

# Launch Planner

Your Launch Event will be your springboard to success! We suggest an in-person Nail Bar combined with a Facebook event. This will allow you to get face to face with your contacts while engaging those at a distance. The more people you share your new business with, the more successful you will become! Follow these simple tips for the event of the season!

### When Do I Hold My Nail Bar?

There is never a perfect time or date for everyone. That is why we suggest the 2-3-2 Power Bar! 2 days, 3 times, 2 hours each! We suggest a Friday Morning at 10 am, Friday Evening at 6 PM and Sunday at 2 PM. This will help accommodate busy schedules and allow you to connect with more people.

Remember that your event invitation begins the conversation. Some will be able to attend, some will book and other will want samples.

#### What About Facebook?

Your Facebook event is where you will connect with those who ARE attending an in person event and where you will share with those who cannot. Run your virtual event over the same 3 days as your live events. Here are a few success tips:

- Never add anyone until you have personally invited them (via text, phone or messenger)
- Ask everyone to bring a friend (virtually and in person)
- Share images of our amazing nail strips
- Leverage FB LIVE to share products, Host rewards and your Why
- Share images and videos from your in-person events
- Follow up with each guest

#### How Do I Invite?

- Make it personal, whether you connect via phone, text or messenger. Ask your contact which event time
  they prefer. Let them know that space is limited at each event and that you are reserving a spot specially
  for them. Ask them if they would like you to reserve a spot for a friend. This helps to create a feeling of
  intimacy and exclusivity. You want your Nail Bar to be the destination location of her day!
- After extending this warm invitation, add her to the Facebook event
- Paper reminders are always a great idea. We rarely receive anything fun in the mail these days. Add a cute card as an additional reminder.
- Finally, remind via phone, text or messenger the day before the event. Don't forget to ask her about bringing a friend!

#### What Do I Say?

- Convey your excitement and be authentic. Here is a sample script. Take it and make it your own
- "Hi Susan it's Dawn! I'm so excited to be hosting my first official Nail Bar on (date). I am looking forward to spending some time with my friends and sharing Color Street. It is going to help you to dress up your nails, and simplify your beauty routine while saving you time! Tell me you are free on (date) at (time)! You are going to LOVE it!



## Launch Event Worksheet

Event 1: Date: Start Time:	End Time :
Event 2: Date: Start Time:	End Time :
Event 3: Date: Start Time:	End Time :
Planning	
Select Dates & Times o Remember that you will book and share with those who can't attend!	Who To Invite  Start with your FRANKS list
Nail Bar Set up  o Keep it simple and distraction free!	Refreshments o Foods that are easy to eat & simple to prepare
Inviting for Results	
<ul> <li>14 Days Out</li> <li>Call, text or message to invite personally</li> <li>Share your excitement about your Nail Bar</li> <li>Ask each friend to bring a friend</li> <li>Create the Facebook event</li> </ul>	<ul> <li>The Day Before</li> <li>Remind guests personally</li> <li>Remind in your event</li> <li>Remind everyone to bring a guest</li> <li>Set up your Nail Bar</li> </ul>
<ul> <li>Days Out</li> <li>Send a reminder card</li> <li>Tease the event in the Facebook event with engagement and product posts plus a LIVE welcome</li> </ul>	<ul> <li>The Day Of</li> <li>Prepare simple snacks</li> <li>Set Up Your Nail Bar</li> <li>Build desire in the Facebook event</li> <li>Relax, it's going to be great!</li> </ul>
<ul> <li>1 Week Out</li> <li>Contact guests and remind them</li> <li>Confirm that they are bringing a guest</li> <li>Continue building excitement via Facebook</li> </ul>	<ul> <li>During</li> <li>Don't forget to share images and Facebook Live videos of Nail Bar guests in your Facebook event!</li> </ul>
The After Party	
<ul> <li>24 Hour Follow Up With:</li> <li>Facebook Guests to collect orders</li> <li>Those who expressed an interest in booking</li> <li>Those who wanted business information</li> </ul>	<ul> <li>Touch Base</li> <li>With ordering guests when orders ship</li> <li>Hosts when their events are created</li> <li>Those who took and opportunity pack</li> </ul>
Process:     Orders     Bookings     Host Rewards	Record Your Results  Total Retail Sales \$  Future Bookings:  Potential Stylists





Launch Guest List					
	name	email	phone/text	event	guest
1					Y/N
2					Y/N
3					Y/N
4					Y/N
5					Y/N
6					Y/N
7					Y/N
8					Y/N
9					Y/N
10					Y/N
11					Y/N
12					Y/N
13					Y/N
14					Y/N
15					Y/N
16					Y/N
17					Y/N
18					Y/N
19					Y/N
20					Y/N
21					Y/N
22					Y/N
23					Y/N
24					Y/N
25					Y/N



