

# Tupperware®

## Facebook Parties

# HOW-TO

There are a lot of ways to bring the fun of Tupperware parties online, and below are simple steps, a sample flow and word choices that have worked well for some of our top virtual party pros. Happy partying!

1

### SET UP & HOST COACH:

Set up date/time with the Host and mail or drop off Host packet just like an in-home party!

#### A. ASK HOST TO SEND A FRIEND REQUEST TO YOU ON FACEBOOK SO YOU CAN START CONNECTING!

#### B. SET UP

1. Set up public event on business page or in a private group about 2 days in advance of your demo day.
  - a. Include event title, time, description and Tupperconnect shopping link.
  - b. Include a TW picture on the invite, then post and pin to the top.
  - c Click edit and add Host as co-host.
2. Post how the party works and a welcome message. Plan for your virtual party to last between 3-5 days.
3. Example:

*Welcome to [HOST NAME]'s virtual Tupperware party!*

*Join the party to learn new recipes, time saving tips and see products that make prep to mealtime easy! Check in anytime you can during the party, but remember that the last day to order is [END DATE].*

*Join the fun and participate by asking questions, making suggestions, and letting me know what types of solutions would help you most in your kitchen.*

*Order online anytime throughout the party or feel free to contact me whenever you have questions!*

*YOUR NAME, PHONE NUMBER  
and EMAIL ADDRESS*



# 1

## SET UP & HOST COACH:

Set up date/time with the Host and mail or drop off Host packet just like an in-home party!

### C. HOST COACH:

#### CONTACT IS KEY TO A SUCCESSFUL FACEBOOK PARTY

1. Send a quick personal video to connect with your Host via messenger.
  - a. Say hello!
    - i. Introduce yourself and why you're excited about their party.
    - ii. Share why you love what you do.
    - iii. Explain the Host program.
  - b. Let them know what to do next
    - i. Watch for Host packet in the mail and explain about what's inside.
    - ii. Invite them to create a wish list and ask them to send you the list of products they want most.
    - iii. Remind them that they will receive free and half price items so think BIG!
    - iv. Ask them to think about who they want to invite and offer suggestions.
  - c. Thank and remind them that you're here to partner every step of the way.
  - d. Provide a sample message of what to send to friends and family. Sending a personal message to each person to say how excited you are about the party and how you'd love for them to join the fun. You'll get better responses that way!
2. Send a sample invite to the party and tips for a successful party!



C.1.



C.2.

## 2

### PRE-PARTY POSTS:

Set a theme/recipe for your party so it's easy for guests to follow

#### A. INTRODUCE YOURSELF AND SHARE PART OF YOUR TUPPERWARE STORY

You've shared your welcome message when you set up the event, now it's time to introduce yourself. Start with "Hi, I'm [Name], your Tupperware Consultant." Then add on something about your i-story and how excited you are to share your love of Tupperware with your guests. When you share about yourself, your guests will connect with you more.

#### B. PARTICIPATION POSTS, THESE ARE NOT A SALES PITCH.

Participation posts are fun shareables that engage the Host /guest who are going to be attending the party. This gets them warmed up to commenting on your posts. Comments are the life of the party. What you do with them by interacting back or messaging them personally is what brings them into the party and brings you future bookings/datings, sales and new recruit opportunities. Post one a day to keep guests engaged and excited.

#### EACH DAY PRIOR TO THE PARTY DO A POST:

1. Share kitchen tips that feature products in use, for example:  
*Are you cabinet chaos or pantry bliss? Have fun pics of you with your Modular Mates as a "before and after"*
2. No tears involved: Share about the PowerChef/ Chop 'N Prep and why you love it! Then ask a question: *How long does it take you to chop onions?*
3. Ask engaging questions: I love using zoodles for noodles!  
*What's your healthy cooking hack?*
4. Encourage more attendees! For example, ask them to:  
Share the invite and invite your friends.

#### C. RECRUITING POST

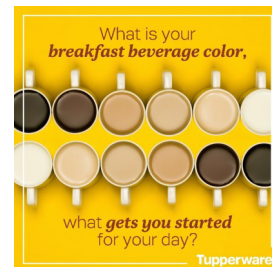
The day before the party starts is a great time to share some product videos and introduce the opportunity. You've introduced yourself on day one, now share a little bit about why you started your business and the products you love.

#### D. PARTY DAY SELFIE AND PRODUCT POST!

Grab your favorite piece of Tupperware or the product you're going to demo. Then snap a photo with it in your favorite party pose. Be sure to message your Host and ask them to tag their friends that RSVPed in the party day post!

#### E. POST A REMINDER 30 MINUTES BEFORE:

It's almost party time! Join us here in 30 minutes for lots of fun and kitchen tips! Let them know what they will need: Snack, Drink, Comfy Clothes and a Laptop, Phone or Tablet! Have them comment with "party" so you know they are tuning in!



## 3

### LET'S PARTY:

Focus on solutions for your Host and guests

#### A. STARTING THE PARTY

Post an opening image letting your guest know the party has officially started.

#### B. ROLL CALL:

Welcome guests to the party and have them engage with a comment. You want to ask them to answer any or all of the questions from your post. This allows you to start getting to know who they are and use that information to engage with them.

#### C. DEMO:

Share product posts and then engage with a Facebook live or pre-recorded video. The Facebook live should be about 10-15 min. Your live demo is a great place to feature your party theme. Feature a specific product and share product information, selling, dating and recruiting opportunity tips.

Not ready to go LIVE? Record your demo and share with your party guests. You can use the questions as a caption or post them in the comments for more participation.

#### D. BOOK A PARTY POST:

Share why it makes sense to party with you on Facebook. Make sure to post immediately after your LIVE demonstration. Keep your connection with each of the guests through commenting back and forth on posts in order to support collecting future bookings/datings.



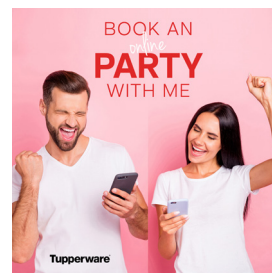
A.



B.



C.



D.

## 3

### LET'S PARTY:

Focus on solutions for your Host and guests

#### E. RECRUITING POST:

Feature why and the welcome bonus

#### F. SHOPPING TIME:

Post link to your TupperConnect here and let them know if they have questions to send a message or post your question here in the comments.

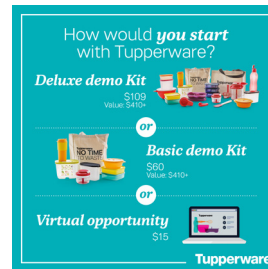
#### G. PARTICIPATION POST:

Keep your party energy up with another engaging post as your guests shop and complete their orders. This is a great time to share a 'Did you Know?' or ask for questions from your guests.

#### H. DON'T FORGET TO ORDER POST:

Remind party guests to submit their orders though the posted TupperConnect link.

**I. THANK YOU!** It's a great time to direct them to your business page and website.



E.



F.



H.



I.

## 4

### AFTER PARTY:

A. ENCOURAGE THEM TO JOIN YOUR VIP GROUP

B. ADD A FEW PRODUCT POSTS AND REMINDERS OF WHEN PARTY CLOSES

C. THANK THOSE WHO HAVE PLACED ORDERS BY POSTING IT IN THE PARTY

D. CLOSE PARTY

E. POST WHEN PARTY ORDERS HAVE SHIPPED

F. THANK AGAIN AND ENCOURAGE THEM TO STAY IN TOUCH WITH ALL THEIR TUPPERWARE NEEDS