



Papa Rock Stars Podcast

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

[Episode 016] How to Do a Facebook Party

Is life a little too busy for you to get out of the house for a home party? Or maybe you just want to be able to expand your business and customer base? Let's get this Facebook Party Started!!

Listen Now or Download:

<https://PapaRockStars.com/facebook-party>

Training:

Facebook parties are a great way to party from the comfort of your own home. Guests love being able to come and go as they need to and not have to worry about dressing up or finding a babysitter. Hosts love that they don't really even need to clean their house or make refreshments! And best of all, I love that I get to meet new people and have a lot of fun without having to leave the house!

While there are a LOT of different ways to do an online party (Back office party, Posting pics from the Back Office on your Facebook event, and posting pictures from your personal inventory are the 3 most common) today, I will be sharing how to do a Facebook party with products and pictures from your personal inventory.

Create the Event

First thing, you need to create the event. I always do this through my business fanpage on Facebook. I also always make the party PUBLIC. I add the date, time and a description so that the guests know exactly what will be going on. My descriptions usually look something like this:

***ARE YOU READY TO PAR-TAY?!? COME JOIN THE FUN AS WE PLAY GAMES,
ENJOY FRIENDS AND FEATURE AMAZING \$5 JEWELRY. :).***

***COME PLAY LIVE FOR CHANCES TO WIN FREE JEWELRY AND THE BEST
SELECTION OF JEWELRY!***

THERE IS ONLY 1 OF EACH ITEM AND TO BUY, JUST COMMENT “SOLD” UNDER THE PICTURE OF THE ITEM YOU WANT. REMEMBER, A “LIKE” DOESN’T BUY IT!

SHIPPING IS \$5 FOR THE PARTY

THE PARTY WILL BE OPEN FOR 24 HOURS. THE FIRST 90 MINUTES WILL BE “LIVE” WHERE WE WILL BE PLAYING GAMES AND HAVING FUN!! AFTER THE PARTY CLOSES, I WILL SEND YOU THE PICTURES OF YOUR ITEMS (THROUGH FB MESSAGE) AND YOUR INVOICE TO YOUR EMAIL. PLEASE PAY INVOICES ASAP.

OH! JUST FYI- EVERYTHING IS 100% NICKEL AND LEAD FREE AND ALL ITEMS ARE ONLY \$5!! 🥰

It is short and simple but covers all the details that they need to know. Be sure to adjust the shipping costs to what you want to use and also the time frame of the party. I do all my parties for about 24 hours because for about a year I left them open for 2-3 days and I never had a sale past the 24 hour window. Plus, since parties are only 24 hours, I can book several back to back in the same week.

Next, I will add a cute Event Image. This help the event look a little more professional than leaving one out, plus it is prime real estate for talking about hosting a party, joining your team, or our amazing \$5 Jewelry.

Finally, I will invite the hostess to the event and then add the hostess as a co-host to the event. Facebook will only allow you to add her as a co-host to the event if you are friends, so I always friend request my hostesses.

Invite guests

The next step is to have your hostess invite her guests to the event. She can use the Facebook invite feature to do this, but I have found that having the hostess personal message her guests and also posting on her personal timeline to remind her guests in the days leading up to the party will help get more people to the party.

Pre-Party Posting

After the guests are invited to the party, its important to remind them and get them excited to come to the party. The best way to do this is to post in the event. I post anything from funny graphics, games, inspiration, memes, images inviting them to join the team and also images for hosting their own party. I like to post 1-2 times a day until 2 days before the party. I will post 2-4 times the day before the party and then 3 times on the day of the party with trying to spread them out throughout the day. Then I will

post 1 hour before the party starts, 30 minutes before, 15 minutes before and then as the party is starting.

Party Time

When the party starts, you want to have a good mix of games, information and products. If people are there having fun, they are more likely to shop and they are also more likely to want to host their own parties. I like to post a game right at the start of the party and then more games about every 10-15 minutes for the 90 minutes that I have the party live. I will also post 2 images about hosting their own party and 2 about joining the Paparazzi team during the party. I like to spread them out through the entire party.

The actual images of the jewelry, I will try to post about 1 per minute. Sometimes a little faster, sometimes a little slower depending on Facebook. The trick to posting in Facebook parties without getting put into Facebook Jail is to be sure to type unique descriptions with each picture or group of pictures that you post. Posting something like "\$5" in every description will get you flagged super quick. You can post the names of each piece of jewelry or a general description of the group of pictures that you are posting, just keep it unique.

Finally, at the end of the live portion of the party, I will thank the guests who come live, and remind them that they can shop for 24 hours. I will also post a image with "checkout" instructions so they know what to do when they are done shopping and how they will get their invoice.

After the Party

The morning after the party, I will do the party drawing. I give each guest a drawing for being at the party live, another for participation in each game they played, 3 drawing entries if they booked a party and 10 drawing entries if they joined our Paparazzi team. I will put all those entries into a hat and draw a winner out. I will post the name of the winner and tag them in that post. When the party total is over about \$50 I give them a free adult piece of jewelry of their choice and if the party was under \$50 I will include a piece or 2 of Starlet Shimmer.

Finally, I like to send each guest a Facebook message with pictures of the items they got. Sometimes I can up sell a matching bracelet or pair of earrings by mentioning that I have something that will match what they already have, so I like using this method. I also feel like this helps establish more of a personal relationship with the guests too.

Finally, I will email them a Paypal invoice. They are able to pay that with a Paypal account or credit card of their choice. Once the order is paid in full, I will ship items out. If guests are local to me, they can also come pick up their order at my house.

Thanking the hostess

After the party, I like to also message my hostess and thank her again for an awesome party. If she has already done her shopping, I will let her know how many free items she got and we will settle up, if she hasn't already shopped, I have her go grab the items she wants. I also like to include a thank you card with her order just as an added special touch.

Resources:

[Facebook Party Image library](#)

Show Challenge:

Book an online party either for yourself or with a hostess. Follow the steps above to help make make your party awesome and super fun! Comment below and let us know how it goes!