

Facebook Party script



Setup

- Create your Facebook Group 5-7 days prior to the live event.
- Group Name – Include Name of Host and Party Time.
- Privacy Settings – Closed Group
- Be sure to use a fun cover photo to catch their attention.
- Be sure to list Party Details in the Group Description.
- Coach your Hostess – NEVER add people to a group without their consent
- Add your Hostess to the group and make her a Moderator so she can begin inviting people.

Pre-Posts

- 1-2 a day leading up to the live event.
 - ✓ Introduction & Welcome.
 - ✓ Say something nice about the Hostess.
 - ✓ Post about how to earn points & where to place orders.
 - ✓ A post introducing yourself and your story – video is great/selfie.
- “Today is the Day” Post.
- Countdown Reminder Post 2 hours before live event.
- Countdown Reminder Post 15 minutes before live event.

Party Time!

- Welcome to the Live Party post.
 - ✓ Greet every new attendee.
- Engagement Post (photo or video).
 - ✓ Ask questions – what’s your favorite product, A/B/C/D question, anything that gets them engaging and responding.
- 2-3 Product Posts – My favorites!
- Video explaining a Product
- Let’s Shop - Link to Custom Album - Be sure to include shopping links with the images.
- Engagement Post
- Video Explaining the Avon Opportunity
- Engagement Post
 - ✓ Ask me any question
- Join my VIP Group
- Host a Party
- Thank the Guests & Host
 - ✓ Post Party Poll