

Step-By-Step Guide to a 15-Minute Pop-Up Party

The 15-minute party (but this is the “cliff’s notes” version)

STEP #1: INVITE GUESTS/ASK SOMEONE TO HOST

- Decide on the time you will do these, so when you ask for bookings you have clear time slots to offer. These take 15 minutes, so you could potentially do 4 in one night at for example 8, 8:15, 8:30, and 8:45
- Do 4 of these per week and average \$500 in sales per party, and that is \$2000 per week
- Do a simple text or inbox message to ask friends to come to your Facebook party. You need to do yours first, so your friends will see how simple it is when you ask them to host! Below is simple verbiage and when they say yes be sure to send the link to the group you have set up so they can join easily after you add them.

MESSAGE:

Hey ____! I wanted to invite you to my Healthy Living Inside & Out Facebook party! It is short & sweet - just 15 minutes and lots of giveaways! Super fun! Want me to add you? The LIVE will be ____ day at ____ time, but you can always catch the replay if you can't watch LIVE!

Hi ____! Would you be open to hosting a Facebook party? Mine are short and sweet - just 15 minutes - and I'll be doing a product raffle and giveaways. I'll keep the party open for 48 hours. It's a lot of fun, sound good?

STEP #2: CREATE THE FACEBOOK GROUP

- Use WELCOME TO THE PARTY Cover Photo

Add description:

Since 1980, Arbonne has specialized in botanically based skincare with higher ingredients standards. Our transparent business practices ensure that we empower people to flourish and help create a sustainable planet for the future. We believe we can effect real change by offering product choices that won't harm you or the planet.

STEP #3 SCHEDULE YOUR POSTS

POST #1 - WELCOME TO THE GROUP

- 24 to 48 hours before event

Verbiage:

Hello everyone! I'm going to go live _____ night at _____pm in this group! I hope you can hop on live with us! It won't be long - maybe 15 minutes, and I'll be doing some product raffles! Also, be sure to turn your notifications "ON" for this group so you don't miss out on the raffle! You can do this by going to the badge icon on the top right of this group, tap your settings, then tap the Notification Setting bell icon and choose "All Posts."

Looking forward to seeing you all then!

POST #2 - POLL

- Schedule a poll for 24 hours in advance of the LIVE
- Use the poll feature in Facebook

Verbiage:

POLL TIME! Biggest Health Goal! GO! Feel free to add your own answers!

- *Exercise regularly*
- *Better sleep*
- *Better eating habits*
- *Healthier digestive system*
- *Healthier looking skin*

POST #3 - DAY OF YOUR EVENT

- **PIC:** DROP A GIF

Verbiage:

Drop a GIF below to describe how you met our host _____

POST #4 - 30 MINUTES BEFORE THE EVENT

- **PIC:** IT'S ALMOST PARTY TIME

Verbiage:

Hi everyone! I'll be going live in 30 minutes, at 8:30pm EST right here in our Facebook party group! I hope you can pop on! It won't be very long - maybe 15 minutes, and I'll be doing some product raffles also!! Looking forward to seeing you soon!

POST #5 - TIME OF THE PARTY/LIVE

- Go live with the script

POST #6- AFTER THE LIVE

- **PIC:** 6 BUNDLE PICS

Verbiage:

Here are the bundles I talked about tonight, so you have a visual!

POST #7- 48 HOURS AFTER

- **PIC:** CONGRATS ON WINNING THE DRAWING

Verbiage:

Congratulations to _____ for winning the raffle! Message me with your address and thank you to everyone that participated!

STEP #4: FOLLOW UP

FOLLOWUP

- Do after the party - with the KEY WORDS they dropped in comments.
- **NOTE:** even if you are doing the party "solo" you can ALWAYS ask your upline sponsor to help you by adding them to the inbox messenger chat to help answer questions.

Message:

Hey ____! so excited to share information with you about _____. I have added my friend ____ she's been doing Arbonne a little longer than I have so in case you have questions I don't know the answer to!

HEALTHY LIVING BUNDLE

- **PIC:** Send them the bundle picture and link to video

Message:

Hey! Here's the link with info. After you watch it, let me know any questions you have!

- After they watch the video, their first question is usually price. However, some people will just say "sign me up"! If you are new, and not used to meeting objections, etc. Remember - you can be sure to add your upline to the group chat to help you!

Message if they ask about price:

It retails for \$495 but I can get you the Whole 30 day package for \$266.40 plus tax - less than \$9 a day - and FREE gift up to \$98 value when you become a Preferred Client. It's an amazing value!

- **TIP:** assume they are in, let them know when the next group starts and get their payment and information for the order.

WELLNESS BUNDLE

- **PIC:** Send them the bundle picture

Message:

You will LOVE this! Like I said, I drink every single day! Retail for the 4 items in this bundle is \$217... your price is just \$189 + tax FREE SHIPPING, and a one time \$29 Preferred Client joining fee which gets you perks and a discount for the next year!

BREAKFAST CLUB BUNDLE

- **PIC:** Send them the bundle picture

Message:

Hi! Thanks for asking for info! Healthy Living is about making the right choices with dietary habits and nutritional supplements for overall health inside and out! Retail for the 3 items in this bundle is \$150...your price is \$120 + tax FREE SHIPPING, and a one time \$29 Preferred Client joining fee which gets you perks and a discount for the next year!

AGE WELL BUNDLE

- **PIC:** Send them the bundle picture

Message:

You are going to LOVE this! You will be able to tell a difference the first time you wash your skin with the cleanser! Retail for 6 items in this set is \$266. Your price is \$212 + tax FREE SHIPPING, PLUS you get a free \$98 value jar of retinol pads!there is a one time \$29 Preferred Client joining fee which gets you perks and a discount for the next year!

If they want info on skincare, ask some questions: I'd love to help you. Tell me a little about your skin...what do you currently use and what do you want to improve?

GLOW WELL BUNDLE

- **PIC:** Send them the bundle picture

Message:

You are going to LOVE Arbonne makeup! This is the best starter set! Retail for the 5 items is \$125, your price is just \$100 + tax and shipping OR add the glow palate and your cost is just \$152 + tax and get FREE SHIPPING! OR choose the skin elixir and your cost is \$144 + tax and get FREE SHIPPING there is a one time \$29 Preferred Client joining fee which gets you perks and a discount for the next year!

SLEEP WELL BUNDLE

- **PIC:** Send them the bundle picture

Message:

*Helps promote restorative sleep and healthy sleep patterns! Retail for the 3 items is \$123, your price is \$98.40 + tax + shipping add on the InnerCalm for **STRESS RELIEF** and cost is \$142.20 + FREE shipping.*

There is a one time \$29 Preferred Client joining fee which gets you perks and a discount for the next year!

FOR THOSE WHO JOINED YOUR VIP GROUP

- This is for them to be entered into Arbonne Super Sampler Pack drawing. [example: fizz stick, detox tea, protein powder envelope, etc.]

Message:

Thank you for adding yourself to my VIP group! Good luck in the drawing for the Arbonne Super Sampler pack! I'm curious, after watching tonight, what resonated the most with you?"

FOR THOSE WHO ASK ABOUT BUSINESS

Message:

Great! Let's find a time to chat for a few minutes!

- **TIP:** Offer a couple of times you are available and schedule it. Invite your upline to help you if needed.

FREEBIES FOR HOST

Message:

Great! Let's pick a time for your party!

TIP: Give them a couple of options to choose from. Then gift them something you feel comfortable with giving—no need to spend a lot of money. Make sure to include a thank-you note.

IMPORTANT TIPS FOR A SUCCESSFUL EVENT

- You want your host to be excited for the event. If your host hasn't tried products, be sure to get him/her some to try before the event. This will help the host have a personal testimony to share.
- Be sure to friend request each person that is added to the group BEFORE the live takes place. Make a connection and thank them for being a part of the event. This will make following up easier and the goal is to build new relationships.
- Night time really is best to hold these 15-minute FB events. If you do more than one FB event in one night, then you will need 30 minutes between parties.
- Anticipate some of the parties to be a bust. If you schedule 4 parties per week, that is 16 each month, so the busts won't matter.

- Check in with the host during and after the event as people will want to order and they will likely be conversing with the host. Have your host suggest putting you in a 3-way text so you can answer any questions.
- The fortune is in the follow up! If anyone shows any interest during the event, be sure to add them to your 100-person list.
- Use the messenger app on Facebook to correspond as much as possible.
- Reach out to EVERY GUEST to thank them for watching and try to engage them in a conversation:

Have you had a chance to watch the FB Live? Did anything resonate with you? If you could wave a magic wand, what is the one thing you would change about your health? I'd love to help you. I'm curious, what is your biggest challenge with nutrition right now? Or, what are your health goals?

- Use the digital catalog if they want to see what we offer. Digital Catalog link : <https://www.arbonne.com/discover/catalogue/> 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)

NOTE: If they want to be a consultant, you will need to walk them through signing up from your website they will need to enter their Social Security Number.

- As people order throughout the event, thank them for their order using the following verbiage:

Hi ___! Thank you for your order of the ___! You are going to love it! Plus, you're in the drawing for a _____. (full sized product—choose something you have on hand).

- Post "thank you for your order" and tag them.

DISCLAIMERS

- Make certain to refer to ALL products or business opportunities using COMPLIANT Arbonne copy.

Disclaimers for lifestyle posts: *There are no guarantees. Results are different for everyone. Annual typical earning statement available at iccs.arbonne.com*

Disclaimers for product claims/healthy living results: *The typical results are different for everyone. Results vary depending on individual effort, body composition, age, eating patterns, exercise, and the like.*

Have a great party!