

Facebook Party e-Book

based on training by
Kathy Atwood and Annie Robinson



INTRODUCTION

This e-book was created based on Kathy Atwood and Annie Robinson's Facebook Party training they gave at Leadership Academy 2019.

Click [here](#) to watch Kathy and Annie's training at Leadership with an intro from Bill Keller.

Click [here](#) to watch an abbreviated version of the training done over a Facebook Live.

The outline you'll find here is the product of lots of trial and error! Kathy and Annie have spent months perfecting their system to make it duplicatable, engaging, and rewarding for both the Thrive Fan and their Consultant.

Feel free to follow the outline exactly or put a spin on it to make it your own! Every Consultant will have a different audience, and what might work for one Consultant may not work for another. Find what works for you and build on it, then create a system that you can duplicate!

Happy eating, and keep thriving!



Thrive Fan (Host)

So how do you find a Thrive Fan for a Facebook party? Start with people who have already purchased from you. Give them a call and ask if they'd be interested in having a Facebook party. Here's an example of what you can say:

"Hey, Jen! I'm scheduling some Facebook parties this month and I thought you might be interested in having one! It's a really great way to earn some free Thrive Life from the comfort of your own computer. I have an opening for the 10th and the 20th. Would either of these dates work for you?"

Make sure you schedule the tasting at least two weeks in advance and give your Thrive Fan specific dates that you are available. If you let them choose the date, they are more likely to cancel on you. Also, make sure to schedule the party for a weeknight because more people tend to be available during that time.

Once you've committed a Thrive Fan and scheduled a date for the party it's important to keep them engaged. Don't let them hide out in the shadows! An engaged Fan is vital for your Facebook party's success! The guests already have a relationship with your Fan, so they'll trust his or her judgement over yours. When your Fan is excited about the product, your guests are more likely to give it a try!

You'll have four phone calls with your Fan to keep them engaged. Take special note that these are phone calls, not texts or Facebook messages. Phone calls are always more personal and will help you gauge their excitement or hesitation.



Thrive Fan (Host) Coaching

Call 1: Confirm the Party

- Make this call 2 weeks before the Facebook party
- Confirm the date
- Have your Fan create a guest list with at least 50 people Give them verbiage to talk with guests. Here's an example:

"Hey, Anna! I'm having a Thrive Life Facebook party and I thought you would just love some of the new To Go Bowls for your husband! Could I add you to the Facebook event in about a week?"

Call 2: Create the Facebook Event

- Make this call 1 week before
- Tell them you'll be creating the Facebook event
- Invite the Fan to add the guests who agreed to attend
- Ask the Fan to go live or post in the event talking about why they're excited to share Thrive Life with their friends. Here's an example:

"Hey, everyone! I'm so excited to share Thrive Life with you all! We've been eating the To Go's and Snackies for a few weeks now and it has made such a difference for my family! The kids are actually eating apples instead of chips, who knew?! Thrive Life is all about creating healthy, convenient food options, and I can't wait to give you all the details during our Facebook party next week! Stay tuned!"



Thrive Fan (Host) Coaching

Call 3: Day of the Party

- Make this call the day of the Facebook party
- Get your Fan excited and encourage them to send a reminder message to each of their guests
- Post in the event reminding everyone of when the party starts

Call 4: The Day after the Party

- Tell your Fan to contact each guest who attended, commented, or liked something during the party. Give them ideas and verbiage on how to reach out.
- Tell them that once all orders have been placed that you'll close the party so they can redeem their Fan Perks.
- Most of the action happens after the party during these phone calls and private messages with the guests. Make sure not to miss this step!



Create the Event

Create the party event in Facebook one week before the party begins and schedule it to end one week after the party date.

On your main Facebook feed, click on "Events" in the left-hand column. Click on "Create Event" and make sure you create a Public event so you can pre-schedule posts and upload your videos ahead of time.

Use an attractive cover photo that shows the food and mentions healthier, convenient food. Make sure the date is also on the cover photo. Canva.com is a great resource that will help you create a Facebook event cover with the correct dimensions. Here's an example of a good cover photo created with Canva:





Create the Event

Write a short but intriguing description. Here's an example:

"Hello and welcome! DO YOU EAT FOOD?! Well, you've come to the right place! From the comfort of your phone or computer you can learn about a healthier, easier food option and grocery shopping experience. I'll teach you how to save time and money while showing you how to make meals in minutes without sacrificing quality, nutrition, and taste. NO chopping, NO washing, or even much cooking at all! I'll be giving you tips and ideas on how you can use our amazing food. This party page is where you'll learn everything you need to know about this amazing company!"

Remember to also add your Consultant link and the party link in the description because this is where they'll go to shop when the party is live. Having it in the description is convenient for them so they don't have to go searching through the posts for the link!

Set the time and date for the event and add a catchy but short title. For the event location, write "from your phone or computer!"



Pre-Posts

Frequently posting in the event is so important! This gives you the opportunity to educate the guests beforehand and peak their curiosity! Make sure you're doing the following in your pre-posts:

- Starting a week before the party, begin posting once a day.
- Create a welcome video explaining to them how the party works, what they can expect, and what to look forward to.
- Make all of your posts informative. Pick a perk that you want to elaborate on. Think about your customers and what they might need or what would be helpful for them. For example, you could share how Thrive is healthier than the grocery store or how Thrive cuts out prep time.
- Encourage your host to comment on every post. Because the guests have a level of trust with your host, seeing them interact on each post will help the guest feel more comfortable interacting and asking questions. As you answer their questions, respond with detail and ask more questions to get to know them, find out what they need, and start building trust.
- Use call to actions. You want them to act! This is critical to build engagement.
- Ask questions! When you post, ask a question that goes along with the content. When you ask a question, that encourages them to answer in the comments!
- If you're not seeing engagement, start commenting on your own posts and tell your host to tag people in the comments to start a conversation.
- Use the commercials:

[Snack Smarter Commercial](#)

[Introducing Thrive Life Commercial](#)




Pre-Posts

Here are a few examples of some pre-posts.

Example 1: Don't miss a post! This post will tell your guests how to turn on notifications so they never miss a post! This should be the first thing you post in the event so they don't miss out.

TURN ON YOUR POST NOTIFICATIONS




STAY IN THE LOOP AND NEVER MISS A POST!

CLICK THE 3 DOTS IN THE UPPER RIGHT-HAND CORNER

CLICK ON "NOTIFICATION SETTINGS"

SELECT "ALL"





Pre-Posts

Example 2: What do you waste the most? Content like this is great because it asks a question to engage your audience.





Pre-Posts

Example 3: Do a contest! This is another great way to get engagement. You can do whatever you want for this content—give away a Snackies, To Go, a can of blueberries, whatever you want! Give them certain action steps they need to do in order to be entered to win.





Pre-Posts

Example 4: Welcome video from you! This can be a live or a pre-recorded video. Introduce yourself and tell them a little bit about what they'll be learning. Give them a quick overview and build excitement. This gives the guests a chance to get to know their Consultant and begin building that relationship with you. Connect with them on a friend-level! Make it authentic and be yourself!

Example 5: Five minutes before the event, do a roll call post to see who's there and to build excitement!





The Party

You'll kick off your Facebook Party with a Facebook Live, but will then post 9 pre-made videos that each talk about a different benefit of Thrive. Create the following 9 videos before your party begins. This may take a lot of time upfront, but you'll be able to use these exact same videos for all of your future Facebook parties! Here are a few things to keep in mind:

- Don't stress too much about these videos! People love to see YOU on camera, and they love authenticity! Bloopers make the video more relatable!
- You can learn from other Consultants. Watch their videos, create your own outlines, and then film you! Remember, this is the perfect opportunity for your audience to get to know you and start building trust with you.
- You can print and use any visuals from the new Thrive Life Tasting Presentation found in My Office! Go to:
MyOffice >Tools>Resource Center>My Tasting>Tasting Prep.

Alright, now let's start making those videos! They shouldn't be longer than 5 minutes each:

Video 1: What does freeze dried food look like? Talk about what makes Thrive Life better than the grocery store, how they will get healthier food that's more convenient, show some of your favorite products, and refresh a product.

Video 2: How many bags of spinach fits in our Family Size cans? Talk about the nutrition. Give statistics that can be found on the [Our Secret web page](#). Show the difference between the pantry size and family size cans. Tell a personal story you have with the food. Tell them to guess how much spinach can fit in a family size can in the comments (11.5 bags). Make a green smoothie or another recipe using the throw-and-go method. Talk about the Nutrilock Promise.

Video 3: How does Thrive shrink my grocery bill? Talk about the shelf life and compare it to fresh produce. Give a personal story about how less-waste has made a difference in your life. Talk about the different ways to use Thrive, such as snacking, smoothies, or full meals.



The Party

Video 4: What's for lunch? Introduce the To Go and Simple Plate line. Talk about why you love these products. Talk about different lunch options and how To Go's and Simple Plate help people skip the drive-thru lane.

Video 5: What's the best way to order Thrive? Talk about how people can order, specifically on the Delivery Service. Talk about free shipping, monthly Delivery Service coupons, and the easy "skip shipment" option.

Video 6: Wanna get free food? Talk about the perks of becoming a Thrive Fan and having their own Facebook party. Give personal examples of past Thrive Fans who have earned free food from having a Facebook party or in-home tasting.

Video 7: Why am I a Thrive Life Consultant? Talk about what drew you to the Consulting program and what difference it has made in your life. Talk about how someone becomes a Consultant and the potential they have to build a business.

Video 8: Did you know we help students in Kenya? Talk about the work Thriving Nations has done to help the students in Muungano get a new school, earn scholarships, build a water cistern, and get school lunches and talk about how 5% of profits go to helping villages in third world countries.

Video 9: Have you ordered yet? Say thank you and remind people how to order. Encourage them to reach out if they have questions or want suggestions on what to buy first. Encourage them to order a Chef Pack to begin and talk about the benefits of the pack.



The Party

If your Facebook event is set up as public, then you can upload and schedule your video posts in advance. Otherwise, 30 minutes before the party is scheduled to start, start uploading and scheduling the 9 videos so they're ready to go when the time is right. Make sure you number each video in the description because the videos can get out of order.

Once all the videos have been scheduled and are ready to post, open another tab and start your Facebook Live. Your Facebook Live shouldn't be longer than 5 minutes and should include the following:

- Welcome people by name as they join your Live
- Give everyone an overview of what's going to happen during the party. Let them know you'll be posting videos. Tell them to start with video #1.
- Let them know you can take orders over private message and encourage them to message you if they have questions.
- Express how excited you are to get started! Be yourself and have fun! Show them who you are!

Good job! Now it's time to post those 9 videos you scheduled/uploaded earlier! If you scheduled them in advance, make sure they were scheduled to post in the correct order. Otherwise, post them in the correct order (Video 1...Video 2...etc.) and remember to number each video. For example, for video 1 write in the caption "Video #1: What Does Freeze Dried Food Look Like?"



Key Points & Tips

When creating posts:

- Ask questions. This will help engage your audience
- Make sure you are showing the food in the videos (64% of people who saw the video were convinced to make a purchase)
- Keep the posts and videos intriguing and engaging
- Keep it "short and sweet," don't put paragraphs on image posts
- Make it eye catching! Our food is beautiful! Hold the food up to the camera
- Create content for your host: Put together some wording/verbiage for them to use and post in the event

Don't forget to:

- Number each post in the party
- If your Facebook event isn't set as public, you'll need to upload the videos in different tabs so they're pre-loaded
- Show them your personality
- Make it memorable, not boring
- This is a place to not only sell something, but to also build relationships
- Cook things that are fast. Don't cook a Simple Plate in a video. Show something quick and easy, something they could do!
- Recap in your last video and remind them of everything they learned about
- If you did a giveaway, pick a winner and congratulate them publicly
- Have your host message the guests the day after the party to see what they thought and gauge their interest
- You should message each guest 2-3 days after the party to see if they'd still like to place an order.