

WHY FACEBOOK LIVE DA GROUP?

PERFECT FOR...

- First exposures
- Follow up exposure to take a look again
- Local Friends- super convenient
- Long Distance Friends - diversify your team and business ASAP
- People that could not attend an in person event or having scheduling challenges

WHY FACEBOOK LIVE DA GROUP?

WHAT ARE THE BENEFITS?

- Live event at least every week - tool to invite with a sense of urgency = booking your calendar up
- Easy referrals
- Can add afterward
- Broaden the vision outside of you and them - 3rd party validation
- EASY ASK - *“You know what? I have the perfect thing for you!”*
- Relationship building
- Fast follow up
- More opportunity to follow up - They stay in the group. If you tune in LIVE, you will see when they watch again!
- FUN! – a glimpse into our story and our community

VERBIAGE FOR ASKING/ INVITING

- EASY ASK - *“You know what? I have the perfect thing for you!”*
- Direct Approach
- 3rd Party Approach for referrals

FOR LIVE VIDEO

- *“My Friend is having a Facebook Live Info Session about Arbonne’s Income Opportunity tonight at 9pm in a special facebook group. Why don’t I add you to this private group so you can watch live, or when it’s more convenient for you?”*
- *Yes- Great. I’ll add you now, and tag you in the group so you can find it.*
- *Will you be able to catch it Live? Yes? Perfect. I plan to be on too!*

FOR RECORDED VIDEO

- *“Hey I have the perfect thing for you. Why don’t I add you to a private Facebook group to watch a quick info video? There’s one on in that group that I know you’ll find interesting because.....”*

BASIC FACEBOOK GROUP ETIQUETTE

- ◆ Ask you if you add them
- ◆ Only add those who say yes to live, yes to watch the playback later, yes to watching the video you had in mind.
- ◆ Make sure it's clear that they can check out anything in the group, and leave whenever they like.
- ◆ Tag them on what you want them to see. Personalize it. ie. Announcement post, the playback, an existing video
- ◆ **Watch LIVE yourself too! How can you expect them to, if you don't?**
- ◆ **TEXT them 10 min prior to START TIME, so they hop onto the app!**

FORTUNE IS IN THE FOLLOW UP

Goal is to move them through the funnel, in any order...

- New PC
- One on One
- Group Presentation(opportunity or product)
 - Or best yet, start as a New Consultant!

ASK/ SUGGEST WITH A SENSE OF URGENCY!

Be the tour guide to the experience.
Be the example of nooks and crannies.

The ACTIVITY will be pointless if no one follows up with the ASK

- *Did you get a chance to get on at watch the whole thing?*
 - o *No - OK! Ill tag you in the recording and get back in touch with you tomorrow!*
 - o *Yes - Great!!! What did you find interesting?*

Chat where they want to chat- follow their lead

text now or suggest booking the right time to video chat
ie. follow up appointment specially when you see the need

Next steps: Same as One on One System

1. Book at follow up chat to answer questions, in person/zoom is best.

SEND TEXT WITH CURIOSITY FOLDER INFO, so they can start reading if they like.

www.trailblazersunited.com
username - guest
password - arbonne

2. Arrange product drop off for Core Gold Bag OR send core products to trial

EXPRESS POST PROSPECT BUSINESS PACK

Curiosity Folder

Core Gold Bag Samples: RE9 Sample Face, 2 shakes, 2 fizz, 1 tea, 1 bar

Catalogue with PC At A Glance & Free Gift List

Usage Cards: RE9 Instructions-What to Expect Card & Nutrition Sample Card

Personalized Note or Card, expressing gratitude

3. Connect again- Keep Arbonne on their mind!

TEXT your prospect to let them know of when to expect the package.

4. Confirmation text 24 hours before and day of! Use assumptive language.

ie. expecting that they are keeping their commitment to you