



Module 7

30 or 60-Minute Social Media Event Planning guide

Welcome to the world of partying through social media. Read through this guide BEFORE holding your first Social Media Event, it contains key information for conducting Social Media Events and building relationships. This guide gives you a place to start, be sure to add your personality and creativity to make it your own.

Today, using Facebook is the most practical and popular thing you can do to promote your business. At the same time, it's increasingly necessary to know how the site's rules and regulations work so that you don't end up getting blocked and wasting a ton of time and effort. A minor "misuse" of the site COULD in the worst-case scenario, end with the closure of your account.

○ Here is the content included in this guide:

- Saving images to a Facebook picture file
- Creating videos and saving them
- Setting up a Facebook Private Event/Group
- Host Coaching a Social Media Event Host
- Choosing your posts
- Holding the Social Media Event
- Placing the orders and thanking the Guests and Host
- Following the event

Let's begin.

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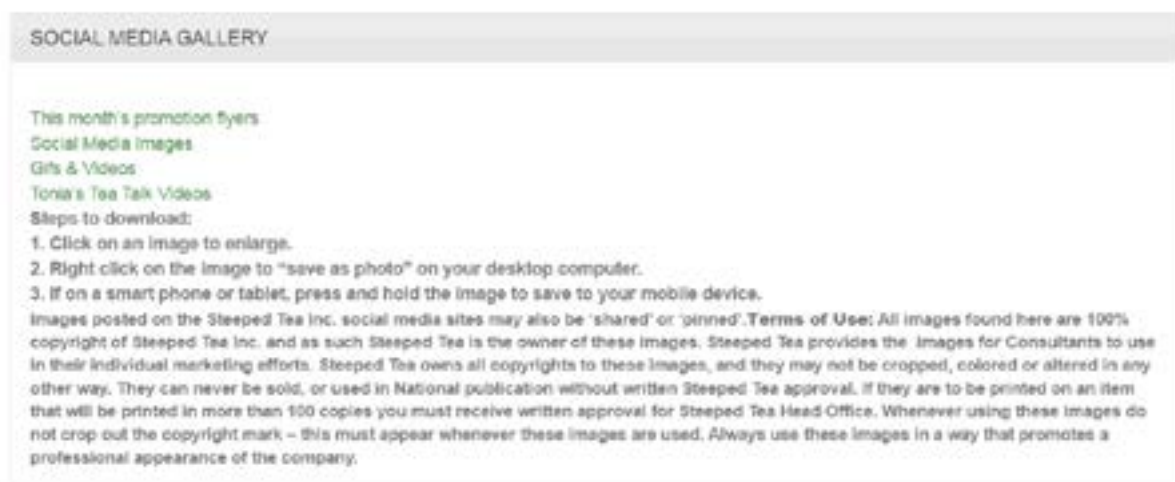
Step 1:

Saving images to a Facebook picture file

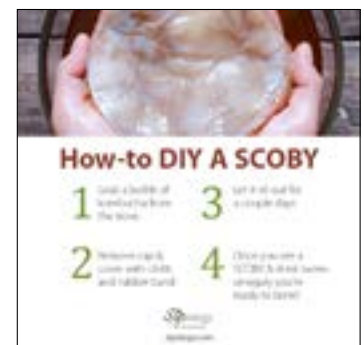
You will want many images for your event and you can find an entire selection to choose from in the Virtual Office > Social Media Gallery > Facebook Images. You can also choose other images from the other folders in this area or download images from Sipology.com.

In addition to the Social Media Gallery in the Virtual Office, try and use as many of your own personal photos as you can, showing your face as you are drinking one of our teas will help people be more comfortable with you. There are many third-party apps that you can use to create good quality, professional images to use during your event. For example, free apps include Canva, Photogrid, etc.

To begin saving images for your Social Media Event create a folder(s) to save your images to.



Every post should include an image or video to increase visibility and engagement. You will get a 135% reach with a video than with just a text post.



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Step 2:

Creating and Saving Videos

Videos will generate more interest in your Social Media Event than images alone. These can be added before the event, at the event, and after the event. They will also allow your guests to get to know you and trust you.

○ **Make five How-to Videos for your library (no more than 5 minutes long)**

- How to make a cup of loose-leaf tea
- How to make a pot of loose-leaf tea
- How to make a latte
- How to make matcha
- How to mix and apply an essential oil
- How to make iced tea
- How to make sangria
- How to use Host and Customer Exclusives

How to make and save a video

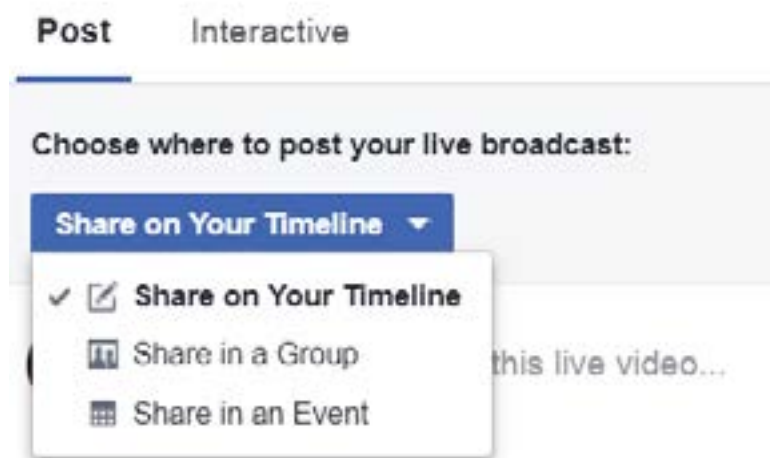
To film a video you will need a webcam, smartphone or digital camera.

- **Webcam:** Open your webcam software or Photobooth on your computer and begin filming. Once complete, save your file to your Social Media Event file folder.
- **Smartphone:** Open your camera app on your phone and select “video.” Once you have filmed your video, it should automatically save to your media files/photo album.
- **Digital camera:** Film your video on your digital camera. Once finished either connect your camera to your computer via USB or insert the memory card. You should then be able to access your video and save it to your Social Media Event file folder.

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Uploading or sending a Video

- **Sending videos through a Text:** To send a video via text, you will locate your video on your mobile device and select "Message" or "Send." This will then prompt you to enter the contact you wish to forward the video to and finish by clicking "Send." Alternatively, you can go directly to your text conversation and choose "Photos" and send it directly this way.
- **Sending videos through Private Message:** To send a video via Facebook private message, you will need to open a Facebook chat with the person you'd like to send the video to, then select "Add photos." This should allow you to select the video you wish to send.
- **Adding Facebook Live videos to an Event/Group:** Videos added to a Facebook event are made from your Home page. Go to a comment on your Home page, click on "Live Video". A box will appear, and you will choose where to post your live broadcast from the dropdown list, choose "Share in an Event". Then choose which event you want to share the video in, otherwise it will appear in your Timeline. However, you can do a live video in a group.



Important note:

You are branding yourself in your videos, be aware of what you are wearing and your surroundings.



Use a computer when making videos especially when holding up anything with wording on it. Images on a cellphone will be backwards, it's best to make the video and then post the flyer associated with the video in a comment.

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Step 3:

Setting up a Private Facebook Event or Group

- After booking the Social Media Event create the event in your Virtual Office. Check the boxes "Show on Site" and "Allow Shopping," this allows the event to be viewed on your website and creates the event link.
- Become friends with your Host on Facebook and ask them if they want to create a Private Event or Group.
- Set up the Event/Group 5-7 days prior to the event. You creating the Event/Group makes holding a Social Media Event as easy as possible for your Host. This frees up his/her time to focus on the main goal... to get their friends excited and get 25 RSVPs. Ten guests attending and participating is a GREAT event! These directions are for setting up an Event using a computer.

1. Log onto your Facebook page.
2. Under Create, choose Group or Event:
Leave the default as Private
3. Upload an Event Photo from your Virtual Office
> Social Media Gallery > Facebook Banners.
4. You can add the name of the event to a
Sipology Banner using Canva.
5. Add an Event Name and be creative.
For example:
 - Tea Time with Tina
 - Brewing with Brenda
6. Add the Location:
From wherever you are... it's all ONLINE!
7. Add the Date/Time:
 - Enter the Start Date and time of the event
(8:00, 8:30 or 9:00 pm)
 - Add an End Time and add the End Date
as two days out from the Start Date.
Make sure the time is 11:59 pm.
This way guests have the entire last day
to put in their orders!

The screenshot shows the Facebook 'Create Event' interface. At the top, there's a 'Create' button with options for 'Ad', 'Page', 'Group', 'Event', and 'Fundraiser'. Below this is a 'Create Private Event' button. The main form includes fields for 'Event Photo or Video' (with a 'Choose a Theme' button and an 'Upload Photo or Video' button), 'Event Name' (with a placeholder 'Not a short, clear name'), 'Location' (with a placeholder 'Include a place or address'), 'Date/Time' (with a date picker set to 11/29/2018, a time picker set to 7:05 PM, and a time zone dropdown set to EST), and a 'Description' box (with a placeholder 'Tell people more about the event'). There are also checkboxes for 'Guests can invite friends' and 'Show guest list'. At the bottom, there's a disclaimer: 'When you create an event on Facebook the Pages, Groups and Events Policies apply.' and a 'Create Private Event' button.

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8. Add a description:

Welcome to (Host's Event Name) You're in for some fun! We are going to learn some quick tips on how to make the perfect cup/pot of tea, matcha and more! We are going to play some games and have a chance to win a prize! (optional)

9. Click Create.

10. Next, post a welcome video. Here is an "example" video (have a cup of tea in your hand):

"Hi, I'm (your name), your Sipologist, and I've been with Sipology for (months/years). I live in (town) and have (children/pets). I started my business to (reason you started) and what I've found is that I (what you have accomplished). I'm so excited you are attending (Host Name) (Catchy Title) Social Media Event. I'll be showing you how to prepare a cup of (loose-leaf tea or matcha), sharing some of teas we have: Black, White, Green, Pu'erh, Mate, Oolong, Rooibos, Fruit, teas that contain caffeine and those that don't, and I'll be demonstrating some of our top products. At the end of the event we will have a drawing for a prize; you get a point for each comment and for joining my VIP group. Thanks for supporting (Host) and helping him/her get everything on their wish list, let the fun begin!"

For more ideas for creating your "I Story" go to Module 2 in the Sipology Academy in your Virtual Office.

Once the video has been added to the Event, pin the video (set as an announcement in a group), then invite your Host. Once he/she accepts you can edit and make the Host a co-host in an Event and an Admin in a Group. Then the Host Coaching begins.

Important note:

Do not post the event link for ordering until the Social Media Event ends, then you can go back and add it in the description and as a comment in each post. You want guests to attend the event, not just shop. If guests want the event link early, send it to them in a private message.



When your Facebook customer base grows, your repeat customers may not want to watch the entire event to order. They will know how everything works, so post the link under the event details so that they always know where they can go to find it. Your new customers will watch the event.

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Step 4:

Host Coaching a Social Media Event Host

After the Event/Group is set up it's time to make sure your Host knows how important they are to this event. Host Coaching can make or break your event! You will want to keep the lines of communication open with your Host through Facebook messenger, text, email, phone; find out what works best for them to keep things simple.

Here are video and message examples to keep your host engaged:

A 60 Second Host Coaching Video or Private Message from the Sipologist

Since not all people read Host letters, send a private message or universal Host Coaching video. It is the perfect way to start building the relationship with the Host. Things to include in the video or private message:

- Thank them for Hosting the event
- Tell them how excited you are to have the event
- The Event has been created and they are a co-host
- Let them know it is your job to keep him/her excited and pumped up
- He/She can start inviting via individual private messages, put no more than 50 to increase interaction
- Remind him/her it is their job to get the guests to RSVP

Example:

"Thanks for booking your Social Media Event. I'm so excited that you are hosting, and I can't wait to see how much you get in free product.

I've set up your Event and have made you a co-host. I'll post once a day up until the event to get some interaction going. I'd love to see you commenting, liking, sharing your favorites, and tagging friends.

When you are inviting, please no mass messaging, you will want to invite no more than 50 people and do this through Private Message, phone calls, in person, or text. We want them to feel special by getting a personal invitation from you. It's up to you to get them to RSVP, so if they don't respond, send a reminder including the link. Remind them to click "going" so they don't miss the event or the posts. Our goal is to have 10-15 interacting at your event. I'll send you a private message invite example that includes your event link. (see below)

The best way to contact me is (add best way). Remember, I'm excited about your Social Media Event and getting to know your friends."

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Host sends this message invitation to the guests (send to the Host following the above video or PM):

"Hey, I thought of you... I am having a Sipology Social Media Event on (day) night at (time) p.m. It lasts about 30/60 minutes and it's all done on Facebook. I think you will love it. Just click on the link to my event and RSVP that you are coming, it's going to be a lot of fun." (add link).

A 30-Second Host Coaching Video or Private Message from the Sipologist (send the morning of the event to increase attendance)

"Hi (Host name), I'm so excited for your event tonight! To increase your attendance be sure to message each guest an hour before your event and remind them of the time, plus include the Event/Group link. I'll send you a reminder example." (see below)

A Host Reminder Private Message to all guests who said "yes" or "maybe" (60 minutes before the event)

"Just a reminder, my (catchy title) Social Media Event starts in just 60 minutes at (time) p.m. I'm excited to see you there!"

Things to do when your Host is not engaged in the pre-event planning:

- Always communicate again and again and find out how they want to communicate
- When communicating in a personal way, use a tone that shows you are excited
- Send instructions over short videos/graphics, people are too busy to read. And when you send a video follow up with a text message letting them know you sent one.
- Set a event goal! Know what your host's goal is for the event; is it to have fun or get free products?
- Be sure he/she knows how important to have 10-15 guests participating to have a successful event.

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Step 5:

Choosing Your Posts

Holding a Social Media Event should follow the same flow as a Tea Bar. Begin with building the relationship with the guests, engaging with them and getting to know each other during the Pre-Event. During the event you are sharing your products and programs. The post-event is all about thank-yous and follow ups.

Number your posts: Post 1, Post 2, etc. For example: Post 11 is a video demonstrating the current Customer Exclusive and an image can go in the comments. This allows guests who come in late to watch the event in the same order as the rest of the guests.

The Pre-Event Posts

One Pre-event post is added each day beginning 4-5 days before the Social Media Event. Things to remember:

- Only use 1-2 sentences, if you see “see more” in a post, the wording is too long. Keep it short!
- Don't be salesy, instead you want to engage people
- Make your pre-event posts fun, this sets the tone for the event

Day 1 – choose one helpful pre-event post, your chance to solve a practical problem. Whatever you share, you want them to learn more by creating a desire. Use 1-2 sentences and it's not necessarily about a product.

Day 2 – choose one question pre-event post, a great way for your guests to describe themselves or their life. It's an open-ended question and has nothing to do with buying your product. Make it easy for them to choose an answer by using A-B-C-D or 1-2-3-4.

Day 3 – choose one How-to Video, a sneak peak of what to expect, must be fun and informative. You want to capture their attention and get them excited about attending the Social Media Event.

Day 4 and/or 5 – choose one funny or entertaining pre-event post, used to lighten things up, so they let down their guard. Jokes are fun to use here. (If doing a 5-day lead in to the event use the What to Expect From a Sipology Virtual Event Image from the 30-minute section)

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Important note:

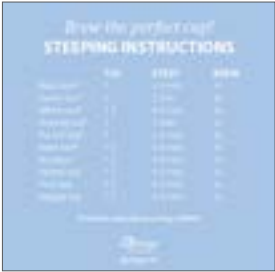



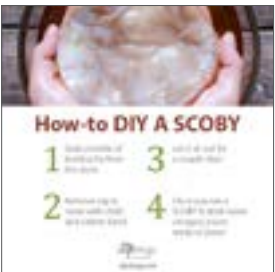
Use the next few pages as a resource to get you started in choosing images and posts. Remember, don't copy and paste these images, instead go to the Virtual Office > Social Media Gallery > Social Media Images > Facebook to save them to your computer, and use the comments as a place to start adding your own personality.



For seasoned Sipologists: Post a link to the catalog and invite your Host and guests to choose 1-2 items they would like to hear more about. Then during the event, demonstrate a few of their selections. This allows you to tailor the event to the guests' interest.

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Day 1: Helpful Event Pre-Posts (choose 1)

Image Idea	Post (add your personality by changing the wording)	Comments
	Has this ever happened to you? You sit down to enjoy that delicious cup of tea only to find a bitter taste with that first sip. The bitter taste comes from tannins.	There are two ways for tea to become unpleasantly bitter: steeping at too high a temperature or steeping for too long. Generally speaking, the longer you brew tea, the more tannins will be released and the more bitter it becomes.
	Is your school or sports team looking for a way to raise money for new supplies or equipment? Sipology may be what you are looking for.	We give back 40% of the sales to your organization. Feel free to ask me about all the details.
	There are many reasons to drink tea. Here are the top five, which one interests you the most?	
	The leaves used in most bags are actually the "dust and fannings" from broken tea leaves. This is a huge compromise in quality from loose-leaf tea.	Finely broken tea leaves have lost most of their essential oils and aroma. When steeped, they release more tannins than loose-leaf tea, resulting in bitter astringent brews.
	Kombucha. Kombu-what? Kombucha is a fermented tea high in probiotics. Have you had Kombucha?	




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Day 2: Question Event Pre-Posts (Choose 1)

Image Idea	Post (add your personality by changing the wording)	Comments
	Which healthy snack describes you?	
	Which mug best describes you?	
	My Tea Name is xx xx xx, what is yours?	
	Use an emoji to describe you!	
	Share it with a GIF!	


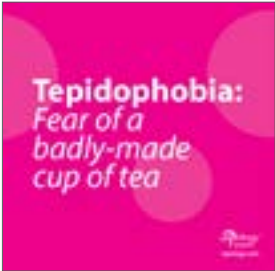



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Day 3: How to Video Event Pre-Posts (choose 1)



Image Idea	Post (add your personality by changing the wording)	Comments
	Originating from Japan, matcha is a ground green tea with 10 amazing benefits, which one(s) interest you?	Video making matcha.
	Video Idea: Using a Classic or Fun Mug, Perfect Tea Timer, 1 cup of Steeped Tea Spoon, and your favorite tea. Show how to make a cup of tea.	How to make the perfect cup of loose-leaf tea.
How to make a Latte	Video Idea: Using the Trendy Tea Press, Party Milk Frother, and your favorite Sipology Latte.	All the flavor without the price of a fancy coffee shop.
How to make Iced Tea	Video Idea: Demonstrating the Iced Tea Collection or Sangria Collection.	Makes a great gift.
	Video Idea: The Impress Me Tumbler is the perfect way to enjoy your tea on the go.	A video on how to use the Impress Me Tumbler. Available on VO.

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Day 4 and/or 5: Funny Event Pre-Posts (Choose 1)






Image Idea	Post (add your personality by changing the wording)	Comments
	Do you have a favorite tea joke? We would love to see it!	
	Post your favorite tea joke? We would love to see it!	
	Do you have a favorite tea joke? We would love to see it!	
	Do you have a favorite tea joke? We would love to see it!	
	Let's play a little game. I've got the answer to the crime, guess the answer and get 2 extra chances to win a prize.	

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5-Minutes	15-Minutes (choose 1)	30-Minutes (choose 1)	Image Idea	Post (add your personality by changing the wording)	Comments
				(Host) (Catchy Title) Social Media Event starts in 30 minutes.	(Option) You get a chance toward our event prize each time you comment.
				(Host) (Catchy Title) Social Media Event starts in 30 minutes.	(Option) You get a chance toward our event prize each time you comment.
				Stay Calm... only 15 more minutes!	Don't forget to join my VIP group while you are waiting. You get another chance to win!
5-Minutes	15-Minutes (choose 1)	30-Minutes (choose 1)		The event starts in 15 minutes - while you wait can you name what teas come the from Camellia Sinensis plant? Hint there are 7.	Don't forget to join my VIP group while you are waiting. You get another chance to win!
				(Host) (Catchy Title) Social Media Event starts in just 5 minutes.	

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Welcome and Roll Call Event Posts (Choose 2)

Image Idea	Post (add your personality by changing the wording)	Comments
		
	Can you guess (Host's) favorite vacation spot too?	
	If you are wearing slippers you get an extra chance to win!	
	What's (Host's) favorite tea? Is it Black, Green, Oolong, Mate, matcha, Pu'erh or Rooibos?	It's xxx. (congratulate those who were correct).
	Better yet, post your favorite picture of you and our Host!	







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Teas (choose 3)

Image Idea	Post (add your personality by changing the wording)	Comments
	Hot or Iced? What's your preference?	Add a video making this beverage.
	Matcha comes in many flavors (list the flavors), which two would you mix together?	Add a video making this beverage.
	Caffeine or Decaf what's your preference?	Caffeinated Teas are Black, White, Green, Pu-erh, Mate, and Oolong. Decaf are most Herbals and Rooibos.
	Let's talk Lattes! Love lattes from your favorite coffee house? Now you can make them at home for a fraction of the price.	Add a video making this beverage.
	A refreshing drink for those hot summer days. How would you make this a tipsy tea?	Add a video making this beverage.



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Collections and Favorites Videos and Posts (Choose 2)







Image Idea	Post (add your personality by changing the wording)	Comments
	Matcha is a stone-ground green tea that provide an energy boost.	
	Love a good latte, but don't want to pay the price at your favorite coffee shop. Now you can enjoy a tea latte anytime!	
	Who has a birthday in the next 12 months? This will make the perfect gift!	
	This collection will give you everything you need to start making Kombucha at home. What is Kombucha known for?	
	Women don't drink enough water, but with a pitcher of our Fruit Teas you'll be happy and healthy.	

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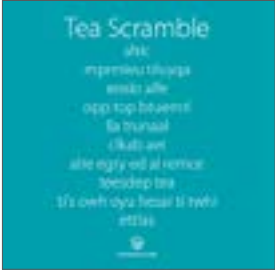
Cooking with Tea (Choose 2)

	Image Idea	Post (add your personality by changing the wording)	Comments
		<p>This quick dinner idea is made with Spinach Dip Seasoning. Who wants the recipe?</p>	<p>Check out (page 45) of the (Fall/Winter) catalog to see all our seasonings. (add catalog link for page 45).</p>
		<p>Tonia's Perfect Scone Mix can be made into countless recipes! Add a Sweet Dip Mix or Savory Seasoning to create your own unique scone. (Add the Scone Video on how to make them).</p>	
		<p>Use our dressings and seasonings to spice up your meals and create rubs, dips, cheeseballs, marinades, or to top your favorite salad. (link to the catalog for page 50).</p>	
		<p>Relax and enjoy this delicious latte as an after dinner beverage.</p>	<p>Make a video making this beverage.</p>

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<div> <div>Ordering</div> <div>Last Chance to Order (follows booking and sponsoring)</div> </div>	Image Idea	Post (add your personality by changing the wording)	Comments
		Explain the Customer Exclusive or make a video demonstrating the products in the exclusive (if applicable).	Add the code to a comment.
		Once you have picked your tea, be sure to add the right Infuser and measuring spoon. Visit (page 9-11) of the catalog for your tea accessories. (link to catalog page 9).	
		When you are ready to place your order, you can use the event link to order on (Host's) event or message me. I will contact you and make sure you have everything to make the perfect 'cuppa tea.	(post the event link)
		Last chance to place your order and book your own Social Media Event is xx by xx:00.	(post the event link)
		Last chance to place your order and book your own Social Media Event is xx by xx:00.	(post the event link)

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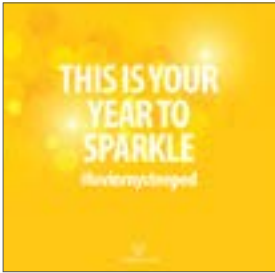

Booking	Image Idea	Post (add your personality by changing the wording)	Comments
		Video idea: Explain the Host Exclusive or demonstrate the products in the Exclusive (if applicable).	
		Here are the dates I have available xx, xx, xx, xx in the next three weeks. Which one works for you?	
		As a Host, earn your tea cart essentials for Free!	
		There are several extra images to choose from.	
Extra Posts		Add a game before sponsoring to pull in guests.	

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Sponsoring Posts (Choose 1-2)	Image Idea	Post (add your personality by changing the wording)	Comments
		Be a part of our team it's a great #sidehustle. Join today by visiting my website (link).	
		Whether your dream is a new home, vacations, paying off debt or saving for your kid's education. Join me after the event to see if Sipology is for you.	
		Be my guest at our next OpportuniTEA to learn more about your own tea business. Type YES in a comment and I'll add you to my guest list.	
		The last day to place your order is xx at xx p.m. Here is the shopping link to (Host's) Social Media Event. (link)	Ordering Instructions.
Thank you ideas		Thank you for your order and for supporting (Host) in reaching her event goal. I'm leaving you with one last recipe.	

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Sponsoring OpportuniTEA following the Part (Use all and label OpportuniTEA 1-5)

Image Idea	Post (add your personality by changing the wording)	Comments
	Earn an unlimited income! Earn up to 40% commission working full-time or part-time. You can work around your family and full-time job.	25% is paid weekly with bonuses of 5-15% are paid monthly. What are you going to spend your weekly tea income on?
	Celebrating success is important to Sipology and you can earn monthly incentives and exciting trips just for working at your own pace.	Our Incentive Trip for this year is to Secrets Cap Cana. (Option: Add an image of yourself on a past incentive trip) Will you be on this trip with me?
	You will be part of a team of excited men and woman who support each other in reaching their goals.	
	During your first 90 days you can participate in an exciting rewards program designed just for New Sipologists.	
	Your Starter Kit contains everything to get your business started. Add on the optional kits for even more products.	To join simply go to my website and click Opportunity and then Join. Let's party together and start living your dreams! (link to website)

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Step 6:

Holding the Social Media Event

The days leading up to the event are over and now it's time to start your 30 to 60-minute Social Media Event. Here is a guide to how many posts to share, include videos, and add additional information into the comments of the post.

Roll Call (Choose 1)

- This is where you will find out who is there and ready to event.
- Invite guests to introduce themselves in a fun way using GIFS or favorites.
- Ask guests how well they know the Host. Ask your Host what their favorite animal, vacation spot, movie, holiday, sport, etc. or share what they love about the host with a GIF.

Teas (Choose 3)

- Introduce your guests to the teas and share some fun facts you learned from the Tea Training Videos.
- Posting videos are a fun way to engage your guests in the event and get them interested in recipes.
- Remember to tag your Host when you share one of their favorites.

Collections and Favorites (Choose 2)

- Don't share prices.
- Collection Demonstration Videos – just teaware in videos – timer, spoons, infusers, etc.
 - Matcha for Beginners
 - Sangria Collection
 - Iced Tea Collection
- Your Host's favorites.
- Your guest's favorites or something they want to see demonstrated from your pre-event post (this will tailor the event to engage the guests).

Cooking with Tea (Choose 2)

- Share ways to use our Pairings in your everyday meals.

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Ordering Ideas (Choose 2-3)

- ☐ Post a Customer Exclusive video and the Exclusive image as a comment.
- ☐ To increase orders to \$65, remind guests of our Teaware.

Booking (Choose 2)

- ☐ Post a Host Exclusive video and the flyer as a comment.

Sponsoring (Choose 2)

- ☐ Play a game to increase engagement, then move to sponsoring
- ☐ Here you are planting seeds to joining Sipology.
- ☐ Invite them to hang out after the event to learn more.

Move to Step 8 for ending the event and follow-up.



Tag your Host frequently with their favorites. Comment to the comments. When posting multiple images, click on the image and add a description about the image. Do not post family photo of the Jahshan family, only images of Hatem and Tonia.



Giveaways do not guarantee a better event. If you choose to do a giveaway only give credits for comments and joining your VIP group, not for liking a post. Those who just have time to "like" a post and not commenting can still be contacted via private message. Your giveaway can be a Tea for \$2 added to their order (the order must be placed through you, so they don't get charged for the tea. You will pay for the tea in the final payment after entering all the orders and credit cards). If you want to do a giveaway, do one monthly in your VIP group.

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Step 7:

Placing the Orders

When it's time for your guests to start placing their orders, add the event link to the Facebook Event/Group.

- Thank the guests for supporting the Host
- Describe how you want your guests to order

Option 1: Ordering through the event link

- Those guest who don't live near the Host and do not want to pick their order up from the Host, will need to choose "Ship Direct".

Option 2: Having the guests private message you with their order

- Keeps its simple for the guest by completing the order form for them
- Allows you to make recommendations for making the perfect cup of tea when they receive their order
- Ask for a booking, referrals and add on a Tea for \$2

Thanking the guests

As orders start coming in, it is important to thank each guest via private message with a generic 30 second video. Here is a sample video you can use with all ordering guests:

"Thank you for your order and supporting our Host. I'd love to give you the opportunity to reward yourself with our Host Program. I hope you had as much fun as I did at the event. If you would like more information on earning our Host program or learning more about the tea business, let me know. Thanks again."

Thanking guests who did RSVP, but did not order

Send a thank you for checking out the event and invite them to your VIP group.

Thanking the Host

It's important to make your Host feel appreciated, this leads to future bookings and referrals. Here is an example of a private message to the Host:

"(Host Name), that was a fun event tonight, I had a great time meeting your friends. Right now, your event sales are at (\$\$). I expect more orders to continue to come in tonight and through tomorrow. (Guest) booked an event. You rocked this event and look, you've got video mail!"

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Send a private message or link a Generic Video (which can be used with each Host):

“Thank you, it’s people like you who keep my business going. Keep sharing the catalog and I can’t wait to see what you choose for free and half-price!”

Here is an example of a private message to the Host:

“(Host Name), that was a fun event tonight, I had a great time meeting your friends. Right now, your event sales are at (\$\$). I expect more orders to continue to come in tonight and through tomorrow. (Guest) booked an event. You rocked this event and look, you’ve got video mail!”

Send a private message or link a Generic Video (which can be used with each Host):

“Thank you, it’s people like you who keep my business going. Keep sharing the catalog and I can’t wait to see what you choose for free and half-price!”

Last Chance to Order and Thank the Host:

○ Provide the date and time for final ordering and to booking their own Tea Bar or Social Media Event.

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Step 8:

Following the Event

OpportuniTEA

- Use the OpportuniTEA images and posts to talk about your business opportunity.
- Reach out to those who “Like” or private message and invite them to join you in the business.

After the Event Closes

Once the event has closed, add one final post to the event with a collage of what the Host received for free and half price. Here is an example:

“Thank you (Host) for Hosting a Sipology Social Media Event. Congratulations on your success and earning (\$\$) in Host Rewards and (x) items at Half-price, plus our monthly Host Exclusives. (and the For Love of Gold, or any other Host Special). It wouldn’t have happened without the support of your friends and family. Thank you all!

Follow-up

Follow-up comes when the orders arrive. You want to follow up within 24 hours of them receiving their order to take care of any missing or damaged items they may have, invite them again to book an event, and offer them information on your business opportunity.

Here is a private message example:

“Hi Sarah, I’m checking in to see how you are enjoying your order so far. Do you have any questions on how to prepare your tea? (wait for response)

Thank you again for attending (Host’s) Social Media Event. I’m building a team and I’m looking for dynamic, self-motivated men and women who have always wanted to have their own business. Would you or anyone you know be interested in learning more? (wait for response)

Here is my website if you think of anyone: (website). I’m booking events into the first two weeks of (next month), is there any reason we couldn’t get together so I can help you get some free products? (wait for response)

I see you have joined my VIP group, thank you again for attending (Host’s) event.”