Younique Team Passion - Virtual Party Power Process

The following are the steps on how to create a super successful Younique Virtual Party!!

What is a YOUNIQUE Virtual Party (VP)?

It is an ONLINE, Virtual party that you have for your hostess on Facebook utilizing either FB events or groups & providing the link to the customized party/sales page on your, Younique Website.

Some special points:

1. It is ALL online.. you of course can invite friends over to your home, have a personal party & encourage them to order. Or go visit friends and tell them about Younique & have them order through your party link. However, there is no cleaning up of the house, or rearranging of schedules...it's all virtual (online) and fits into everyone's schedule.
2. When a person orders, it is shipped immediately, no waiting until the end of the party.
3. You don’t have to collect order forms or have catalogues, they (or you) just go to your party link & shop from there.

Directions for your creating your Younique hostess party:

Video: http://youtu.be/UrxcfPo0_yE

Also: see your website – ‘my office’ & ‘weekly courses’

FIRST: 'Friend ' your hostess on Facebook

1. Go to your website: www.youniqueproducts.com/(name)
2. click on the 'my parties' link in the top tabs.

3. Under the title 'My Parties' it says: 'These are all of my currently active parties. Are you interested in hosting a Virtual Party of your own?'.... Click where it says 'click here'.

4. Log in w/ Facebook when it asks you, if you haven’t yet

5. Fill in the form: You are creating your own mini party webpage/landing page
   - Party Host - put in the hostess name, or click the box that you are the hostess
   - Party Name: anything you want, the name cannot be changed after you save it. MAKE IT FUN!! (see below)
   - Length of Party: (guests orders are shipped immediately when made, they don't have to wait until the end of the party) It just depends on how long you want it to run. We recommend the 10 day option.
   - Choose some instructional media... photos or videos, your choice.
   - Party message: this will show at the top of your party page. Customize it - make it FUN... like 'Thank you so much for attending my party, I am hoping to earn... I love this so much I wanted to share it w/ you my friends'...whatever you like, make it personal & have fun w/ it!
6. Save your party & then **WAIT, do not leave the page!** Allow the pop-ups, or this won't work. A pop-up will ask you to allow Facebook to manage this info (an app), **agree to it all.**

7. The next page to show will be your mini- party page! (it has it’s own web address! Use this url shown at the top of your browser as the link to order from for the party guests – copy & paste it to your event or group that we will discuss below -)

8. On FB create either an EVENT or a GROUP for your hostess to invite or add her friends to that you will post in about Younique & your hostess will engage in.

**Video on how to set up a FB Group or Event for your hostesses FB ONLINE party:**
http://youtu.be/O3chFpRy0n8

**EVENTS:**

For an event you will create it & add your hostess as a host & then instruct her to personally invite her friends (see the hostess directions) & then add her friends to the event.

The challenge of an event is that only those who ‘join’ the event will see your posts, whereas the ones that are invited do not.

Event Tips:

- Update the date of the event daily under edit so it pops up regularly in everyones events (if you don’t do this the event will stay on the calendar on the day it was created & get lost on the past calendar)
- Follow the VP Power Process for posts
- Coach your hostess (see VP Power Process below) - only those who 'join' & 'maybe' will see your posts & notifications
- Check in REGULARLY to welcome new guests, reply to posts etc... Events DO NOT always notify you of guests activity so this is IMPORTANT!

**GROUPS:**

In a group, everyone gets all the posts on their newsfeed. Using a group has proven to be more successful.

**How to do a group:**

1. Set up your party as described above, create the group for the hostess on FB.
2. Have the hostess follow the hostess coaching, invite her friends to the group personally & them add them to the group.
3. Welcome her friends.
4. EVERY post in the group you make - add the Y website party link so people always know where to go!
VP POWER PROCESS ---->>>>

Sample FB parties: Mock Training Party

Sample 10 day party – NO live party: Click Here

1. Get a Party Booked!

Party invite verbiage:

- FRIENDS:

Hey {insert friend’s name}! I thought of you... wondered if you’d be willing to try something... it’s a new thing... a {insert company} party all done over Facebook. No cleaning your house and it’s super fun, fast and easy. Interested? (I can send you more details.) Clearly, free {insert product} is in it for you!

- FAMILY MEMBERS:

Hey {insert family member’s name}, so, I’m trying something new! Hoping you’re up to trying it with me?! (I think you will be!) Ladies are super busy these days, so I am doing this new thing... it’s a party... but it’s done over Facebook!! Would you be willing to invite some of your favorite Facebook friends to a private event online one night?? ... It will last 30 minutes max. We’ll all chat live together, check out the amazing {insert product here} (there will be a shopping special just for your friends) and we’ll hang out on our own couches! (And of course the hostess goodies go to you!) Interested?

- HOSTESSES:

Hey girl! I am going through my list of fab Facebook fans, looking for someone who might be interested in earning some free Moodstruck Mineral Makeup! (You?! It’s not for a Home Show but for a new thing... a Facebook Party! It’s actually pretty easy---- Here are some details: http://mad.ly/55cfa3.

We interact together LIVE---- there are prizes and a shopping special for your friends! Then, you pick out your own 100% Natural Mineral Makeup for FREE! Interested?!!?

- CUSTOMERS:

Hey girl, I’m going through my list of Fab Facebook friends and thought of you. I know how much you love {insert your company.}!! I’m trying something new and thought you might be interested since there’s a chance at FREE {insert product}. It’s a party but it’s all done over Facebook! Fun, fast, and easy! Interested? If so, I can send you more details! :)

2. Send Information on what a VP is to the Hostess!

- When you have a potential hostess, send her info on what a VP is & the hostess benefits.
  I use Madmimi.com to make awesome online documents that you just provide the link to. There is a madmimi tutorial on their website.
  This is what I send the hostess asap: http://mad.ly/55cfa3
3. Schedule the VP date
- Decide on the VP dates... I recommend you choose the 10 day option. Then choose a night you will have the LIVE portion of the Party. I generally choose Mondays or Thursdays. Make sure you leave a lead time of 5-6 days PRIOR to the LIVE Party to do your Pre-Party Posts.

5. SET UP the Party! (SEE ABOVE)
- Choose a FUN Party title... catchy etc... I like to use the one I created 'GET GLAMMIE IN YOUR JAMMIES W/ (NAME)' or something similar. AVOID '(Name) Younique Virtual Party'. AVOID Booorrrriinnnggg.....
- If you choose to do a FB GROUP, instead of an EVENT, then you will be creating the Group with the same name.

4. COACH your Hostess!!
- Coaching your hostess is REALLY Important!! You & she both want a successful party & it is your job to help her understand her role in the VP process!
- Short videos are really helpful! Two work very well for the hostess prior to the party.
  1st video: Thank you for booking! (Include what to expect, explain her hostess benefits, tell her what to do next (follow HCT!) and then coach her to be present on the event daily!
  AND send her a madmimi doc w/ same info!
  Here's mine: http://mad.ly/b660c3

  2nd video: Reminders! (Get her excited about her party that night! Remind her to personally send a note to her friends about the party and to write something about it on her wall.)

6. PRE-PARTY POSTS! (SEE EXAMPLES BELOW)
- ONLY post two or three times per day prior to the LIVE party. The purpose is to build interest, create relationship & not be annoying but FUN!

- Post 1– Funny (see photos in the passion team group album)
This pre-post should make people laugh about something that happens in “everyday life”... relate it back to your product, but avoid the “buy this” tone. Here are a few of our suggestions for images.

• Post 2– How-To (see photos in the passion team group album)

Here’s your chance to teach your customers something cool about your product. Something that they might not know or that makes them think about it differently.

• Post 3– Question (see photos in the passion team group album)

Okay, now you can start some engagement. Ask the party goers a question. Something simple to answer. “A, B or C” or “#1, #2 or #3” work well!

• Post 4– Entertain (see photos in the passion team group album)

This is a very simple post... but something that makes them smile. Quotes, ecards, comics... something “entertaining.”

• Post 5– Helpful (Makeup tips or looks - see photos in the passion team group album)

Here’s another pre-post to show off what your product does that is helpful! Be careful to inform and not “sell”.... We want you to avoid that if possible. :)

• Post 6– Top Sellers

Showing a few pictures of your top sellers is best. Remember to keep them under the $40 price point.

**** Also sometime during the Pre-Party you should have had your JOIN Drawing activated & already done a drawing... be sure to post this & get the gift out ASAP to the winner. Hopefully the winner gets her gift before the party is over & will post B&A pics!!
7. SHOWTIME!! (30 min LIVE party)

- REMINDERS:
  I like to remind the hostess the day before the party & make a post in the party the day before.

  The day of the party Post a REMINDER AM.

  **30 minutes** before party starts....
  Reminder of what they’ll need!

  **15 minutes**
  before party starts... Let them know that you are getting ready and will be back to party! :)

  **5 minutes**
  before party starts... serve virtual drinks & appetizers, link a fun party song from YouTube or offer a virtual snack!

8. LIVE 30 MIN PARTY IN FOUR PARTS - The Secret of Success!!

**It is okay to make additional posts inbetween.. but do NOT overwhelm your guests! Remember... this is in their news feed and they are getting notifications of your posts... they need time to view & comment.** (SEE EXAMPLES BELOW)

This SECRET includes not over posting & confusing the guests! It is really only 4 parts w/ a couple of posts in between.

PIN each Part as you reach it

Get it done in 30/35 minutes... or you lose people!

- **POST THAT THE PARTY WILL BE 4 PARTS**
  Include how the Parts will work, that each one will be pinned as it’s posted
  Explain it moves FAST & to use the F5 key to refresh

- **Part 1 – ROLL CALL (all one post)**

  Include-
  - What part it is (#1!) :)
  - A hello, welcome and thank you
  - Prompt people to introduce themselves, introduce yourself
Choose a $5- $10 gift to use as a raffle prize
A picture of the prize is a must
Put additional entry opportunities in the comments by asking them to 'like' your page

This is the only place you will track your drawing entries for the LIVE party... makes it easier.
I personally have random.org list randomizer pulled up... I enter their names as the roll call into the list & when it comes time to choose one I have them choose a number, randomize it that many times & I have the winner!

Part 2– PRODUCT VIDEO

Include-
What part it is (#2!) :)
A brief description of your video content
Ask them to post what they liked best after they are done watching

Video Tips-
Make it waaaaaaay fun!
Super entertaining
Include your very top sellers
Make it short (the shorter the better! 4-5 min. max!)
Not sure where to start? Story board your video...

Here’s mine... http://youtu.be/8fVCxkQK3EY
You can also use Melanie’s videos on youtube.. but there is really no substititute of the personal touch of your own

POST SHOPPING SPECIAL!
Part 3 - YOUR CUSTOM ALBUM!

Custom Albums are IMPORTANT!
NO! You CAN NOT just link our Younique party page.
Did you get that? NO!!...No WAY.
Here’s the thing...when you link to our website, it becomes overwhelming for the customer and then they end up not purchasing anything because they can’t make up their minds and sadly, people are lazy.

They don’t want to take the extra steps to go to your website, and then click through everything. Trust me. We get a lot more sales w/ an album - and we are trying to keep the party short & sweet!

We still give them the choice of ordering straight from the website, but you need to intro them w/ an album & start slowly!
Here are some things you need to remember with your album:

- Majority of the images should be $40 or less
- Show more product by adding 4-6 images on each
- Write the price on the picture

Set up your album in your FB page... then link the album into the post (click on your album, copy url)

The album Post:
- Include
  What part it is (#3!)
  A brief description of what the album is, to scroll through it & how to order
  Include link to the Album
- Here's mine:
  [Website Link]

- POST BUSINESS OPPORTUNITY

- PART 4 - DOOR PRIZES & DON'T MISS OUT!
  Include
  What part it is (#4)
  the hostess opportunity
  the drawing winner

- FINAL POST
  Big THANK YOU to the guests & the hostess .. You will use this throughout the party to also thank & tag the guests who order in the comments!

9. The FINAL PARTY DAYS
- The final days of the party continue to post interesting & helpful posts along w/ occasional sales posts
- Thank the guests when they order!

10. THANK THE HOSTESS
- Make sure she knows how much you appreciate her
- Send her a video, send her cards, post on her wall....etc
TIPS ON WHAT TO AVOID (Do NOT do)!!

- Boring Party Title (Blah!)
- Public Event: Make it private home-girls! Or Invite + friends... I only have the FB setting on PUBLIC the first day... then I lock it down! If you don't you will eventually be blocked by your friends.
- Hostess is clueless: HOSTESS. COACH.
- Customers are clueless: Outline the expectations
- Show is too long: Wah, wah, wah....
- Too many images: Ain't nobody got time fo' that!
- Posting high ticket items: $40 or less!
- No Shopping Special: Have one!!
- Leave people hangin': Don't ignore your peeps, peeps.

AN EXAMPLE - MY PARTY NOTES
I work straight from my notes & my pic files so I can copy & paste quickly

MY example ON FB: https://www.facebook.com/#!/events/376717212445203/

First post for party... PIN IT:

Example 1

{RSVP DRAWING!} EVERY set of 25 people to RSVP 'JOIN' will be entered into a drawing!! PLUS XTRA entries for bringing friends - Let me know HERE when your friend 'JOINs' & they will be entered too! Let's have lots of winners!!
Monday MAY 20th is our LIVE ONLINE Glamm JAMM (6 pmPST /9 pmEST) - Mark your calendars!!
Gifts & Giveaways & Makeup Glamm!!
Cira & I appreciate everyone joining & having Girl Glamm time w/ us!
Let's GLAMM it!! :D

Example 2

You are invited by Brittney to get Dolled Up!!
And do some Holiday Shopping from the comfort of your home for 10 days!
~~This party is all ONLINE & ALL about makeup tips, tricks, specials & fun!
** YOUNIQUE is all Natural Mineral Makeup - Gluten Free, Vegan Friendly & Pure!
- Please Help Brittney reach her goals!!

- Place your orders directly through Brittney's party link (below) ONLINE!
- All shipping is $5.50 or FREE on $100+
- All orders ship out immediately!! No waiting until the end of the party!!
Let's GLAMM it!!

**PRE-PARTY POSTS: (SEE PIC FILE - SAME NAME)** I have a pic file organized for each post

1A: **FUNNY** *(SEE FUNNY PICS IN PASSION GROUP PHOTO TAB ALBUMS)*

2 - **How to:** (Falsies pic) *(SEE PICS IN PASSION GROUP PHOTO TAB ALBUMS)*

Hey Hey Ladies... Who wants Big Beautiful Bold Lashes? We're going to learn how naturally & easily... how to be the Bomb.com w/out the Yuck!

3a - **QUESTION** - What's YOUR Mood today? *(SEE PICS IN PASSION GROUP PHOTO TAB ALBUMS)*

3b - **QUESTION** - What's YOUR Favorite Makeup Eye? *(SEE PICS IN PASSION GROUP PHOTO TAB ALBUMS)*

4 - **ENTERTAIN:** *(SEE PICS IN PASSION GROUP PHOTO TAB ALBUMS)*

5 - **HELPFUL** *(makeup app OR TIPS pics)* *(SEE PICS IN PASSION GROUP PHOTO TAB ALBUMS)*

Are you stuck in a makeup rut? Refresh with some new application ideas - Get your Glamm on!

6 - **TOP SELLERS**

**Drawing Post: (funny pic)**

{1st Drawing winner!!}

You ROCK Ladies! We quickly reached 25 JOINS... so I've done the first drawing already for our fabulous 3D Fiber Lashes!!

Don't worry! I will have ANOTHER DRAWING for the rest of you JOINS - so keep joining & bring your friends for xtra entries! AND We'll have one during the party for all you participants - mark your calendars!

CONGRATULATION to our winner *(name)*!! *(name)*, please PM me your address so I can get your gift sent out ASAP!

**DAY OF PARTY:**

** ** REMINDERS ** -
AM - I am getting SO excited for tonight!! Just putting the finishing touches on everything!! I simply can't wait!! This is going to be an awesome party! WHY?? Because all of you will be here!

Shopping Specials JUST for tonight to look forward to!!! And of course a fab drawing for being here
Party Time!!

See you at 6:30pmPST/ 9:30pm EST tonight!!! WOOT!!!! Who's excited???

30 min before - makeup mess pic -

Wahoo! We are just 30 minutes away from 'Getting Glammie in our Jammies!!' & learning 7 steps to easy everyday makeup!! I'm in my jammies ready to rock... Able to join us too?! (Here’s what to wear...PJs!!) Come check it out if you can!!!! ;)

RANDOM POSTS: Post Drink/food pics... party pics etc

Peeps pic

MUSIC

What kind of party would this be without any MUSIC?? If you have a favorite, feel free to post it!!! ENJOY while we check out some posts together! http://www.youtube.com/watch?v=kwLa5VAWO3k

5 min prior: (Pic - PARTY PARTS w/ f5)

Alright ladies, we are just 5 minutes away.... then it’s finally party time!! I know everyone is crazy busy so I promise a quick 30 minutes of Glammie fun! Here’s how it works...it’ll be in four parts, each about 5 minutes long. I'll pin the current post as we go!

It's fast! So, you'll want to refresh your pages as we go. (F5 works if you're on your computer!) We'll start with PART 1 at ____ sharp!!

Part 1 - PIC (Party prize 1 or 2)

PART 1 ~ ROLL CALL

Can’t wait to see who’s here tonight! So excited that you took the time out to Par-Tay the Glamm way...in your Jammies w/ (name)! We’re gonna have fun!

Introduce yourself & share your favorite makeup tool (mascara, blush etc). Everyone who announces themselves right here get's a ticket in the Raffle for the {GRAND PRIZE}!!

Look in the comments for additional entry opportunities!

I’ll start....I’m your “Glam Gal” Freddie and my favorite makeup must is PRIMER. Let's Glamm it!
In the comments: Any fans out there? No? You're not a fan? You should be! Click over and like my page if you want... just for doing so, I will add a ticket with your name on it for the grand prize raffle tonight!!

PART 2 ~ YOUNIQUE TOP SELLERS - VIDEO http://youtu.be/8fVCxkQK3EY

PART 2 ~ YOUNIQUE TOP SELLERS
Okay Ladies....We all want SUPER EASY, beautiful, safe, natural, affordable makeup right? Take a look at some tips that will AMP up your GLAMM w/ no fuss or muss... Remember I mentioned the 'Bomb.com'.this is IT! 7 Steps to EASY Everyday Makeup!

After watching the super short video - comment on YOUR favorite! http://youtu.be/8fVCxkQK3EY

POST SHOPPING SPECIAL: PIC (SHOPPING SPECIAL)
We just HAVE to have a Shopping Special right? Let's make it more Glammy!!

PART 3 ~ THE GLAMM DETAILS - ALBUM

PART 3 ~ THE GLAMM DETAILS
Get ALLL the details RIGHT HERE!!! Make Sure you scroll through the ENTIRE album for ideas & a super easy shopping SPREE!!

To Purchase: Write down what you want & Go straight to the shopping link & shop there OR...PM me w/ you order & I will invoice you!! Whichever you prefer!

Link to shop:
Album:

POST: bIZ Pic (Current kit)
SERIOUSLY???? I want to sign up all over again!! Join here & Brittney gets a gift!:
https://www.youniqueproducts.com/fredrica/business/raceto10k#.UoUM9eleVF8

$99 for Nov Includes

Everything You Need to Get Started

- All 15 Shimmer Pigment Testers
- All 15 Matte Pigment Testers
• All 6 Concealer Testers
• All 5 Blusher Testers
• 3D Fiber Lashes
• Eye Brush Set
• Website FREE for 10 months! ($100 value, regularly 3 months free)*
• 10 beautiful Product catalogs*
• Exclusive "Race to 10K" charm*
• White Status Charm
• $10 in Younique Cash for both you and your sponsor!
• Instant Access to the Younique Virtual Party System™. Start hosting parties immediately!
• Presenter's Guide
• $25 USD/$30 CAN in Younique Cash on your Birthday annually!
• PayQuicker Younique bank account
• All of this comes in our signature black leather, embossed Younique case
• A chance to win an Apple® iPad mini every month!* 
• A chance to earn a $10,000 bonus!

*PART 4 ~ DOOR PRIZES & DON’T MISS OUT (winner)!! Pic ('I got all this free' & reasons to party)

PART 4 ~ DOOR PRIZES & DON’T MISS OUT

Hasn’t this been fun?! Wouldn’t YOU love to do this again with your friends? Do you want to know your best deal? BEST DEAL: FREE YOUNIQUE MOODSTRUCK MAKEUP!! Hosting your own online FB party, or home get-together, gets you the most bang for your buck. Every Hostess gets a gift for booking & setting up her party for success!!

If you’re interested.... let me know and I’ll send you details!!

DRUM ROLLL!! CONGRATULATIONS NAME you’re the lucky recipient of tonight’s Drawing!!! Please send me a PM with your address!!.

POST: THANK YOU PIC

This is my official last post of the night ladies. I’m so glad all of you made it here tonight to to ’Get Glammie in your Jammie's!! Thank you [hostess] & everyone!

I hope you had fun, I know I did! I’ll be sticking around for another 30 mins or so to answer any questions & help you with your orders.

This party will be open a few more days... but the specials from this LIVE party are only for TONIGHT!!