

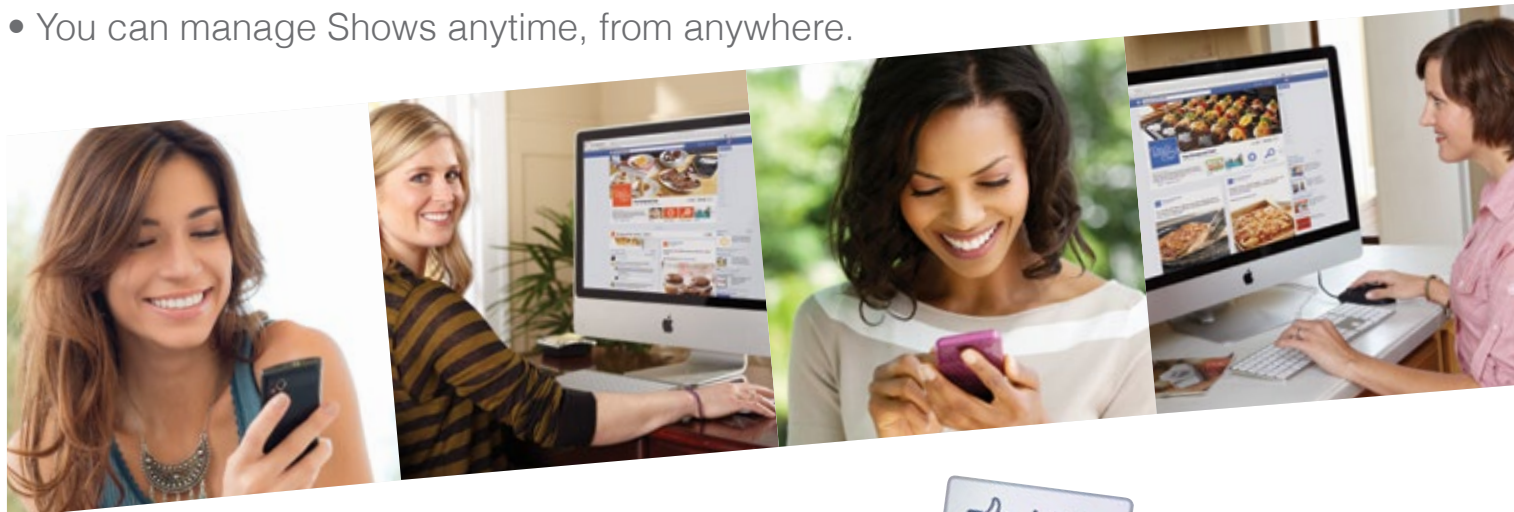
Facebook® Shows: Go-Guide

FACEBOOK® SHOWS ARE GREAT!



They increase your earnings each month because:

- Guests can shop on their own time.
- You can manage Shows anytime, from anywhere.



Facebook® is always changing, so check your account to see what's current!

Annelie Heinen

"One of the biggest advantages of Facebook® Shows is getting complete contact information and accurate orders, which makes follow up much easier and more effective. Plus, guests get to know you in a way that doesn't happen with a Catalog Show."



booking Facebook® Shows

- Offer a Facebook® Show to people who say NO to hosting a Cooking Show.
- Make a sign that says, "Did you know I offer Facebook® Shows?" Post it at your full-service checkout or in your booth at a local vendor event.
- Promote bookings. Post a picture of the upcoming Host Special and invite guests to book a Party. Below is a sample post:

"Looking for 3 Facebook® SHOW HOSTS! Super easy way to get FREE, half-price and discounted products! I'll set up a Facebook® event for you, then you invite your Facebook® friends and they can shop from their computers! Each day I'll post recipes, products and cooking tips so all your friends can learn as the Party goes on! The best part is that you get to earn all the host benefits! Who's ready to try? Message me today!"

steps to Facebook® Shows

Step 1: Set up the Show as a Catalog Show.

- ☐ This ensures that the Show page on your PWS displays an “orders due” date and does not display the host’s address.

Step 2: Friend your host.



- ☐ Offer to send a friend request when the Show is booked, or ask the host to friend you. This step makes it all easier!

Step 3: Create an event from your Facebook® page.



- ☐ Include the Show URL with quick ordering instructions.
- ☐ Set a start and end date (7 – 10 days). Make sure this date matches up with the Show start and end date you used when creating the Show.
- ☐ Be sure to add a photo when creating your event.
- ☐ Invite your host. Once she accepts, add her as an event host.

Step 4: Invite the Guests



- ☐ Ask the host to invite her Facebook® friends. She’ll need to invite more than she would for a traditional Cooking Show. Most people have hundreds of Facebook® friends, so recommend inviting at least 100 guests.
- ☐ Encourage your host to invite people they might not invite to an in-person Show, such as out-of-town relatives and friends, casual acquaintances, etc.

Step 5: Coach the Host

- ☐ Facebook® hosts deserve the same attention as Cooking Show hosts. Spend time creating a long wish list so they’ll be motivated to invite friends, message guests and solicit outside orders.
- ☐ Ask the host to post and interact with her friends during the Show, too!

The image shows two parts of the Facebook Show creation process. The top part is the 'CREATE A SHOW' form, which includes instructions and fields for Show Type (set to 'Catalog'), Show Date (06/22/2014), Show Close Date (06/28/2014), Show Number, and Show Name. The bottom part is the resulting event page for 'Holly's Catalog Show', hosted by Holly Hooper, with orders due on Saturday, June 28, 2014, and a phone number (630) 867-5309.

The image shows the 'Create New Event' form. The Name field is 'Holly's Pampered Chef Catalog Show'. The Details field contains the text: 'Holly is hosting a Pampered Chef party ONLINE! Just click this link to start shopping: http://new.pamperedchef.com/pws/671530/guest-landing/8875884887195 Want FREE Pampered Chef products? Host a party within 6 months and Holly will get a bonus!'. The Where field is 'Online ONLY!'. The From field is '6/22/2014' at '8:00 am' CDT, and the To field is '6/28/2014' at '9:00 pm'. The Privacy field is 'Open Invite'. At the bottom are buttons for 'Invite Friends', 'Create', and 'Cancel'.

Share your personal experiences in your daily posts. Tell your guests why you or your family loves a product or recipe.

Step 6: Engage the Guests

- ☐ Keep your hosts and guests engaged throughout the Show the same way you would at a live Cooking Show.
- ☐ Post daily pictures of products with recipes.
- ☐ Give a prize to the first to order!
- ☐ Cross-sell items that will complement the products you're featuring.
- ☐ Interact with the people participating in the Show by commenting on a post or thanking them for their order.
- ☐ Post a reminder before closing the Show. Here's a sample:

Reminder — we're closing Jen's Facebook® Show tomorrow.

If you want to order, please do so today so that Jen gets credit. To start shopping, just click on this link:

<http://new.pamperedchef.com/pws/671530/guest-landing/88>

Also — special bonus — if you book a Facebook® Show with me in September, you can get free and half-price products, plus 60% off cookware. I NEED YOUR COMMITMENT BY TOMORROW so message me TODAY!

Step 7: Follow Up

- ☐ Ordering online means you'll have complete contact info, making "out-of-the-box" contacts easy.
- ☐ Offer to add guests to your eNewsletter list and invite them to host their own Show.

not getting the *results* you want?

Make your next Facebook® Show better. Ask yourself:

- ☐ Was my host actively involved?
- ☐ Did the guests interact?
- ☐ Did I overpost?
- ☐ What will I do differently next time to get better results?

Desiree Rose

"Before you offer Facebook® Shows, get familiar with all the Facebook® page features and build your own list of friends. Host your own Facebook® Show to test it out. Add several Facebook® Shows each month, along with Cooking Shows, and you'll add incremental sales and generate new leads."



dos and *don'ts* for fantastic Facebook® Shows!

Do

- ☐ **Do** stick to the End Date. People who order early are waiting for products!
- ☐ **Do** limit your Facebook® Shows. With too many Facebook Shows, you'll find it hard to keep up with posting and follow up.
- ☐ **Do** participate in the Show. One post a day is plenty to engage guests. Track orders and post thank-you notes.
- ☐ **Do** make your Shows private. You don't want to flood the News Feed with Pampered Chef® posts.

Don't

- ☐ **Don't** let a Show go longer than 10 days.
- ☐ **Don't** overbook.
- ☐ **Don't** rely on your host to carry the event.
- ☐ **Don't** make your Shows public.

