



Online Mystery Host Event Training Checklist

Overview: What is a Mystery Host event? It is a fun online event for your customers to shop. Everyone that orders goes into a drawing to win the Host Benefits. For every \$20 that they spend, they get one entry into the drawing. The more orders, the more benefits and the more winners!

- Have a Mystery Host event every month
- Easy for customers to shop
- Fun and rewarding for customers
- Can be managed online in your VIP group or in an Event
- Set-up and share your partylink for easy ordering

Example: A Mystery Host show with 8 orders and \$500 in sales receives \$50 in host free and 5 half-price items. You can draw one winner to get the grand prize \$50 in FREE and 5 winners to get a half-price item. Enter the Host order to ship to you and have winners pick-up their product. This works best for local customers. If you separate the benefits, note that you will need to collect payment from your half-price winners separately. If you have non-local attendees, pick only one winner for the Host benefits so the entire Host order can ship to the winner.

Set-Up Checklist:

- Set-up your own Online Event on Facebook. If you have a VIP page, you can have the event in your group by simply posting in that group.
- Set-up your Party in the Show Portal. Share the partylink in the Facebook event.
- Announce the Mystery Host Event on your personal page, business/VIP page

Suggested Post: I'm having a Mystery Host Event! Plus,(share why you are excited or highlights of your favorite products). You'll get one chance to win the Host benefits for every \$20 you order. You could win Free and Half-price items of your choice! I love giving the Host benefits away! Who wants in?

- Personally invite your top 20 VIPs to participate in your Event and make sure they know it's happening.

Event Checklist:

- The event can be a 7-day online event.
- Post 2-3 times a day in the event.
- Utilize the online Show examples available in Connections for post content ideas.
- On Thursday, be sure to Share the corporate Trends@2 video in your Mystery Host.
- Be sure to go live with a welcome and a few decorating looks, ideas and product features.
- Always thank each person that orders with a specific thank you post or a private message.
- The day after the orders are due, you'll draw for the Host Benefits. If you have local customers, split up the Free and Half-price items to have as many winners as possible. Have the Host order shipped to you and have customers pickup at your home. If you have customers from all over, pick one winner of the host benefits. Have the host order shipped to the host.

Follow-Up

- Follow-up with a personal thank you to everyone that participated.
- Follow-up with an "out of the box" check-in after the order has arrived.