... get set.... GO!





Go to page 3 to download the editable canva templates for each game!

# Party Games

## THE NAME GAME

### Object of the game:

To comment with their funny name. Double check that the words are relevant to your company. I have pre-populated it with skincare/makeup related words but you can delete those and replace with different words if you aren't in a skincare/makeup company - this should be fast and simple. Don't overthink it and don't take yourself too seriously - just have fun and be silly!

### Winner gets:

Each person who comments wins. For every game, I recommend gifting entries to win as the prize. Remember: don't give away the house!

### How to play:

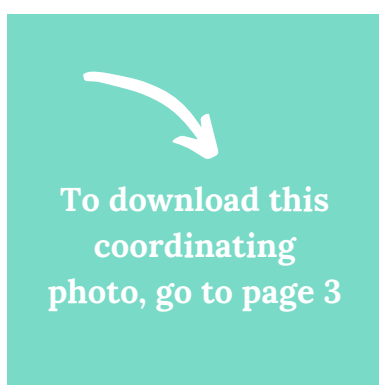
Make your post letting guests know that they should comment their lipstick name.

### Copy-and-paste post:

Let's have some silly fun, ok? Each person who comments their (PRODUCT CATEGORY) name gets FIVE extra entries to win our grand prize! I'm going to post mine in the comments first! Here's the grand prize that you could win:

(Talk about your grand prize here. This is where you should explain how awesome it is and get people excited about it! Keep this to just two or less sentences)

I can't wait to see all of the fun names we come up with! Comment below and tell me what your (PRODUCT CATEGORY) name is? Mine is "(YOUR FUNNY NAME)"



Go to page 3 to download the editable canva templates for each game!

# Party Games

## WHAT IS IN YOUR PURSE

### Object of the game:

To be the person who gets the most points.

### Winner gets:

For every game, I recommend gifting entries to win as the prize. Remember: don't give away the house! The person with the most points gets the big prize - usually 10 extra entries. Everyone else can have one extra entry for playing along.

### How to play:

Make your post letting guests know that they should grab their purse and start tallying up what is inside

### Copy-and-paste post:

Grab your purse, it's time to clean it out! Look at the chart below - comment how many points came out of your bag!

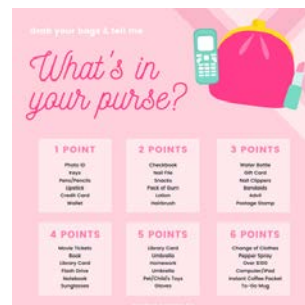
(Talk about your grand prize here. This is where you should explain how awesome it is and get people excited about it! Keep this to just two or less sentences)

I can't wait to see all of the fun names we come up with! Comment below and tell me what your lipstick name is... and better yet... what color would your lipstick be? I think mine would be HOT PINK of course!!

NOTE: This can be changed for any company! Just swap the name and change out the items in the list. For example, here are some name ideas:

- What is in your junk drawer?
- What is in your car?
- What is in your desk drawer?
- What is in your medicine cabinet?

  
To download this  
coordinating  
photo, go to page 3





# Day 5: Party time!

TODAY IS YOUR DAY TO SHINE.

## The night before:

Make a reminder post in your group letting everyone know the time of the Facebook Live.

## Thirty minutes before:

Make another reminder post letting people know that the Facebook Live is starting in just 30 minutes. Invite them to comment on your post with a gif to show excitement. You could say something like:

The countdown is ON! We're going live in just 30 short minutes and I hope I'll see you there - drop a happy dance gif in the comments if you're looking forward to our live event!

Tonights live event starts at (TIME) and will take place right here in the Facebook group and you can watch live on your phone or computer - so now is a good time to get comfy and pour yourself something to drink. Any takers for wine? Tea?

! You can tune in to the party on your phone or your computer—whichever is easier for you! Make sure you turn on your notifications for the event so you don't miss anything! (Instructions to turn on notifications are in the comments down below!)

## Fifteen minutes before:

Make another reminder post letting people know that the Facebook Live is starting in just 15 minutes. Invite them to RSVP for their free swag bag! You can say:

Yippee!! Yahooo! We're getting started in 15 minutes! Last call to claim your free swag bag - just click this link and fill out the RSVP Form! (AnchorCard Link)

## Five minutes before:

Make a final reminder post letting people know that the Facebook Live is starting in just 5 - this is also a good opportunity to let everyone know what to expect. Try saying:

Just 5 short minutes until we get this party started! Grab your ice cream, pour that tea, and let's have some fun! Comment below - what are you sipping on tonight? Any fun snacks out there? 🍷

Go to page 3 to download the editable canva templates for each post!

# Day 5: Party time!

HERE ARE YOUR PARTY POSTS

## Post #1: Roll Call

Can I get a whoop whoop? Comment below and tell me where you're joining from and what late night snack you're munching on! Everyone who comments below will get one entry to win in our grand prize raffle! ☐☐

(Post roll call photo + grand prize photo)

## Post #2: Live Demonstration

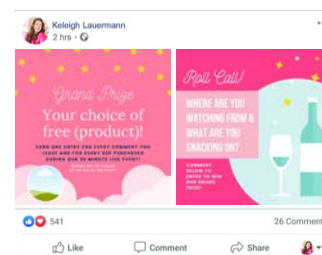
This is where you're going to give a live skincare and 5 minute face demonstration! You can do this EXACTLY as you do during an in-person party, except instead of telling everyone to do it themselves, you're going to do it and explain as you go.

The most important thing to remember during your live is to engage your audience. Ask your viewers to comment below if they agree with something, have a question, etc. Remind viewers that if they comment they get an entry to win your grand prize! Engagement is super important because it gets people excited and it bumps your post up on Facebook so more people see the notification.

If you're feeling a little stuck and aren't sure what products to demonstrate make a checklist of 5 products you want to cover, what their features are, and how the customer benefits from them. Save this checklist! You can reuse it at every party.

- The product:
  - Feature 1:
  - Benefit of that feature:

Remember: a feature is what the product physically does. This is very straightforward. A benefit is how the customer's life will be made better by that feature. How will their life be improved? This is usually emotional or has some emotional aspect to it.



## Post 1

Go to page 3 to download the editable canva templates for each post!

# Day 5: Party time!

HERE ARE YOUR PARTY POSTS

## Post #3: Time for Guests to Shop

This is the equivalent of the in person "party close" - in person, you'd do this individually, but tonight your job is to be available to support everyone in the group! Here are some ways you can do this:

- Comment back quickly - show people that you are there and ready to help!
- Offer to jump on quick 1:1 calls that night to answer questions - some people might just need to see your face and ask questions directly before buying.
- Make it really obvious how people can order with you - do you want them to order on your website? Send you a message? Make it clear!
- Remind your guests that for every \$25 they spend, they'll be entered to win the grand prize.

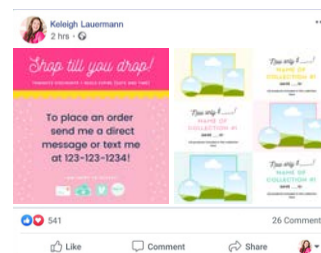
## Post #4: Let's Party

Friends, did you know that I'm totally spoiling your hostess, (hostess' name), just because she's holding this party? It's true! She's getting FREE products just for being here... and you can too!

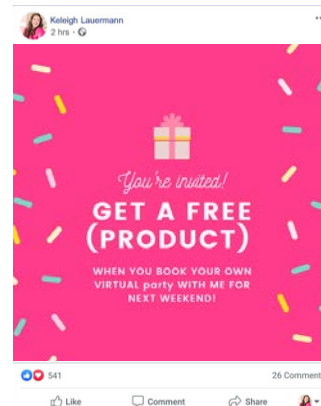
Today I'd love to invite you to host your own party just like this one for your girlfriends - and if you're one of the first 2 people to message me that you want to party you get a FREE \$10 credit to shop today and 5 extra entries to win our grand prize

## Post #5: Last Call Y'all

Alright friends, this (WHAT YOU CALL YOUR PARTY) is about to come to a close in the next few hours and we're going to be choosing a winner for our grand prize soon - comment your favorite product below for an extra entry to win! Plus, don't forget - for every \$25 purchased before the end of this even you get ANOTHER entry to win. Doors are closing soon!



Post 3



Post 4



Post 5

Go to page 3 to download the editable canva templates for each post!

# Day 5 + 6: Party time!

HERE ARE YOUR PARTY POSTS

## Post #6: Opportunity (post on day 5)

I've had so much fun getting to know you all over the past few days! This is truly one of the things I love most about my business - the flexibility that I have to bring my business anywhere. Your house, my house, and even online! If you watched what I was doing over this past week and thought "I can't believe she's making money just from posting in a Facebook group... I wish it were that easy! Then I'd love to invite you to learn about what it's like to be a (YOUR JOB TITLE, SUCH AS: BEAUTY CONSULTANT)" just like me. It may be perfect for you... or it might be perfect for someone you know. Click here >> (AnchorCard opportunity page link or some other way your customer can learn about your business online. If you DIY it, be sure to include a form where they can tell you if they are interested in joining or not. Google forms can work.) << to learn how I make money, where I get my training, what kind of flexibility is involved, and more! And if you complete the survey at the bottom of the page you get 10 extra entries to win our grand prize!



Post 6

## Post #7: Thank you / Party Close (post on day 6)

The time has come for our Virtual Experience to wrap up and I am just so overwhelmed with gratitude to each and every one of you who joined us here today! It's truly awesome to see everyone come together and have a good time and I so appreciate your support of my small business.

I'd be honored to continue as your beauty consultant moving forward, even now that this party has wrapped up - if you'd like to stay up to date on future sales, new products, and more please join me in my VIP Client Facebook Group >> just click here! (AnchorCard Link)



Post 7

# Party Planning Checklist

STAY ORGANIZED WITH THIS CHECKLIST

## GUEST LIST

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_

## APPOINTMENT DETAILS

HOSTESS NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

HOSTESS PROGRAM: \_\_\_\_\_

HOSTESS GIFT: \_\_\_\_\_

DATE: \_\_\_\_\_ TIME: \_\_\_\_\_

LOCATION: \_\_\_\_\_

TYPE OF APPOINTMENT: \_\_\_\_\_

NUMBER OF GUESTS ATTENDING: \_\_\_\_\_

## CHECKLIST

- |   |  |
|---|--|
| <input type="checkbox"/> Guest List Received                        | <input type="checkbox"/> Added customers and orders to intouch |
| <input type="checkbox"/> Private Messaged Guests                    | <input type="checkbox"/> Scheduled sharing appointments        |
| <input type="checkbox"/> Scheduled Group Posts                      | <input type="checkbox"/> Booked guests interested in a party   |
| <input type="checkbox"/> Post party follow up message to all guests | <input type="checkbox"/> Thank you notes mailed                |
| <input type="checkbox"/> Delivered products to guests who ordered   | <input type="checkbox"/> Reorders inventory                    |

## APPOINTMENT SUMMARY

TOTAL RETAIL SALES: \_\_\_\_\_

TOTAL DISCOUNTS GIVEN: \_\_\_\_\_

RETAIL VALUE OF HOSTESS GIFT: \_\_\_\_\_

# OF GUESTS WHO MAKE A PURCHASE: \_\_\_\_\_

# OF REFERRALS RECIEVED: \_\_\_\_\_

# OF NEW PARTIES BOOKED: \_\_\_\_\_

# OF CAREER CHATS BOOKED: \_\_\_\_\_

# OF NEW TEAM MEMBERS ADDED: \_\_\_\_\_

## PROSPECTIVE NEW CONSULTANTS

NAME: _____	NAME: _____
PHONE: _____	PHONE: _____
<input type="checkbox"/> Shared AnchorCard	<input type="checkbox"/> Shared AnchorCard
<input type="checkbox"/> Interview Booked	<input type="checkbox"/> Interview Booked
<input type="checkbox"/> Interview Held	<input type="checkbox"/> Interview Held
<input type="checkbox"/> Follow Up Call	<input type="checkbox"/> Follow Up Call
<input type="checkbox"/> Signed Agreement	<input type="checkbox"/> Signed Agreement
<input type="checkbox"/> Attended First Meeting	<input type="checkbox"/> Attended First Meeting