

FACEBOOK Hostess Coaching 101

By Susan Johnston

IMPORTANT: This hostess coaching document is one component of a three-piece training program. The other two pieces are a 30-Minute FB Training Party which you may request to join here: <https://www.facebook.com/groups/tohmockparty/> and a 4-part Monday Morning Wake Up Call series that ran February 10, 2019-March 4, 2019. If you are struggling with your Facebook parties, I strongly recommend you watch the series and read through the party along with this document. Please feel free to share this document (including the above disclaimer with your team). To honor my time, please do not contact me for individual coaching unless you have participated in the full training and find that your question is still not answered.

Hostess coaching is one of the most important jobs you have as a Compassionate Entrepreneur. Hostesses are the backbone of our business because, without them, all of us would be limited to our own, immediate circles of influence where we would quickly exhaust our opportunities. Our hostesses are the ones who introduce us to new networks of potential customers, hostesses, and team members. We need to LOVE them, build RELATIONSHIPS with them, and PARTNER with them to create successful events.

Below are a variety of scripts related to hostess coaching and the rationale behind them.

Getting the Booking

Dialogue	Rationale
CE: Hi Gina! Just checking in to make sure your Trades of Hope order arrived--do you love everything?	Every buying guest gets a follow-up message like this. I have already thanked them for their purchase the day of or day after the order comes in and I reference in that first message what they bought so that I can follow up without having to look up the order again.
GUEST: Yes, it did. Love it--thanks!	This request usually gets answer, even if the first thank you post did not.
CE: Yay, I love hearing that!	Keep the request to book short and sweet and offer two choices at the close. ASSUME they will book. If they don't like the dates, they will say so.
What do you think about hosting your own event? It's super simple and a great way to partner further with our artisans. My next two openings are March 4 and March 11--which of	

those would work better for you?

[THREE DAYS LATER]

CE: Hi Gina--just giving this a bump since I know FB gets busy :)

GUEST: I don't have a lot of free time--I'm a nurse and I work 12-hour shifts. How long does it take?

CE: The party itself is just 30 minutes. I'll do all the set up for you the week before and coach you every step of the way. You can fit it in whenever you are normally on Facebook.

OR

GUEST: I never do well with these parties. I think it would be a waste of your time.

CE: That's a really common concern! I work with a lot of women who aren't normally interested in online parties but they do really love our unique mission and find that their friends do, too. I'll coach you every step of the way and I'm willing to try it if you are.

OR

GUEST: Life is pretty crazy right now.

CE: I hear you! The spring commitments start earlier every year, right? I keep my parties to just 30 minutes to respect everyone's time. Sounds like now is really busy--would March or April be better for you?

OR

GUEST: No, thanks. We're in the middle of moving.

CE: Wow, that is a stressful project, for sure. Can I check back with you when our summer collection launches?

This is a "bump"--keep it short and sweet. The bump is most effective if you know they are reading your messages but you can try it even if you aren't sure.

If they offer a specific objection, I gently overcome it. Many are nervous about the unknown.

Always affirm their objection--people want to be heard! Try to relate to it if you can. Show them how you have dealt with this problem before.

Not many guests offer a specific objection--they will generally say yes or no. If they say no I ask if I can follow up when the next catalog comes out (I have never gotten a no to that) and then I WRITE IT DOWN so I don't forget. Always end with an invite to like your page or join your group if you have one.

GUEST: Sure.

CE: Great. For now, I hope you'll join my customer group to stay in the loop (link).

OR

GUEST: No, thanks, I don't do online parties.

CE: I understand--thanks, anyway! Please consider joining my customer group. I'd love to stay in touch (link).

GUEST: Okay, that sounds doable.

CE: Great! 8:00 or 9:00?

GUEST: What is usually better?

CE: 9:00 is generally the ideal time, especially if you have mom friends who are handling bedtime. Should we say 9?

GUEST: Sure

CE: Fantastic. All I need to finish setting you up for now is your mailing address for hostess rewards.

GUEST: 123 Happiness Ln. Bluebird, Minnesota 12345

CE: Got it! That's all I need for your party--I'll be in touch the week before with a few more tips.

Laura actually hasn't closed her party so she'll be thrilled to know she has a few more hostess rewards. How do you know Laura, by the way?

GUEST: We went to college together.

CE: No kidding! That's how I know her--did we meet there? I feel terrible that I didn't

Always nail down the time immediately, again with the two choices.

This is true even though it's a bit late for my own preferences. End with a question--never leave them hanging with something open-ended!

Get the address right away.

Assure them that their job is done for now and you are in control of the situation.

Be friendly! Get to know them!

Be honest and personable--find some way to connect just for a minute here. You might find

<p>recognize your name.</p> <p>GUEST: I don't think so . . . I was Gina Jones then. We were in theater together.</p> <p>CE: Oh, my goodness! Yes, I do remember you! I saw a few of her plays--were you in The Importance of Being Earnest with her?</p> <p>GUEST: Yeah! That was so fun. Memories :)</p> <p>CE: Small world! Glad to have had a chance to bump into you again!</p>	<p>something really important you have in common and make a new friend--but you might just make them feel seen and heard which is something we all want. Starting with the hostess they booked from is always good but sometimes I'll say, "Are those all your boys in your banner image?" or, "I see you are from St. Paul--I have family there--where do you live?" Or anything! A tiny amount of FB stalking is not that weird--we all do it!</p>
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3-6 Days Before Party

Dialogue	Rationale
<p>CE: Hi Gina! I have your party all set up and you should see an invitation. As soon as you accept my friend request, I'll make you a co-host.</p> <p>OR</p> <p>Hi Gina! I have your group set up for your party. The first step is to request to join yourself [link].</p> <p>[AFTER SHE JOINS]</p> <p>Your biggest job as hostess is to invite your friends and get them to come. Our goal is 25 guests in the group who WANT to be there. Please do not add people to the group. Many people are very annoyed by this and will leave the group on principle. Personal invitations take a few extra minutes but yield much better results. To get 25 in the group, start by inviting 50 friends. You need to send individual messages (group messages</p>	<p>Send a friend request to your hostess so that you can make her a co-host if you are doing events.. Don't friend guests! That is spammy!</p> <p>I find that it is easiest if the hostess and her guests request to join themselves rather than be added by someone else. This makes sure they know how to find the group.</p> <p>ONE JOB: make it simple! We truly do not want to be yet another company spamming every friends list out there. Some of my hostesses ignore my advice. Sometimes it works out okay, sometimes it doesn't. We can't control our hostesses but, in general, 50 targeted invites is going to get you best results. And there's no way she's messaging more than 50, right?</p> <p>The message is IMPORTANT! You'll see me mention it again later.</p>

are another way to annoy people fast!) but it's okay to copy/paste the same message to save time. I recommend something short like this:

"Hi Susan! I'm hosting an online party for Trades of Hope next week. I think you'll really like the fair-trade pieces they carry and the mission behind the company. I thought this would be a great way to grab a few meaningful and ethical gifts. The party itself is just 30 minutes Wednesday. Just click "Join" below and you're in. Thanks so much for checking it out!"

<https://www.facebook.com/groups/507669046400227/>

^^^That's the link to the group so include that!

Again, our goal is 25 which is a good threshold for a great party. In fact, if we get to 25, I'll give you free shipping on your hostess order :)

Thank you so much! I'll give you a couple more tips over the next few days but let me know anytime if you have questions.

Give her a sample script!

This is KEY. This is SO, SO important. You can do a home party with 8 guests. You cannot do a FB party with 8 guests. You need a much higher critical mass of guests in order to get any interaction at a FB party. Do everything in your power to get your hostess to work with you on 25 "going". I have had a couple of dud parties with big guests list and I have had a couple of awesome parties with small guests lists but, on the whole, getting to 25 guests is the biggest thing you can do to get to a \$500 party average.

You can set up a party 3-6 days in advance and adjust the number of pre-posts accordingly. You'll see this in the mock event.. I try to give the hostess a full 6 days notice in case she gets busy and doesn't get around to doing invites. I've always got something posted before messaging the hostess and then I start pre-posts as soon as she has sent invites.

Days Leading Up To Party

Dialogue	Rationale
<p>CE: Hi Gina--we have 10 people in the group so far. That's a great start! If you haven't yet gotten to 50 invites, try to reach out to a few more today!</p>	<p>You won't necessarily send all of these messages and ideas to your hostess--it depends on how her responses are going and how many days lead time you have on her party. The most important ones are the MESSAGING at the outset and the REMINDER on the day of the party. Anything in between is great.</p>
<p>[ANOTHER DAY]</p> <p>CE: Today would be a great day to post in the event page about why you are excited to host. If you haven't had a chance, watch either the promo video or the Poverty, INC. trailer I've posted for more details about exactly what we're doing. Your friends will be excited to hear your own excitement.</p>	<p>Many hostesses have a natural instinct for what to do, many don't. It's your job to affirm, encourage, and coach as needed.</p>
<p>[ANOTHER DAY]</p> <p>CE: If you are good with selfies, would you post one with the bracelet you got at Laura's party? If you hate selfies [OR IF SHE'S NEVER PURCHASED] a link to something you're hoping to get with hostess rewards would be awesome, too!</p>	
<p>[DAY BEFORE PARTY]</p> <p>CE: We're looking pretty good with 20 in the group so far. If you feel comfortable, post on your own FB wall today about the party. Include the link to the group so that those who see it can request to join. This way you'll both gently remind everyone who hasn't responded and catch anyone who would love this that you didn't think to invite.</p>	<p>You are going to give this party everything you've got even if she only gets 8 guests there. Of course you will. And you are going to love on your hostess. But it is your job to MAXIMIZE this party going in. YOU are the one who knows how FB parties work. YOU are the professional. Give your hostess lots of encouragements but also very clear, practical tips to get to your 25-guest target.</p>
<p>[AFTERNOON OF PARTY]</p> <p>CE: We're up to 21 guests! Awesome work! I'm sure we can get to 25, though. This afternoon--or even early evening--send a quick reminder message to those who haven't yet responded. I'll attach a graphic you can use if</p>	

that's easier for you. And then if you could post this same graphic in the group (event) that would be a great reminder for your guests already coming :)

Sneak Peek Invite

Dialogue	Rationale
<p>CE: Hi Gina--quick question for you!</p> <p>My leadership is running a "Sneak Peek" group this week. This is designed for those interested in learning more about becoming a CE (consultant) with Trades of Hope. I like my hostesses to go because it will give you great background on what we're doing. And, even if you don't have any interest in doing something like this, you may have a guest who would love it. Can I send you an invite?</p>	<p>All of my hostesses get an invite to the Sneak Peek Group--preferably BEFORE their party. Your director probably has one of these groups--check with her if you have no idea what I'm talking about! If you have a guest there, you need to be there, too! If the timing doesn't work out, invite them to the event immediately after but that is a harder sell. Get them to the event the week of their party, if possible!</p> <p>I have never had a hostess say no to this invitation.</p>
<p>[AFTER/DURING SNEAK PEEK]</p>	
<p>CE: Did you get a chance to check out the Sneak Peek group posts? Any questions?</p>	<p>Always follow up! Don't expect someone to come to Sneak Peek and then just go sign up. Participate in the group/event yourself and if she's super active and engaged, follow up right away. If not, just try to check in before the party.</p>
<p>Gina: Yeah, I didn't comment on all of them but I followed everything. Sounds like a really great company! I'll let you know if I have any questions.</p>	
<p>CE: Great--definitely follow the party with it in mind. It's not a complicated job! And you can use your hostess rewards to offset the cost of a Starter Kit.</p>	<p>We want to make ourselves "duplicatable". Emphasize that this job is not complicated! Yes, you have to work consistently to grow, but it's not rocket science.</p>
<p>Gina: Oh, really? How much was the kit again?</p>	
<p>CE: A kit is \$99 so a \$600 party would pay for it--though you can use a smaller amount towards a kit as well.</p>	<p>This kind of question is my usual question in response to this information. Someone who asks more than this is probably seriously thinking. Sometimes I get no response here but they're still thinking. Some thinkers are quiet thinkers and some ask a million questions. Don't make assumptions based on her</p>

[JUST BEFORE PARTY STARTS]

CE: Okay, I'm all set to go tonight. I'll post a 15-minute reminder and then start the party right at 9:00. I need you to do just two things tonight:

1. The very first post is a chatty check-in post (about books). If you could TAG your guests in the comments of that post that is super helpful. It's a final reminder that we're starting and there is a giveaway just for commenting there so it shouldn't feel too awkward.
2. After that I'll have a post every three minutes. Try to COMMENT on every post, if you can! Don't stress if there isn't much interaction--it doesn't necessarily mean anything!

[AS PARTY ENDS]

That's a wrap! Thank you--your friends are great! OR I know there wasn't much commenting but some crowds just have more lurkers--don't worry at all!

We had \$120 in orders before the party started so I'll go thank those people now and I'll keep you posted as orders come in! OR Now we just wait for orders! I'll update you on totals but I'll also thank those who shop so you'll see my posts on that.

I'll post once tomorrow and Friday, at least, as a reminder and I'll give you a couple more tips as we close out as well. If you have a second now, a quick thank you post would be great!

responses!

This is important! You'll see all the reasons why in my mock party. I don't suggest lots of spammy tagging through the whole party (authentic tagging when something reminds you of someone is totally fine, though) but this really makes a difference in the opening post.

I like to remind a hostess (because they are potential CEs) how awesome her friends are. Anyone who can pull off a party can start a business. Many hostesses get really down about lack of participation so be prepared to really encourage her on that point.

[DAY AFTER]

CE: Good morning! With the orders last night we are now over \$300 in sales--yay!

I just posted a couple more thank yous. If you have time today to post a link or picture to what you are hoping to get with your hostess rewards, that is always super helpful. Just to show your enthusiasm for shopping ;)

[DAY PARTY CLOSES]

CE: Good morning! No new orders since yesterday but that's not unusual. Shopping ends at midnight tonight and there are often lots of last minute people :) I just posted one last update and I will also post a reminder tonight.

Something **very** helpful you can do is send a short private messages to your guests. Something like "Hi Gina--thanks so much for checking out my Trades of Hope party this week. I hope you loved learning about what they do. If you wanted to shop, we're ending at midnight. Here's the link again: [LINK]"

These messages really help with stragglers. The best time to send them is between 7 and 9 so that the recipient can't put it off any longer ;) BUT sending them anytime is better than not sending them at all. Thank you!

[AFTER PARTY]

CE: So we ended at \$603--awesome! That gets you \$100 in hostess credit which would cover our \$99 Starter Kit :) Have you given any more thought to joining us as a CE now that you've been through a party as hostess? Any questions I can answer to help you think about that?

Gina: Yeah, it sounds really awesome but I'm actually having a baby next month so it's not a good time to take on something new. I think

Hostess posts are almost always a good thing! Keep an encouraging tone about progress of sales. Don't let her feel that her friends are not measuring up in some way.

It's pretty normal for orders to be slow during the day the two days after the party. Most shop right at party time, or right at the deadline. DON'T GIVE UP even if you are sitting at \$28 at 7:00 p.m. the night the party closes and DON'T give the impression that there isn't a deadline. Give the impression that the deadline is firm--people won't shop without a deadline!

These hostess follow up messages are CRUCIAL. They can often double the size of a party on the last night. I had a party go from \$0 to over \$700 once. Even if you are happy with your party, don't leave artisan sales behind and skip this step! A party with 25-30 guests that reaches \$750 before the last evening can **easily** become a \$1000 party. A party at \$300 the night of can easily qualify for the hostess incentive. A party at \$24 the night of can easily get to a qualifying party, all with follow up.

Ask one more time about this whether it's come up since or not!

"Not the right time" is my most common reason for saying no. If they are super vague, I will sometimes gently push back by saying, "I get it! I homeschool six kids so I keep busy, too! Sometimes busy women really know how to get things done. I think I can coach you to keep a consistent level of work for just 30 minutes a day--does that sound doable?"

<p>I'll just get that bag I've been eyeing!</p> <p>CE: I totally understand! Can I touch base with you in the fall and see how you are settling in? I think you'd be a great CE and the fall is always an easy time to get a business going.</p> <p>Gina: Sure--thanks!</p>	<p>If they offer a specific, time-limited objection: "I'm moving" "I just started a new job" "My son is graduating high school" then I always ask if I can follow up in 3-6 months. Most people say yes to that! WRITE IT DOWN so you don't forget!</p>
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ONGOING RELATIONSHIP

<p>Your hostess should be an ongoing partner in your business. I usually make sure hostesses are in my VIP group BEFORE the party but, double check that she is after.</p>	<p>Ask your hostess if she would like to re-book herself for an additional half-price credit. Or consider offering her a 3-booking incentive (Loria Widener did a whole wake up call on this in October, 2018) that includes her own follow up booking.</p>
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ANOTHER IDEA OF HOW TO CLOSE UP WITH A HOSTESS

Hello, Angela! I'm excited to see what you pick for your TOH Hostess Rewards! Please know... if you'd like to keep the ripple effects of change going, you can apply your Hostess Dollars to purchasing one of our 4 New Partner Collections!!

To process your TOH Hostess Order... go into your Customer Portal & under the "How To Videos" section, you can access the "how to" video to redeem your TOH Hostess Rewards via the Customer Portal: 🖱️Customer.tradesofhope.com 🖱️🌟

Here is a short "HOW TO Video" link watch on how to process your order: 🖱️

[<https://vimeo.com/430481161/38f66542e9>]

Please let me know if you have any questions! And once again, CONGRATZ on giving the Solar Lamp + Ultrasound!! Your party is helping mamas keep & feed their babies. THANK YOU for being a World Changer with me!

Kindly, ❤️Shelby