

# FACEBOOK LIVE LAUNCH (8 SIMPLE STEPS)

*How to Stream Live with your New Teammate*

## 1) NEW TEAMMATE CREATES THEIR OWN 1st FACEBOOK GROUP

- Name the group “\_\_\_\_’s Business Launch” or “Healthy Living with \_\_\_\_”
- Add your sponsor as the first member to the group
- Select “Private” for privacy
- Make group “Visible” for anyone in the group to find
- Add an attractive cover photo (Need one? Log into Arbonne.com > My Resources > Digital Toolkit)

## 2) NEW TEAMMATE ADDS FIRST POST

- Add your “**Announcement Post**” about starting your business and introduce yourself
- Attach an invitation with the date and time of your FB Live (use apps *Word Swag* or *Unfold* or *Over*)

## 3) NEW TEAMMATE ASKS GUESTS TO HOP ON LIVE (\*remember 1 in every 10 will say yes)

**Example call/text:** “Hey,\_\_\_\_! I just started my business with Arbonne. I’m celebrating with my launch party and really excited. My sponsor with Arbonne will be sharing about our nutrition and skin care products as well as this opportunity! It would mean the world to me if you could hop on in my private FB group and just be a listening ear! Does 2/22 at “\_\_\_\_” work for you?

*\*Goal is to have 30-50 people minimum asked and added to this group when you launch (hint: if needed, always ask for referrals! “Hey Sarah, I would love if you could also add your mom or sister this! If I gift you for any referrals, will you add a friend or two and let me know who you add? Thank you so much!”*

## 4a) IF YOU ARE THE NEW TEAMMATE = GET PREPARED

- This will start with an interview/fun conversation about you and your personal story

*Questions for the new teammate to prepare to answer:*

1. What’s your Background? What do you do currently?
2. What was your first impression of Arbonne as a business?
3. What was one of your hesitations about the business?
4. What is the reason you decided to start this as a business?
5. What has it done for you as a business already?
6. What have the products done for you?
7. What are 1-2 dreams that will be achieved because of arbonne?

*(Where do you see yourself? Talk about what life will look like when that’s achieved. Share “I am going straight to the top of this company and I’m looking for others to join me.”) Be excited. Be confident!*

## 4b) IF YOU ARE THE SPONSOR = GET PREPARED

- Download Zoom and use a “Pro account” to stream live into the private Facebook group (*this is a tax write off and worth it for you and your teammates*). In Zoom, change your settings: **Account Management > Account Settings**

- Download the **Discover Arbonne Powerpoint** in advance ([www.vidaice.com](http://www.vidaice.com); Consultant Training; password: nvp)
- Use a computer or laptop for this launch (phones don't work with this feature)

### 5) BOTH OF YOU = IT'S TIME TO LAUNCH!

- **Both of you** meet on ZOOM 10 minutes prior to the launch (guests go to the FACEBOOK GROUP)
- Recommend not having facebook up during this at it will play out loud in the background and may even echo in the background.

### 6) THE SPONSOR WILL START THE EVENT

- Click the "... or **More**" button
- Choose **Live on Facebook**
- Choose "**Share to a Group**"
- **Type the name of the new consultant** and click their group name
- Be patient: it will say PREPARING
- Click **GO LIVE** *and be ready to bring out all of your enthusiasm and belief!*

*\*When live:* Sponsor starts talking, introduces new teammate, interviews him/her, then shares screen and does a Discover Arbonne

*\*How to share screen:* Click the **Share** button

*\*When done:* Click "Stop Streaming" video. It will automatically post to the private group on its own

### 7) THE NEW TEAMMATE WILL DO 5 FOLLOW UPS PER DAY

- The fortune is in the follow up! (within 24 hours)
- Be pleasantly persistent... it might take a few follow ups to get a response and that's okay! People are busy. *\*Example call: "Lindsey! I'd love to hear what you thought of the video! What'd you think?"*
- Now, after they watch the video, they might have questions, concerns, doubts, etc... but this is not the time to answer. *\*Explain Example: "I know it's a lot of information! Actually, my sponsor has been doing this for a little longer than me and she would be amazing at answering all of those questions!! What time today or tomorrow are you free to hop on a quick facetime with us both so we can explain the next steps and answer your questions?!"*
- Book the Facetime Call or Zoom! This is so important. Your sponsor will be able to answer questions, and be that third-party validation! They'll be able to show your prospects their success story and passion!

### 8) NEW TEAMMATES KEEP USING THIS GROUP – THIS BECOMES YOUR VIP GROUP

- Stay consistent (share specials, client testimonials, videos, how to use products)
- Tag new prospects in the comments of your video and keep sharing Arbonne daily
- Share the overview of the 30 Day Challenge - <https://youtu.be/ZGmtlx8jgS0>