

Host Coaching

SET YOUR PARTIES UP FOR SUCCESS!

with Senior Team Leader, **CINDY ARMSTRONG!**

Click [HERE](#) to watch the video!



Successful parties start with YOU & your Host!

With over **17 YEARS** of book party experience, Cindy has some simple, yet extremely effective tips on how to set your parties up for success from the get-go!

#1: COACH YOUR HOST TO PERSONALLY INVITE GUESTS

THIS IS THE MOST IMPORTANT JOB YOUR HOST HAS!

Why are personal invites so important?

Unless otherwise advised, most hosts will simply send out a group text or Facebook message, or they just mass-add people to their online event.

Random **group texts** are often ignored completely, or opted out of almost immediately. If you've ever been added to one, you'll understand. The constant notification *pings* alone can drive you crazy.

Mass-adding will send the person a notification on Facebook that they'd been added to the event, but due to the sheer volume of notifications they see in a day, they are most likely to ignore it or overlook it completely.

By sending out personal invites, your host can connect with their friends & family one-on-one and share their genuine excitement! It creates an individual conversation and makes people more interested & excited too!

How your host can send personal invites:

- Send guests an INDIVIDUAL private message on Facebook (NO GROUP MESSAGES!)
- Send out texts (again, NO group texts!)
- Give them an ol' fashion phone call!
- Invite them in person

This will be 100% more effective than mass-adding or sending group texts!

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#1: CONTINUED...

Explain to your host WHY personal invites matter!

People already
get SO many
notifications!

They don't
even notice
them.

It's more memorable
if you talk to them &
ask personally!

Personally inviting guests helps to share excitement, which generates MORE interest and excitement, which means guests are more likely to attend and interact within the party!

For a party to be a success, whether in-person OR online, you need people to be there!

When it comes to Facebook parties, you want people liking & commenting on your party posts. This will not only make the party loads more fun, but it opens up communication between you, your host, and their guests. This makes their shopping experience easier and more fun too!

Think of a time where you have been mass-invited to, or group messaged about a party, versus when someone reached out to invite you personally. Share this with your host! We bet they have been there themselves and can relate.

If you don't take the time to explain why, they will likely take the easy route and mass-invite everyone.

Who to send personal invites to:

- Moms
- Grandmas
- Aunts
- Neighbours
- Co-workers
- Friends
- Teachers
- ...anyone who has children in their lives!

Encourage them to keep it short & sweet!

Work with your host to create a quick message that they can copy & paste. It should sound like it's coming from them (it's not a general "hey girl!" invite) and make sure they personalize it for each person they send it to. Include a question at the end such as "would you like to join?", because it will prompt them to respond! Ask your team or Upline for help or inspiration.

REMEMBER: EXCITEMENT IS CONTAGIOUS!

The more excited your host is, the more excited their guests will be to join in!

NEVER ASSUME THAT YOUR HOST HAS BEEN HOST COACHED BEFORE!

Even if they've hosted parties before, or are a consultant with a different company, **NEVER SKIP OUT ON HOST COACHING!**

#2: SUPPORT YOUR HOST THROUGHOUT THE PARTY

Host Coaching doesn't end with getting people to attend the party!

A DAY OR TWO AFTER THEY SEND THEIR INVITES:

Check in with your host to see how their response has been. This helps you gauge interest and attendance, so you can plan ahead & be prepared for the party.

How many people have responded?

Are they excited to come?

Does anyone have any questions I can help with?

If they don't seem to have many people interested, double check:

- that they did send out PERSONAL invites.
- that they haven't missed inviting anyone.
- that their invite message was well-written & exciting, and offer to help re-word a new message to send to anyone they may have missed.

DURING THE PARTY:

Stay in touch with your host! Party guests might ask them questions instead of reaching out to you. It's important to keep checking in so that you have a chance to answer those questions & help them out!

Encourage your host, from the very beginning of their party, to participate in the posts and stay engaged with their party guests! The more your host comments, the more likely it is that their guests will comment & interact too!

More commenting on party posts = more exposure in newsfeeds AND MORE FUN!



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#2: CONTINUED...

ON THE LAST DAY OF THE PARTY:

Have your host check in with their guests who haven't placed an order yet.

We all know that life can get busy and sometimes people just plain forget. A quick message will remind them, and then they can place their order before you close the party.

Hi! I know you're probably busy, but I wanted to remind you that today's the last day of my Usborne party!

Have you had a chance to shop?

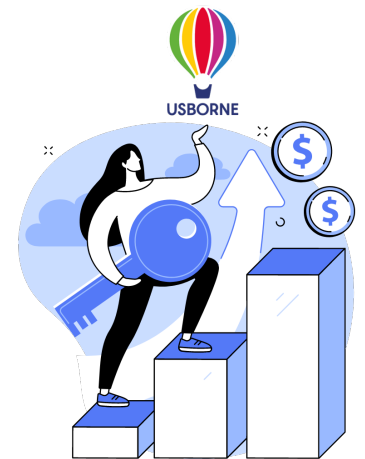
Let me know if you need a little extra time, or if you have any questions!

LET'S PARTY!



DON'T FORGET!

Personal invites are the **KEY** to a successful party, whether in-home or online!



Check out Page 5 for a copy of your own Host Coaching Checklist! >



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For more resources and training visit:

USBORNEBOOKSATHOME.CA/CONSULTANT-DOWNLOADS

Quick Host Coaching Checklist

BEFORE THE PARTY BEGINS:

- Explain the importance of PERSONAL INVITES.
- How they can personally invite - the DOs and DON'Ts.
- Who to send personal invites to.
- Help your host create the perfect invite message!

A DAY OR TWO AFTER INVITES ARE SENT:

- Check in with your host about guest responses.
- Ask if anyone has questions that you can help answer.
- If they haven't had much interest, find out why and then help them create more interest & excitement! (see Page 3 for tips)

DURING THE PARTY:

- Encourage your host to engage in the party posts! They should like, comment, help make suggestions, tag their guests! Their excitement will create more excitement & interaction within the party.
- Stay in touch with your host! Do guests have questions that you can help with?

ON THE LAST DAY OF THE PARTY:

- Have your host check in with anyone who hasn't placed an order yet.

DON'T FORGET! Personal invites are the **KEY** to a successful party, whether in-home or online! ***Happy partying!***



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