

THE VIRTUAL SHOW

BY ÈVE ARVISAIS

WHAT ARE THE PROS OF HOLDING A VIRTUAL SHOW?

- No driving around - for the hostess and the consultant.
- No expenses (gas, snacks, drinks...) - for the hostess and the consultant.
- No cleaning to do for the hostess and nothing to carry for the consultant.
- Much shorter show (30 minutes is usually enough).
- Many more guests can attend, notably those who live far from the hostess's residence.
- More flexible schedule (it is easy to hold many shows in a week at different times).
- The show's recording can be watched afterwards by the guests.
- Orders can still be input after the show's live broadcast.

GOALS (REALISTIC)

\$500 in sales and one booking.

HOW TO FIND HOSTESSES

First, you need to target the right hostesses:

- Those who have a flexible schedule.
- Those who say no to regular shows.
- Those who do not like having people in their homes.

With a virtual show, there are basically no reason to say no!

It is very important to explain to a future virtual hostess the advantages of this type of shows and the advantages of the Hostess Program (75% off coupons, Hostess Special and Guest Special discounts, hostess credits linked to the show's sales...). Ideally, a phone call to the hostess should help you make sure she understands all those advantages.

GETTING READY FOR THE SHOW

1. Create a Facebook group and add the hostess (make sure you give the group a title that is simple and easy to remember).
2. Post an exciting and dynamic introduction in the group to get people's attention.
3. Mention that this is a free event, that there will be draws and gifts (stay within your means). Be imaginative!
4. Encourage people who can't attend the live broadcast to join the group anyway. They will be able to watch the recording at their convenience.
5. Post the catalogue and current promotions links (Hostess and Guest Specials, Flash Sales...).

6. Encourage the hostess to add all her contacts to the group right away.
7. A few days before the show:
 - Ask the members of the group to select their favorite jewelry piece (those pieces will be showcased at your show).
 - Make sure you have an adequate space to display the pieces from your kit.
 - Plan for adequate lighting.
 - Practice by filming yourself with your phone.
 - Organize your notes (welcoming words, show's agenda, pieces on sale...).
 - Have the catalogue, pamphlets, current promotions and Flash Sales close at hand.
 - Prepare the guests favorites pieces.
 - Review the document "Introducing Tocara in 4 minutes" available on PascalChretien.com.
8. 24 hours before the show:
 - Post a friendly reminder in the group about the guests' favorite pieces.
9. 30 minutes before the show:
 - Post one last message to get people excited. Show your enthusiasm by saying you are eager to meet the guests and spoil the hostess.
10. A few minutes before the show:
 - Review your notes.
 - Test your lighting.
 - Put on a few pieces that you will showcase.

THE LIVE (BE YOURSELF AND BE DYNAMIC)

- Start with a few welcoming words (do not forget to thank your hostess).
- Look at the "Show Outline" (available on PascalChretien.com) so you do not forget anything.
- If there are questions, try to answer them live.
- Encourage guests to book a date to host their own show.
- Finish the live broadcast by thanking everyone.

AFTER THE LIVE

1. Within a few hours of the show:
 - Re-post the catalogue and current promotions links (Hostess and Guest Specials, Flash Sales...).
 - Answer any question posted in the group.
 - Delegate the following task to the hostess:
 - Getting the contact info of the guests who attended the live broadcast.
 - Taking orders (remember to pick a gift among the available options).
 - Reminding the guests that a recording of the show can be watched anytime they want.

2. Within 48 hours of the show:
 - Ship the guest's gifts, if applicable.
 - Answer any other questions.
 - Input orders and send the invoices to the hostess.

CLOSING THE SHOW

1. Post in the group to let the guests know that is it the last day to make an order.
2. Once all the orders have been input in the system, go live in the group to:
 - Thank the guests who made a purchase and proceed to the draw (among them), if applicable.
 - Announce the amount of credits the hostess got from the virtual show.
3. Add your knew customers to your VIP group.

"Each little step you take brings you closer to your goal. Stay confident, keep faith, protect your dreams and keep on moving forward."

"If you never try, you will never succeed, but if you try, you might surprise yourself."

Charles-Augustin Sainte-Beuve

ANNEX

CHRONOLOGICAL POSTS ON THE FACEBOOK GROUP

USE THESE EXAMPLES AS AN INSPIRATION, IT IS IMPORTANT TO GIVE THEM YOUR OWN FLAVOR

BEFORE THE SHOW: POST 1

Hello dear guests of Diane,

Treat yourself to a fabulous GIFT by taking part in this Virtual Show. You have read correctly - everyone gets a gift! You'll even have the opportunity to spin my WHEEL OF FORTUNE.

During this show, I will introduce to you some UNIQUE pieces and some INCREDIBLE promotions. The goal of this thirty(ish) minutes event is to spoil our virtual hostess Diane (of course), but also to give you the chance to WIN some jewelry with draws and online games.

Tocara has a great reputation - our jewelry of superior quality comes with a life-time warranty. You are sure to fall in love!

Join in the FREE fun with Diane and I on [day] [date] in this Facebook group.

The LIVE event starts at [time].

BEFORE THE SHOW: POST 2

I would like to introduce myself: my name is Ève Arvisais and I am an Emerald Director at Tocara. I've been passionate about my work for over three years and a half now. I have a beautiful 25-year-old daughter that I'm incredibly proud of.

For 22 years, I taught students of every level, from pre-schoolers to adults, but I needed a change. I decided to switch to this virtual gig full-time because Tocara is an exceptional company in which I believe.

I will be at the helm of Diane's show with the same powerful energy and passion that I always provide! I will also have the pleasure to SPOIL you.

I'm eager to meet you all virtually.

BEFORE THE SHOW: POST 3

Hello dear guests of Diane,

I will soon publish in this group some amazing promotions and many of my favorite pieces. You will also have the chance to play games to win jewelry!

For now, I would like to know you better, [ask a question to the guests].

BEFORE THE SHOW: POST 4

It's my pleasure to share the current promotions!

In April, you can get those SELECTED pieces 50% off. Many customer's favorite in here, like the magnificent Virginie necklace, the ever-sparkly Vivanti bracelet and the popular Jolyne ring.

BEFORE THE SHOW: POST 5

Did you KNOW that you can submit an order right now?

For you only, as privileged guests of Diane, I give you the opportunity to order from the March 30 and 31 Flash Sale.

Your purchase will be included in the sales of Diane's show!

BEFORE THE SHOW: POST 6

Do you have a hard time picking the right jewelry to go with your outfit? Here is a tool to help you out.

[Attach the picture about jewelry and necklines: PascalChretien.com, "Documents" section]

BEFORE THE SHOW: POST 7

Shop online on Tocara.com or browse our catalogue: [Insert the link to the catalogue]

BEFORE THE SHOW: POST 8

Dear guests,

Today, I would like to showcase some of my favorite pieces.

[Introduce some jewelry pieces with their pictures]

BEFORE THE SHOW: POST 9

QUICK POOL: What do you prefer?

1. Rings
2. Earrings
3. Necklaces
4. Bracelets

[Attach a picture of a jewelry piece of each type]

Comment for a chance to win a surprise¹!

¹ Surprise gift ideas: cleaning cloth and discontinued bracelets (\$5 cost).

BEFORE THE SHOW: POST 10

I introduce to you our biggest star: the DiAmi - Tocara's exclusive stone!

[Attach the picture about the DiAmi: PascalChretien.com, "Documents" section]

BEFORE THE SHOW: POST 11

DID YOU KNOW?

[Discuss how you can extend necklaces by using the extensions - show various options in picture]

BEFORE THE SHOW: POST 12

GAME-TIME

Hello beautiful guests,

Personally, I love Tocara so much that I often can't make up my mind on what to wear. Using the catalogue, help me pick up the perfect combination.

Comment this post to be part of a draw!

BEFORE THE SHOW: POST 13

Useful TIPS! Learn how to take care and clean your jewelry:

[Attach the picture about jewelry cleaning and care: PascalChretien.com, "Documents" section]

BEFORE THE SHOW: POST 14

TGIF!

Did I tell how excited I am about our show? Well, I'm even more excited now! Mostly, I am excited to spoil our hostess Diane and all of you.

I even have some good news for Diane. Tocara just revealed a new promotion exclusively for hostesses. I love the Octavia necklace!

[Attach the current hostess special]

Would you like to get it? Contact me to plan YOUR own virtual show!

BEFORE THE SHOW: POST 15

Check out our new Spring Collection:

[Insert a link to the flyer]

BEFORE THE SHOW: POST 16

How well do you know Tocara?

TRUE or FALSE?

With an order of \$100 or more, you get a gift.

[Attach a picture of the current gift(s) with an order]

BEFORE THE SHOW: POST 17

MYTH or TRUTH?

[Attach the picture about myths or truths on Sterling Silver: PascalChretien.com, "Documents" section]

TWO DAYS BEFORE THE SHOW: POST 18

[Post a LIVE video to say hi to the guests and introduce yourself]

BEFORE THE SHOW: POST 19

One last GAME for a chance to win a surprise!

Find a jewelry piece in our catalogue that starts with the first letter of your first name.

[Insert a link to the catalogue]

BEFORE THE SHOW: POST 20

Are you ready? I AM! I even have a drink ready!

Will you join us?

BEFORE THE SHOW: POST 21

It's finally TONIGHT that the party begins. Let us spoil our hostess Diane!

ON THE AGENDA: New pieces, promotions, draws, gifts... and don't forget my WHEEL OF FORTUNE!

Be there at [time].

VIRTUAL SHOW: LIVE BROADCAST IN THE GROUP

AFTER THE SHOW: POST 1

Here are the three fabulous pieces you can win!

[Picture, name and value of each piece]

Submit your order to Diane now to be part of the draw.

AFTER THE SHOW: POST 2

Wow! Thank you for contributing to SPOIL our hostess Diane, you are fantastic!

Congratulations to [list the guests who submitted an order] - you'll be included in the draw.

THANK YOU again!

AFTER THE SHOW: POST 3

You aren't a member of my private V.I.P. group?

You would like to have access to news and promotions before everyone else?

JOIN my group today by clicking the link below:

[Link to the group exclusive to your customers]

AFTER THE SHOW: POST 4

Dear guests of Diane,

Before [day] night's draws, I'd like to know which of the situations below applies to each of you:

1. I'll order soon
2. I need help and ideas
3. I want to be your next hostess
4. I have submitted my order and can't wait to get my new jewelry!
5. I love Tocara so much that I would like to join your team.
6. Thank you, nothing for now.

AFTER THE SHOW: POST 5

What happens TOMORROW night? The DRAWS!

Be there at [time].

You are not included in the draws yet? Don't panic, it's not too late!

Submit your order to Diane ASAP!

AFTER THE SHOW: POST 6

[Live broadcast in the group]

Topics to discuss:

- Draws
- Credits and gifts received by the hostess
- Organizing your own virtual show
- The business opportunity and the pros of being a part of your team
- Three ways to get the kit

AFTER THE SHOW: POST 7

You WANT to try it? With me, it's always a fun time! Go for it, you have nothing to lose.

[Attach a picture of the starter kits]

AFTER THE SHOW: FINAL POST

Wow!

With total sales of [amount] and [number] upcoming hostesses, here is everything Diane got:

[List the gifts and pieces the hostess got with her credits]