

TIPS ON MAKING YOUR ONLINE PARTY SUCCESSFUL

Do you know what the number one reason for cancellations is across the board for parties? It isn't a family emergency, it isn't a child being sick, and it is not car trouble or the hostess being called into work...

The most common reason that parties cancel is because the hostess has not had the time to invite all of her guests; therefore no one can come. People are busy, and even with the best of intentions some hostesses will still fail to properly invite their guests. This is your business, and you must take control and responsibility for your business to excel. By taking care of the invitations, you are both helping out your hostess and increasing your chances of a successful party holding.

Confirm Everything — “Hey Sue, this is Mary, calling to remind you about my fun Motives Online Party tomorrow night. We are going to have so much fun, and I can't wait to share with you some of the cool tips and tricks I have learned with Motives.”

Fun — As stated before, no matter what your product is, you want a party that is upbeat and fun.

Finding the right balance of humor and seriousness can be tricky — that's where your friends and family will come in. Doing a presentation for a few close friends and then getting their honest feedback can be a great way to tweak your presentation. The more fun a party is, the more your guests will want to book a party themselves.

Educational — People love to learn! When a guest has an “ah-ha” moment or gets a new idea (easy application, dual use of product, technique, etc.) at your party, she is going to tell her friends — which turns into referrals for you!

Classy and Considerate — You are a business owner, so regardless of your product, you must keep your presentation classy and comfortable for everyone. When you are talking to a room full of people you do not know (online or offline), you must be very careful not to offend anyone. You need to make sure you do not say anything that is gender-specific, class-specific, or social status-specific. Everything needs to be able to include anyone — no matter what walk of life he or she comes from.

Watch the Motives videos on our YouTube channel <https://www.youtube.com/user/officialmotives> and share the videos at your party. They get others wanting to buy more products based off the looks they fall in love with.

Stay active with posts every day; shoot for two to three postings per day. Morning, noon and evening. *Always include the party link in each post so people can easily access from their mobile devices*

Thank each guest that makes a purchase (post a thank you on their wall with a link to the party if possible). You can post a thank you postcard that we have created or post your own.

Make the posts funny and exciting and ask for orders.

On the last day of the party, post about virtual party opportunities for other potential hostesses.

On the last day of the party, post the opportunity to become a Motives Beauty Advisor.

Business Opportunity Information – This is CRUCIAL! Your hostess is your number one best potential recruit at a party. Send her some information to look over before the party. Do not overwhelm her.

A great, simple line to get interest in joining your team is, "our compensation plan is designed to reward leaders

who create more leaders."

Ask guests to post links to the party on their wall.

Ask guests that make a purchase to share their purchase on their wall.

Play games and have contests.

Post lots of before/after photos.

Make it a party, post recipes of appetizers, drinks, games etc. Take pictures of their PJs and share them. Cutest pajamas can win a prize.

Repost link to party in your comments (people that check the posts on their phone can't access the party link).

Create a welcome video of both the hostess and yourself. They don't need to be together.

Pin important posts to the top of the page and swap these out every once in awhile.

Keep pictures fresh so repeat customers don't get bored.

Have hostess ask you a question on the party, and have her tag friends that may be interested in the questions/ answers. "What colors do you suggest for blue eyes?" (She should then tag some of her friends with blue eyes, etc.)

Getting your Motives Cosmetics online party set up on Facebook

Facebook Groups

1. Create a FB group and choose a party name.
2. Invite your friends to the group.
3. Add me to your group.
4. Welcome every person to the party personally (both hostess and Motives Beauty Advisor). You will post in your group every day but you will need to post AT LEAST once in the morning to mid-morning and once in late afternoon to early evening. You can use images from my Facebook page.

(You will need to upload some images to your Facebook page for the hostess to do this. There are plenty you can grab from the Motives Cosmetics page or Loren Ridinger's page on Facebook.)
5. Tag five to 10 friends every morning on your posts about the party.
6. Ask five to 10 friends to share on their personal FB pages what you post in the group.
7. Each day choose at least five people to message personally about your party.
8. Let's set up a contest to help increase the number of orders.
9. If your friends get excited and love their Motives Cosmetics — and they will, of course — they may consider becoming a Beauty Advisor. You can always help them with another party to earn the money to get them started.

Facebook Events

1. Create a FB Event and choose a name for your party.

2. You will need to update the event START DATE and START TIME every day to keep it current in the news-feeds.

I usually update the start time twice a day

3. Invite your friends to the event (and me too). If your friends don't RSVP send them a personal message asking them to accept it.

4. I will post in your event every day but you will need to post AT LEAST once in the morning to mid-morning and once in late afternoon to early evening. You can use images I post on my Facebook page under photos.

5. Welcome each guest and ask him or her to invite

their friends. Ask them leading questions like "Welcome to the party, Beth! Have you used Motives before?" Then, if they answer, ENGAGE!

6. Choose five to 10 friends to tag in the morning.

7. Ask five to 10 friends to share on their personal FB pages what you post in the group.

8. Each day choose at least five people to message personally about Motives and your party.

9. If your friends get excited and love their Motives cosmetics — which they will, of course — they may consider becoming a Beauty Advisor, in which case you can always help them host another party to earn the money to get them started.

Here are my FIVE top tips for hosting a successful virtual party:

1. Treat your virtual party like a face-to-face party. Decide a date, time and what platform you will use (Facebook, MeetON, Google+, Twitter, Instagram) in addition to Motives. Also create and follow up with invites. Follow up is key.

2. Coach your host. Engage with your host at least two weeks before. Connect visually — Skype, Google hangout, FaceTime, etc. It is important to help your host decide who to invite and teach the host how to keep invited guests engaged even before they come to the party.

3. Encourage host and invited guests to attend the virtual event live if you are streaming online with MeetON. Be prepared to keep them engaged during the live event; e.g., have prizes to be awarded during the live event for engaging on posts, replies, etc. (You would use the comments section to promote the link to the party and live chat on MeetON to communicate with guests.)

4. Keep guests engaged and make the party FUN by doing a live demo or showcasing products in different ways. For example – using our hundreds of pictorials and videos that we have on Motives Cosmetics and our social platforms. Another way to encourage engagement and fun is to play games.

Example of a simple game:

At the beginning of your party ask everyone to take out their mobile phones and hold them in their hand. You will have yours in your hand as well. Tell them this is the easiest game to

win all night! Ask everyone to start a new text message.

Give them your telephone number and then ask them to type in your number as if they are going to text message you saying “Hi” and their name. Then, when you say GO, everyone hits send. The first text to reach you wins. Send a reply: “Congratulations, you have won the prize of the night.”

You can also do this as a phone call rather than text. Obviously your phone will ring since they are all calling you — simply answer the phone to find the “winner” on the line. Give her a little goodie for having the “fastest fingers in the room,” HA!

THEN – while everyone still has their phone out, ask them to SAVE YOUR NUMBER with your first name and company – Motives.

Tell them that they have your number forever now, and if they ever need anything, you are JUST A CALL AWAY. Then, ask them to please put their phones on vibrate or silent so as not to disrupt the party, and then begin with your party presentation.

5. Ask for the sale.

BONUS tip: Follow up, follow up, follow up with every single guest. Ask to add them to your email list so you can keep in touch with them. Add not only to your newsletter, but also the company’s customer newsletter.

Here are some posts that really help get and keep the party going!

BEGINNING OF PARTY

You're invited to a Motives Cosmetics Online Party, which gives you and your friends a front-row seat to the best in beauty "online," at home or on the go. Join us to check out the hottest makeup looks created by must-have tools and covetable palettes. Don't wait; be a part of the "in" crowd.

We have enough to juggle every day without having to worry about how to look great in just minutes. Motives to the rescue! You will learn all my secret tricks for fast fixes to look fabulous everyday in minutes. Welcome to the Party!

Why do you wear makeup? (Put a great picture up there with this post)

- a. To look and feel my best
- b. I have loved makeup since I was little. I cant imagine my life without it ☺
- c. So I don't look like death.
- d. I love the process of applying makeup.
- e. All of the above

What is the one cosmetic you apply daily that you can't live without? Lipstick, mascara, lip gloss, foundation, etc. (We ask this so we can get an idea of what the majority loves and focus and feature some of our favorite Motives products that are same category that we can't live without.)

MIDDLE

Don't leave now! The fun is just getting started at this haute and happenin' Motives Cosmetics Online Party,

where the best in all things makeup are just an order away. Upgrade your beauty routine today with a little color from the brand that redefines beauty. Look the part.

Now that you've gotten a taste of what gorgeous makeup really looks like, from attention-getting smokey eyes to enviable pouts, don't miss out on your chance to play with your own set of beauty goodies live and in person. Order now!

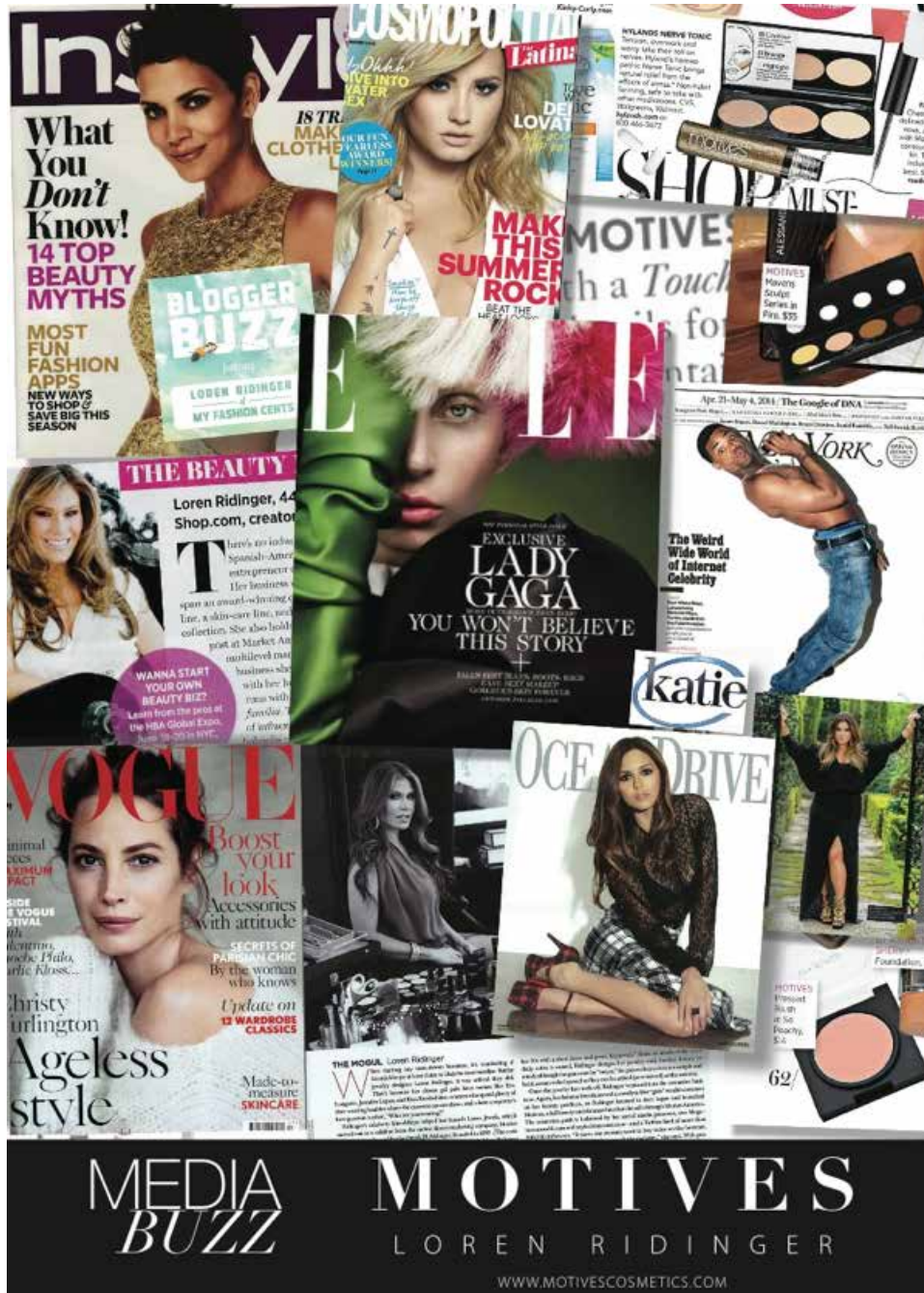
The only question to ask yourself while you're at the hottest event on the planet right now — the Motives Cosmetics Online Party — is, "What products will I buy?" We promise, it doesn't get any better than this, so buy something!

END

The end is near for this Motives Cosmetics Online Party, but the excitement is hardly over. From celebs who love us and professional makeup artists who can't live without us to being #Instagram's most popular makeup brand, make sure to get your own set of beauty goodies to see what all the buzz is about. Hurry and order now!

Only a couple days left to place your orders! Let's help (hostess name) reach her goal, girls. For the next five people who place their orders to help (name) reach her goal, I will throw in a sample of our best-selling, skin transforming Lumière de Vie Fading Fluid or Serum Concentrate. Your choice which one. (Show before and afters of what the product has done for others. See LDV Facebook page for before and after photos. Of course you will need to buy some samples to give them away. You can also give away something else of your choice.)

Here are some cute invites and postcards I made for you that you can copy and use to promote your Motives Cosmetics Online Party and share with your host-ess. We will create more for you on an ongoing basis.





**MEDIA
BUZZ**

MOTIVES

WWW.MOTIVESCOSMETICS.COM

MOTIVES

LOREN RIDINGER

• You're Invited •

to an
ONLINE
FACEBOOK
PARTY



For people who shop during the party! >> 10% off

MOTIVES
LOREN RIDINGER

WE CAN PARTY ONLINE?



Get in your jammies

Log onto Facebook and come to this page

Comment on the party posts — you can win prizes

Place your order

Congrats!
You just attended a Motives Online Party!



MOTIVES
LOREN RIDINGER

Let's Get the Party Started!

Pick your perks. Pick the date.
Invite some friends.





MOTIVES
LOREN RIDINGER
invites you to an
**ONLINE COSMETICS
PARTY**

HOT NEW PRODUCTS



10%
OFF
FOR ALL SHOPPERS
DURING THE PARTY



MOTIVES
LIPSEN BILDINGEN

REASONS TO PARTY WITH
MOTIVES COSMETICS ON FACEBOOK

BROWSE THE ONLINE CATALOG

GET IN YOUR PAJAMAS

YOU'RE ON FACEBOOK ANYWAY

COMMENT IN THE PARTY POSTS

PLACE YOUR ORDER

IT'S FUN

PEOPLE LOVE OUR COSMETICS

SHOP THE **ONLINE PARTY** AT 10% OFF

EARN 15% OFF THE TOTAL
PARTY SALES IF YOU WANT TO
HOST A **MOTIVES ONLINE PARTY**



How does a **MOTIVES**
LOREN RIDINGER
online party work?

before the party

1. Browse the online catalog.

on the party day

2. Get in your jammies.

3. Log onto Facebook & come to this page.

4. Comment on the party posts — you can win prizes.

5. Place your order.

6. Congrats!!! You just attended a Motives Cosmetics party online!

MOTIVES

LOREN RIDINGER

invites you to an

*ONLINE
COSMETICS
PARTY*

Make sure your day is

BEAUTIFUL



MOTIVES
LIPEN. REDEFINE.

— REASONS TO PARTY WITH —
**MOTIVES COSMETICS ON
FACEBOOK**

- BROWSE THE ONLINE CATALOG
- GET IN YOUR PAJAMAS
- YOU'RE ON FACEBOOK ANYWAY
- COMMENT ON THE PARTY POSTS
- PLACE YOUR ORDER
- IT'S FUN
- PEOPLE LOVE OUR COSMETICS
- SHOP THE ONLINE PARTY AT 10% OFF



EARN 15% OFF the total party sales
if you want to host a Motives Online Party





MOTIVES
LOREN RIDINGER

REASONS TO PARTY WITH
MOTIVES COSMETICS ON FACEBOOK

- ◆ BROWSE THE ONLINE CATALOG
- ◆ GET IN YOUR PAJAMAS
- ◆ YOU'RE ON FACEBOOK ANYWAY
- ◆ COMMENT ON THE PARTY POSTS
- ◆ PLACE YOUR ORDER
- ◆ IT'S FUN
- ◆ PEOPLE LOVE OUR COSMETICS
- ◆ SHOP THE ONLINE PARTY AT **10% OFF**



EARN 15% OFF the total party sales
if you want to host a Motives Online Party



Let's Party on
Facebook!

Come and join us!
MOTIVES
LOREN RIDINGER



get
10%
off

When you shop
during the party!

The hostess of the
party earns 15% of the
total party sales!

MOTIVES
LOREN RIDINGER
invites you to
**AN ONLINE
COSMETICS PARTY**
HOT NEW PRODUCTS
**10% OFF FOR ALL
SHOPPERS DURING
THE PARTY**



MOTIVES

LOREN RIDINGER

REASONS TO PARTY WITH
MOTIVES COSMETICS ON FACEBOOK

Browse the online catalog

Get in your pajamas

You're on facebook anyway

Comment on the party posts

Place your order

It's Fun!

People love our cosmetics

Shop the online party at **10% OFF**

EARN 15% OFF the total party sales if you want to host a
Motives Online Party





*BE A HOSTESS. START YOUR PARTY TODAY.
FOR FRIENDS. FUN. AND FREE GIFTS...*

MOTIVES

LOREN RIDINGER



10% OFF
CUSTOMER
ORDERS

15% OF
PARTY SALES
IN FREE
PRODUCT

REWARD YOURSELF
WITH *MOTIVES*
COSMETICS



*JOIN MY
RESCUE ME PARTY.*

MOTIVES
LOREN RIDINGER





What are you wearing?

Motives®!

CELEBRITY
MAKEOVER PARTY

MOTIVES | MOTIVES

LOREN RIDINGER

for MKK

I T J U S T
W O U L D N T
B E A
P A R T Y
W I T H O U T
Y O U !

MOTIVES | MOTIVES
LOREN RIDINGER
for KK



MOTIVES

LOREN RIDINGER

invites you to a

Girl's

Night In

謝謝
grazie

MOTIVES
LOREN RIDINGER
thankyou



obrigado
gracias
dank u
danke merci



MOTIVES
LOREN RIDINGER

謝謝

MERCI

GRAZIE

DANK U

GRACIAS

OBRIGADO

THANK YOU

gracias merci
謝謝 danke

MOTIVES
LOREN RIDINGER
thank
you

obrigado
dank u grazie

