



Papa Rock Stars Podcast

Training and Resources by Awnya B.
Paparazzi Accessories Consultant #17961
awnya@paparockstars.com
<http://www.PapaRockStars.com>

[Episode 084] 10 Things Not to Do on Your Live Jewelry Shows

When you are on a live jewelry sale, it is important that you put your best foot forward. Here are a few tips to help you be and remain professional while you are representing your Paparazzi business on a live jewelry sale.

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<https://PapaRockStars.com/10-things>

Training:

1. Don't be disrespectful or rude. You are representing you and your business as well as the Paparazzi brand. Even if you get a troll or a rude commenter on your live, keep it fun and light. Don't let their negative energy phase you. Keep pushing, keep going and your persistence will pay off.
2. Don't show belly, butt or boobs. Women are naturally critical of other women. It's just how it works. When a potential customer is looking at Live shows to watch, they will judge you based off what you're wearing before they even click in. You can be stylish but just be sure the ladies are hidden and that when you are moving around to pull out jewelry or put something in a basket that someone has claimed that you don't have a plumber's crack.
3. Don't be boring. I know this is kind of a blanket statement, but I have clicked in some videos that are pretty dry. Sure, they are showing jewelry but there is no personality. No pizzazz. Be sure to let your personality shine through in your Live shows. This is what will make your friends and customers come back to shop again and again AND will make your shows a lot more fun to watch.
4. Don't get political or religious. Pretend you are Switzerland. A sparkly, bling sling'n Switzerland. Sure, you have your own political views and religious beliefs, but they aren't something you need to broadcast on your live videos. When you do, you tend to "polarize" your viewers – or simply put, you appeal to those who agree with you and repel those that don't. You could be sending your next best customer away!! So keep your business separate from these heavy topics.

5. Don't skimp on your lighting. When choosing to go live, you want to make sure that your beautiful face and your jewelry look as amazing as possible. So invest in some good lighting. I use a daylight bulb with 2 umbrella lights and that seems to work pretty well. Natural light from the sun is usually very flattering and there are some great Ring lights out there as well. Do a little research and invest in what will work for you. It makes a big difference.

6. Watch your mouth. I think this is a phrase I hear most growing up, and now I constantly find myself saying this to my kids. But seriously. You might curse like a sailor in real life, but when you are live, you are representing your business and the Paparazzi Accessories brand. Cursing or using crude words is unprofessional and offensive to potential customers. Most of the time I watch live videos, my kids are in the room and I don't want them listening to bad language, so that would be an instant turn off for me too. So keep your language clean and professional – you'll get more customers and more sales!

7. Don't forget who you are talking to. I watched a live video once where the consultant did nothing but talk to her helpers in the room. She completely forgot her viewers in the camera. She was talking to her mom, her boyfriend and her assistant and just holding up the jewelry. It was COMPLETELY disengaging. You want your viewers to feel loved, valued and important. Be sure to talk to them. Engage them. Reply to their comments. If you have help in the room, you can give them instructions or share stories with the viewers, but don't forget this is a show for your viewers so entertain THEM.

8. Don't forget your manners. When live videos were just getting popular, I watched a live video where the consultant burped right in the middle of the video and just kept on going. While I admired her persistence, a quick "Excuse me." would have gone a long way. Body noises are a part of life and I'm sure there's some sort of scientific probability that says they will happen more often while you are on a live video.

Just remember to use your manners whether you sneeze, burp, fart or whatever else. It's much better to say a quick, "Excuse Me" than to ignore it completely.

9. Don't get frazzled if someone jumps on your video and starts reacting with angry faces or sad faces or starts making comments that either don't make sense or are just rude. Stay calm. Block the comments and if they are reacting again and again with an angry or sad face, try to play it off with something like "Someone is sad their husband won't let them buy this beautiful piece of jewelry tonight" or "Girl, don't be hatin! This can be yours too for only \$5" or even "I KNOW! This piece is SO HAWT!! There isn't a Hot or a smokin reaction, so you just keep pressin that angry face cuz it's the closest thing we have to SMOKIN HOT!" If they persist, you can turn it into a game. Have your regular viewers comment with LOVE or HAWT or RAWR every time they see a reaction.

I know it can be hard to not get flustered, but your customers are watching YOU for how you are gonna deal with that. Handle it with class and dignity. It will show your customers

and viewers who you truly are and that will do more for your business than reacting or getting upset ever would.

10. Don't give up. Live videos are an amazing way to grow your business and your team, but for MOST people it takes time, energy and consistency. Keep pushing. Keep hitting that button to go live. Keep trying. Everyone has to start somewhere but where you end up is up to you. It is natural to feel unorganized and a little flighty your first few times going live. As you go live more and more, you will get better and better. No one expects you to be perfect on your first go, so push through, make improvements each time and before you know it, you'll be going LIVE like a PRO!