

Facebook Party Scripts

In order to have a successful Facebook party, it's important to coach your hostess and keep her excited! Since you won't get to have face-to-face conversation with her guests, you'll want to stay connected with her to encourage the guests to participate! Facebook parties have the potential to be BIG! Put on your expectant hat and make it happen!

See following script to know exactly how to conduct the actual event. Make sure to read it all the way through ahead of time so that you can change my name, website, etc to yours!

Notes for you, the consultant, are in black and notes for your hostess are in purple.

1. Create the event on Facebook >>click 'events' on the left side of your Facebook main page, then click the +create button, add details, and invite the hostess to attend.

2. Now it's time to enroll the hostess and coach her on how to make this event effective. She is CRITICAL to the event's success. Use this script for your first set of instructions to her: (I do all of this messaging with her through Facebook so she can follow instructions right away).

- Hey girl! I am so excited about your Facebook party! I have created the event and added you, so now you can add your friends! I will post a couple of times before the event starts so that your guests know what to expect. Remember, you're working for that amazing hostess level FREE product, so let's be sure your guests make the most of the event. Here's a script that I would use to let them know you've invited them and would love for them to come...
- *Hey girl! I am hosting a SUPER fun Mary Kay party via Facebook! I would love for you come join the event and see what my consultant, Heidi, has in store! It's a live event so you'll want to hop on right at 7pm and follow the posts. You'll watch videos, have an opportunity to ask questions, and be entered to win FREE product! Does that sound great to you?*

3. A few days before the event, remind your hostess to send a message to each guest who has clicked "going", "maybe", or hadn't yet responded.

- Hey Sarah! This is going to be such a great event! I am excited that 10 people have already said they're coming. I would send a message to each guest that's going and let them know how important they are to making this a FUN event! Let them know they will want to comment as much as possible once the event starts...and for every comment they'll be entered to win FREE product!

- For those that have marked "maybe" or haven't yet responded, send them a note and let them know how excited you are for the event and that you'd really love for them to join and see what it's all about. Remind them that if they can't be on live, you'll leave the shopping part of the event open for a couple of days after the live event so they can check out something great for themselves.

As the consultant, use this time to post a fun message in the event with a countdown to the day of and how excited you are to party with them! I give a few instructions like this: New friends! I am so pumped about Friday night's event! I can't wait to show you my favorite products and see who wins my prizes!

Speaking of prizes, let's go ahead and give a pre-party prize! If you add 2 friends to this party that Sarah hasn't added, you'll be entered to win a FREE Satin Lips Set (post pic of the Satin Lips Set)! Once they click "going" you're in!

Remember to be on live right at 7pm...that's when the first post will go up and you can start watching, commenting, and winning!

4. The day of the event: post a reminder that the event will start in x hours! Then refer to the attached script and post the section about "why wash your face with Mary Kay".

5. At the event start time, follow this script for your play by play of posts!