

FACEBOOK PARTY DO'S AND DON'TS

WITH DEBBI WALTON AND SARA OGLES

√ DO

- √ **Pre-write your verbiage** - Be sure to run it by your more/equally successful peers long before the party starts to make sure your virtual tone of voice is neutral and encouraging. When the party is rolling, all you want to do is copy and paste your text from a Word document and add a graphic or video. You want it to sound friendly, professional and on point, which is different than almost any other direct sale company's philosophy right now.
- √ **Use Both Videos and Graphics** - Keep the videos as short and as on point as possible. If you MUST use a long one (more than 3 minutes) to keep on a specific theme, only use one and make the rest extremely short (less than 2 minutes). Try not to use more than 3 short videos per party.
- √ **Have a team** - 2 posters + 3 or more JP loving commenters is a perfect balance. Not enough commenters and too many obvious distributor comments will throw the conversation off balance, *especially* if it's just between the co-posters. You don't want to intimidate someone not to comment but you want to have a good conversation too! On one of our first parties (and one of the most successful to date), out of our entire set of orders (1400 PVC) not ONE of those people actually commented during the party! It was essential that we had generic, upbeat conversation going to keep the posts active, "The Complete has given me the strength and energy to finally kick caffeine!" That kind of little positive snippets to keep it rolling. Bring people on who are positive about JP but won't act like a salesman to your prospects. The only distributor comments should be from the hosts. This is the perfect opportunity to work directly with your sidelines and develop a cohesive sales team, even if you don't have one of your own yet. Each of you will follow up directly with your invited prospects at the end of the party, so no sales confusion either.

- ✓ **Keep a Tight Schedule and Pin!** – Pin the most recent posts to the top of the party feed so your guests don't get lost trying to find the most active post. Don't encourage people to "move on" from the previous posts either! Our conversations continue long after the party is over. Keep your posting schedule down to the exact minute. If a post goes untouched, push the entire schedule 1 minute at a time. (If you have distributors working the party with you, this isn't an issue as much.) We have found that the perfect party dynamic lasts 30-45 minutes right before bedtime on a weeknight. When you push your schedule, make sure your last post is not ending any longer than 45 minutes. That's when everyone is winding down for the night and just browsing Facebook. Here is an example of one of our most popular schedules. If the schedule is pushed to wait for comments, we still end before 45 minutes. Any longer drags out the party too much.

Lunch - Pre-Party Post – Video

7:50 - Refresh Graphic and Party Reminder!

8:00 - Video

8:04, 8:07, 8:10, 8:13, 8:16, 8:19, 8:22 - Graphic posts

8:25 - Video

8:29 - Motivational graphic

8:32 - Pricing Graphic

8:35 - Closing Motivational Graphic

- ✓ **Encourage interaction** - At the end of your posts, ask a high-yielding question. "What would you love to see change in your life?" "Considering your family history, which of the Clinical studies outlined above interests you the most?" Limit silly, fun questions to 1-2 per party at most (Least favorite vegetable, etc). Really try to maximize your ability to get your prospects to really open up about the health problems they're facing. Sometimes the "fun" Facebook "Paart-aaays" come off cheesy and will turn off an entire group of your warm market friends at once.
- ✓ **Close strong, not gimicky.** - You can offer an enticing giveaway if they order the Trio plus Complete within a certain number of hours at close of party. We like the Complete Blender Bottle Shaker from JuicePlusPromotions.com, if mailing is not an issue. You can also offer complete bar samples with any purchase. We try to stay away from

giveaways at every party, especially as door prizes. We want to make sure Juice Plus+ products are not cheapened by any marketing tactics. Our best parties to date offered no freebies or samples!

- √ **Have Marketing Integrity** - You're not here to sell. Your posts shouldn't be a slogan + a blurry graphic. How would you say it to your close friends? How would you say it to your family? Drop the salesman and drop the professional network marketing facade and just be YOU. You are selling a product, but more than that, you're selling yourself as the appropriate person to help them turn their life around. They need to believe in YOU as much as they believe in the product. In the same light, make sure your marketing is up to date. EMPHASISING THINGS LIKE THIS!!!! Is one of the fastest ways to get your 30-somethings and under uninterested. Change your vocabulary, use a professional graphic, use LESS sales pitch. *Anything* your most obnoxious multi-level marketing friend does? Don't do.

- √ **Use ONLY your Team Images (watermarked) or your own personal creations** - This is your *business*. If you wouldn't use an image on a billboard, don't use it here. Be professional and you will generate a response. Coming from a graphic designer perspective, when someone takes my work without my permission and uses it to generate income for him or herself, that's digital theft and copyright infringement (yes, that's a real thing!). It's a totally new digital world than we're used to. Doing a google image search and saving that image to use will not work. Especially if it's watermarked or has a low resolution (both of which people purposely do to deter commercial use). **Clarification:** If you share a pin on Pinterest or upload a cute photo to your personal Facebook page with an encouraging quote that's entirely different than taking someone's work and using it to generate income for yourself in a Facebook party. That's the main difference between "For Personal Use Only" and "For Commercial Use." Our Juice Plus Franchises are commercial entities. We HAVE to treat them as such. We need to be the Integrity setters. We need to lead by example in creating our own content and branding our parties to our businesses. Don't use an image unless you are 100% sure you have read the licensing rights. "Not seeing a license" is assumed as personal use only, not the other way around. (Our team has found it much easier to

let me create or own graphics to fit our specific needs, I'd be happy to discuss how to best get every team on the professional level graphically!)

⊗ DON'T

- ⊗ **Don't Belittle the Less "Techy"**. - Not everyone who wants to come to your party will be Facebook savvy. If someone is lost, virtually take them by the hand and help them find where they should be. Don't just say "REFRESH!" after they've asked a question. We recommend putting a pre-party post up specifically guiding people back to the event if your guest list has a wide range of ages and technology levels. Keep it positive and respectful, just like you would talk to your mother or grandmother. If someone gets lost during the party, gently remind them to scroll up to see the latest post or try refreshing their browser.
- ⊗ **Don't Shame**. - Don't just list off statistics to shame someone into a sale. Really give them thought provoking content that makes their insides stir to be better. We are health cheerleaders, some of us coming from dark places ourselves, THAT'S who people want to buy Juice Plus+ from, not from someone who can quote every study in the last month from the CDC. (This includes statistics from obesity to even insinuating that someone actually caused their own chronic condition in themselves or in their children. Yes, unfortunately I've actually seen BOTH posts in Facebook parties "gone bad.")
- ⊗ **No more than 10-12 posts**. - I know you won't be able to say everything you need to say. That's not the point of a Facebook party. There's no way you would be able to include everything even if you tried. Use more memorable, meaty content. 1 video every 5 minutes (no more than 3 total) and one graphic every 3 minutes is a good general guideline for most of your posts.
- ⊗ **Don't try to appeal to everyone at every party**. - If you have so many people interested in so many different things about Juice Plus,

just have two separate parties for each of the interests, without overlapping the guest lists. Don't use Facebook polls and limit games. Some people may find that fun but our informational parties have been MUCH more successful than our "fun" parties (and they are still just as much fun!).

- ⊗ **Don't Use Messy Posts.** - This goes back to using good marketing. When you share a video, take the URL from YouTube straight from the "share" tab. Don't just enter the entire http:// URL into the Facebook box. After the preview box pops up, below your post, *delete the URL*. That way your guests can watch the video embedded right into the Facebook party and never have to leave that page. Make sure your verbiage is spaced out, punctuated and spelled appropriately and doesn't scream "I DON'T KNOW HOW TO FACEBOOK!"

- ⊗ **Don't leave your party PUBLIC.** – You want to get in a groove of throwing a Facebook party for a variety of things on a pretty regular basis. We have had success already with general Juice Plus+ product parties, Virtual Franchise Overview parties, Complete Transformation parties and even a private training session "party" for new team members who for whatever reason (*small, screaming children*) couldn't commit to an hour on the phone or in person to really concentrate on their new skills. That being said, your entire Facebook friends list doesn't need, or want, to read every post in every party. If they did, you should invite them instead! We found it's best to leave it *Invite Only* or *Guests and Friends* and NOT to invite your entire friend circle at once. Which means no one outside of the party can read the posts and it won't just pop up on a random, uninterested person's newsfeed. The posts will pop up on every newsfeed of a guest that you've invited, whether they have RSVP'd or not. If they "accept" they receive post notifications, if they "decline" they don't see anything, if they just ignore the invitation, the posts will still show sporadically on their newsfeed. Keep in mind that Open Invite and Public ALWAYS pop up on newsfeeds - even of friends you didn't invite and even if you create it within a group first. *Learning how to hold back on social media is just as important as how to maximize social media.*

- ⊗ **Don't offer more parties at the end of your party.** - Keep the main thing the main thing (prospective customers, potential distributors, new team members). The Juice Plus+ products will stand on their own without

us jumping on the direct sale bandwagon. We don't have to offer Hostess benefits, raffle entries or have hokey conversations to have a successful party. We've tried both and the professional layout and technique always surpasses the success of the "party" parties.