



## LIVE STREAMING PARTIES OUTLINE

### OBJECTIVE:

Create an online HHH to gain leads/exposures, create momentum for a new enrollee, and create duplication.

Any guest who attends will receive a Power Shake sample pouch and a 50 dollar gift card from the person who invited them.

Before they begin their Transformation, challenge them to invite their top 10 influencers. It is important that we do NOT spam by just inviting randomly. See HOW TO INVITE below.

### I. EVENT

**A.** Create a private Facebook Event and name the Event "Live Streaming Party Lose 10 lbs in 10 days!"

1. This Event should be done between 8-9 pm (when kids are in bed).

2. Describe the Event. Below is an example of a multi-day event.

Join us for the next 2 weeks!

Thursday, December 22nd, 9 pm Eastern

Monday, 26th, 9 pm Eastern

Tuesday, 27th, 9 pm Eastern

Wednesday, December 28th, 9 pm Eastern

Thursday, December 29th, 9 pm Eastern

Friday, December 30th, 9 pm Eastern

Erin Santos

Marina Simone

Lissa Kirby

Nikki Raimi

Will be sharing testimonies of how you can lose the 10 lbs you probably gained over the holidays!

We will also be holding a raffle! Here's how to enter:

1. Check off GOING to the Event
2. Watch our live videos and comment "I Showed UP!"
3. Invite some friends

Winner will be announced December 30th!!!

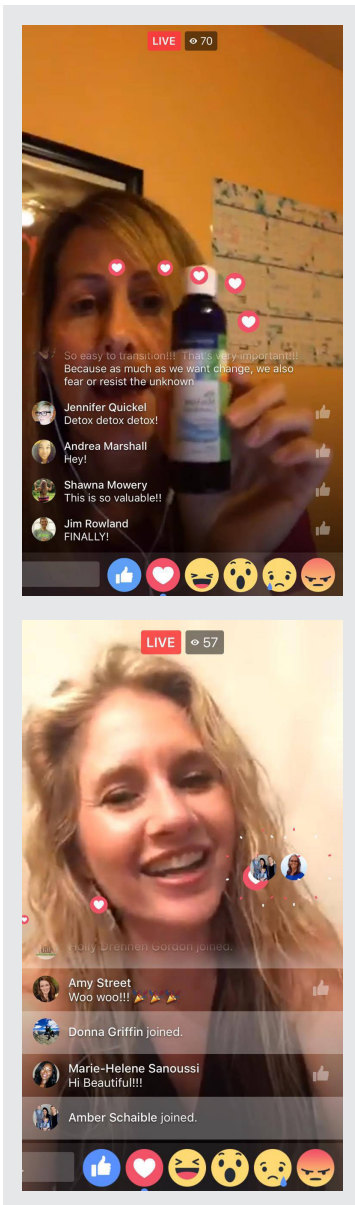
If we get to 30 people that say "Going", a 50 dollar Visa gift card will be added to the raffle. 50 people "Going", a designer wallet will be added!

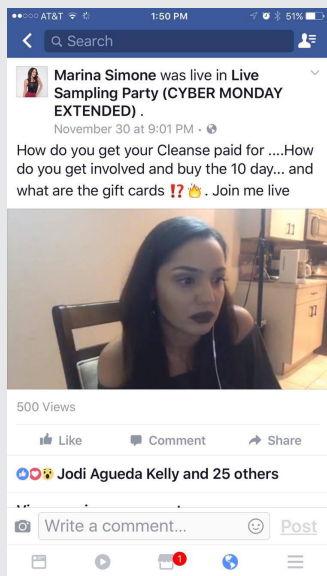
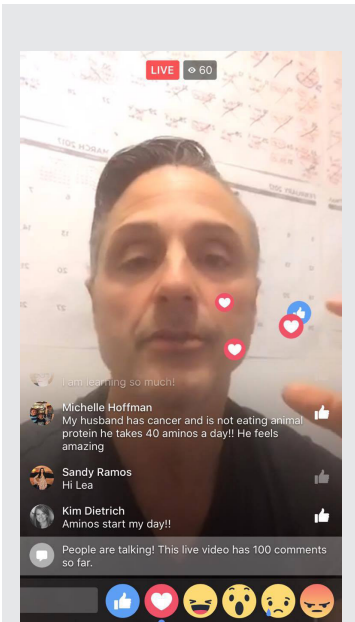
Learn about the fastest and healthiest way to lose weight guaranteed!

Everyone who attends will receive a 50 dollar gift card towards trying the product and a FREE sample!

Ready, set, invite!

Let's unlock the prizes!!!





3. Raffle is optional. We recommend doing a raffle for bigger events hosted by Diamonds or above. (50 dollar Visa card, free product, etc.)

**B.** What to post in the Event to create excitement (see photo album in Live Streaming Party training FB page.)

1. Welcome post that you will Pin to the top. Use the description above with the photo and pin to the top. This is for all guests to be tagged in so they know the information.
2. Post some before and after photos with their story. (Avoid saying Purium)
3. The UPLINE should be doing this for their brand new enrollment. And the upline will be doing the FB live in the Event.
4. Post the “Purium game” image 1 hour before Event starts
5. Post the “addicted to food” image 30 minutes before Event starts

## II. HOW TO INVITE

**A.** CALL your Top 10 influencers and ask them to:

1. Join you to learn more about the group cleanse
2. Accept the invitation on Facebook
3. Be in a group as a warm body and be on the FB live
4. Invite 1 friend to join with them

**TIP** - Avoid Spamming. Facebook is really strict as people get added everyday into groups they don't want to be in. In order for these LSP's (Live Streaming Parties) to work the way we all want them to, we need to EXCITE and INVITE into these Facebook Live Events!

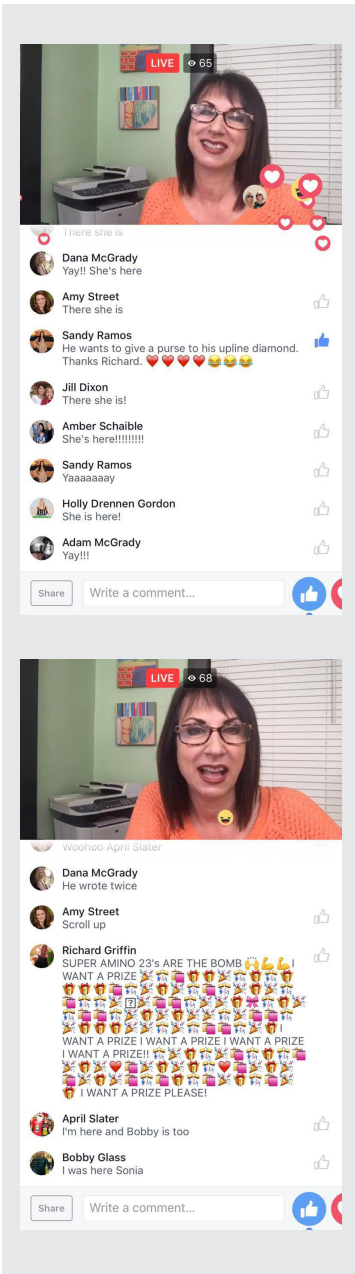
## III. IMPORTANT ETIQUETTE

- BE ON TIME!
- Be professional and presentable for the camera.
- No kids in the background.
- Be in a well lit place
- Make sure your wifi is working correctly.
- Do not go Live while walking, driving, or moving. Be in a still place.
- No chewing gum or eating food.

## IV. THE PRESENTATION

- Sponsor and Host (New enrollee) to be in the Event
- Host monitors comments
- No longer than 25 minute
  - > 2 minute story
  - > 10 minute product
  - > 10 minute gift cards
  - > 2 minute packages
  - > Close

**TIP** - Keep people engaged by asking them questions: “Have you ever felt so tired getting home from work that you just pop something into the microwave? If YES drop a 1 below”. This will show who is on the Live FB video.



\*\*\*\* Also post the Host's video from the Purium Phone App onto the page (both Product and Business)

\*\*\*\*\* Our goals are:

1. Expose/ Follow up/ Enroll/ Samples
2. Anyone who enrolls, do a LSP for them ASAP
3. Sponsor takes over Presentations for their downlines/Create Dupli-cation

\*\*\*\* Every person who attends receives samples, and a 50 dollar gift card

\*\*\*\* Link to Host's site can be posted in the Event once the FB Live has ended.

## V. AFTER THE HOST (NEW ENROLLEE) HAS FINISHED THEIR CLEANSE AND IS ON DAY 11

- A. Host will go Live in the Event to share their testimonial
- B. Host makes a FB post on their personal FB page with their before and after photos and invites her database to learn more
- C. Host can add and tag those interested from their post into the Event and tag on the FB live their upline did for them. And/or get on a 3 way call, etc.
- D. Anyone who likes or comments on the Host's personal FB post should receive a message from the host saying:

*"Thank you Julie for liking/commenting on my post about my 10 Day Transformation! I can't believe my results! I feel so much more energized and I cant wait to see what happens by day 30! Anyway, I hosted a FB Live Event. I can add you too and get you some samples! Are you interested? I also have a 50 dollar gift card you can use!"*