

A person's hands are shown typing on a laptop keyboard. The person is wearing a light blue button-down shirt and several beaded bracelets on their left wrist. The background is blurred, showing a white surface and a white Apple logo on the laptop lid.

COREY BURGE
Founder of Post my Party

7 DEADLY MISTAKES OF ONLINE PARTIES

Based on results of Posting
over One Million Online
Parties.



A NOTE FROM COREY

Founder of Post my party

I was that wife.

Out on a date night with her husband texting and typing on her phone trying to run a party while he shared about his dreams for our future.

Prior to creating PostMyParty, I was the mom working hard to build my network marketing business. I was trying to fit the hustle in between raising my daughter, homeschooling, cooking, cleaning, taking care of the house and being the best wife I could be.

I was spending 30 hours a week, mostly at night, trying my best to support the parties I was hosting. I was scouting to find a reliable (and flexible) sitter to help with my children so I could host and run even more parties, and I was constantly glued to my phone or computer making sure posts about my parties were going out?

I was burned out and felt like I was constantly dropping the ball somewhere. I wish that I could take some of my time back.

One day after another late night at my computer, copying and pasting the same things over and over again, I mentioned to my husband, who owned a company that built software for people.

“You know what would be great ...if we had something to put all of this stuff into some type of system that would do all of this posting stuff for me?”

He smiled at me and said...”That’s something we can make.”

And that is what lead to me to creating PostMyParty close to 4 years ago.

I couldn’t find the software I needed, so my husband decided to build it for me.

Let me ask you question.

What if ...

- you were able to create entire parties or trainings as a “template” and easily schedule and automate them with a few clicks on your keyboard?
- you could stop the endless cycle of copying and pasting your posts by hand or rescheduling individual posts?
- you could end the feelings of being chained to your computer or phone for the duration of your Online Parties and missing out on precious time with your kiddos, forever?
- could grow your business and never miss out on those special moments with your kids and family?

I’m here to tell you that online parties are a valid marketing strategy for independent consultants. Thousands of people are using PostMyParty each day to host highly engaged parties while spending more time with their kiddos.

I don't want to sit here by my pool and pretend like my team and I know everything there is to know about hosting online parties, but we have hosted over a million online parties with our PostMyParty software. #humblebrag

And based upon the results we see from highly successful parties, we have started to see some predictable trends.

We've learned many things that make online parties highly profitable and many things that do not.

We believe automating online parties allow you to host more parties in less time, which allows you the opportunity to grow your business faster. Plus, it allows you to take control of your time so you have more time to spend with your kids and live out your ideal lifestyle.

By avoiding these Seven Deadly Online Party Mistakes, the sales of your product, whatever it is, and however it is distributed, will greatly increase.



WANT TO FAST TRACK YOUR GROWTH FASTER?

To easily schedule and automate your online parties with just a few clicks of a mouse, we've created a FREE 14 Day Trial of our software. [Click here](#) start your FREE Trial now.

Deadly Online Party Mistake #1

MASS INVITING PEOPLE TO THE PARTY

When most people are hosting a party, they think they need to invite their entire Facebook Friends list. They think the more the merrier. This isn't the best way to get people to your party.



FACEBOOK FAVORS CONNECTION!

People receive notifications for every little thing on Facebook and it's very easy for invite notifications to get lost. When you coach your host to take the time to privately contact each person she would like to invite and at the same time share the party link so they can click "going" or "join" right there in the private message this will greatly increase the percentage of guests who actually attend!

They'll at least immediately appreciate the personal attention and want to participate. Or they'll let her know they're not interested which saves hurting any feelings but they'll still appreciate the invitation. And you'll know the guest got the message rather than hope they see the notification of the invite!

Another reason it is so helpful, is that it encourages building community which is so important to Facebook and their new goal and focus with Groups! So, mistake number 1 is not adequately coaching the host to personally invite their guests! Be aware of Deadly Online Party Mistake No. 1.

Deadly Online Party Mistake #2

NEVER USE THE SAME GRAPHICS FOR EVERY PARTY

Many people book parties from friends parties and they often have repeat customers. If you want highly engaged parties, you don't want your guests to be bored at future parties. Switch up your posts to keep things fresh.

I recommend using unique personalized content.

We recommend creating “themes for your templates. This will also give your new host (who might have been a guest at the previous party) something new to look forward to and maybe products she didn't see at the previous party!

TIPS:

Have your host share her own photos using a product. It transfers the trust and respect the guests have with your hostess to you and your products.

Also, don't use the corporate graphics of your products over and over again. This puts you at risk of having your images flagged as spam. Plus it will appear more salesy instead of conversational and relationship building!

Posting the same graphics over and over again in different parties is Deadly Online Party Mistake No. 2

Jot down some notes

Deadly Online Party Mistake #3

HAVING A HIGH VOLUME OF POSTS PER DAY

Posting too fast may land you in Facebook™ Jail because [Their algorithm bots are looking for any action that seems like it was done by a hacker or spammer]. If this happens it will halt your entire party!

And if you don't end up in Facebook™ Jail, I guarantee you posting too fast will probably annoy your guests!

If they get notifications all day for several days, they will disengage. And if they disengage, your party is pretty much a dud. I don't want this to happen for you!

What to do instead:

I recommend simplifying your party and limiting your posts to no more than 1 or 2 a day, or less than 10 if your party is on one evening.

Having a high volume of posts per day or scheduling posts close together in 'clumps' so guests 'supposedly' receive fewer notifications are 2 ways that could negatively affect your party!

Deadly Online Party Mistake No. 3 is having a
high volume of posts per day.

Deadly Online Party Mistake #4

FORGETTING TO ENGAGE WITH GUESTS

Hosting Online Parties can get hectic at times. Especially if you are hosting more than one at a time. (Pssst this is what the top producers are doing - and you can too!)

But, if you're not careful and you find yourself stuck copying and pasting posts into your party or multiple parties, you could miss out on valuable relationship-building opportunities by quickly responding to customer questions and comments.

What to do instead:

Schedule your posts using some type of third-party software like *PostmyParty*. This way you are free to engage with the guests and focus on building those relationships with your guests.

This really helps to build more rapport and increase sales!



Be aware of Deadly Online Party Mistake No. 4:
Forgetting to engage with guests.

Deadly Online Party Mistake #5

HOSTING A PARTY THAT GOES ON TOO LONG

Have you ever been invited to an in home party that lasted for hours and hours and the consultant spent meticulous time showing you every single item their company sold? No? Neither have I!

That's because no one would want to host that, much less attend one! This idea applies to your Online Parties too!

Pick 10 things

- Yes 10 and no more!
- Next pick 1 package that offers a great deal to the guests.

This is all you want to focus your party on! Have you ever been so overwhelmed by so many choices that you didn't know where to begin?

This goes for the guests at your party too!

Hosting a really long party is typically a very deadly mistake and it seldom results in increased sales. People have limited time and as the consultants representing your company we need to respect that time and make the most of it while also focusing on building relationships rather than trying to show them every product in the catalogue!

**Be aware of Deadly Online Party Mistake No. 5:
Hosting a party that goes on too long.**

Jot down some notes

Deadly Online Party Mistake #6

SCHEDULING ON THE TOP OF THE HOUR

Hopefully you're already ahead of the game by scheduling your posts to Facebook. Check! However, when exactly did you schedule them to post?

Hopefully not at the top of the hour! At the top of the hour Facebook is FLOODED with scheduled posts. This means your post is fighting even harder for space on the newsfeed!

It has been proven that posts on Facebook have less than 90 minutes of "live" time on the newsfeed so you want to make sure not only are you posting it when it will be seen by your people, but that you're not rushing in with a million other posts at the same time!

We suggest **AVOIDING** scheduling posts at the top or half hour. It is much better to choose an "odd" time like 10:21 rather than 10, or 4:11 rather than 4.



Be aware of Deadly Online Party Mistake No. 6:
Scheduling posts for the top of the hour.

Deadly Online Party Mistake #7

FAILURE TO COACH YOUR HOST

This mistake can really make or break your party. Most hostesses have no idea what they are doing and they are looking to you to lead.

When you train your hostess from the beginning, you and the hostess become allies and there is synergy.

To empower your host make sure you give them the processes and scripts that help your hosts invite their friends in easy and very effective ways.

This makes sure their friends show up, have fun, engage and buy! Plus when you train and lead your Hostess, the party will be fun. You make sales. Your host gets what they want...and they often will do MORE parties or even become a business partner!

It may take a little bit more of your time upfront, but it's better than falling victim to Deadly Online Party Mistake No. 7:
Failing to coach your host.

Jot down some notes

ONLINE PARTY CHECKLIST

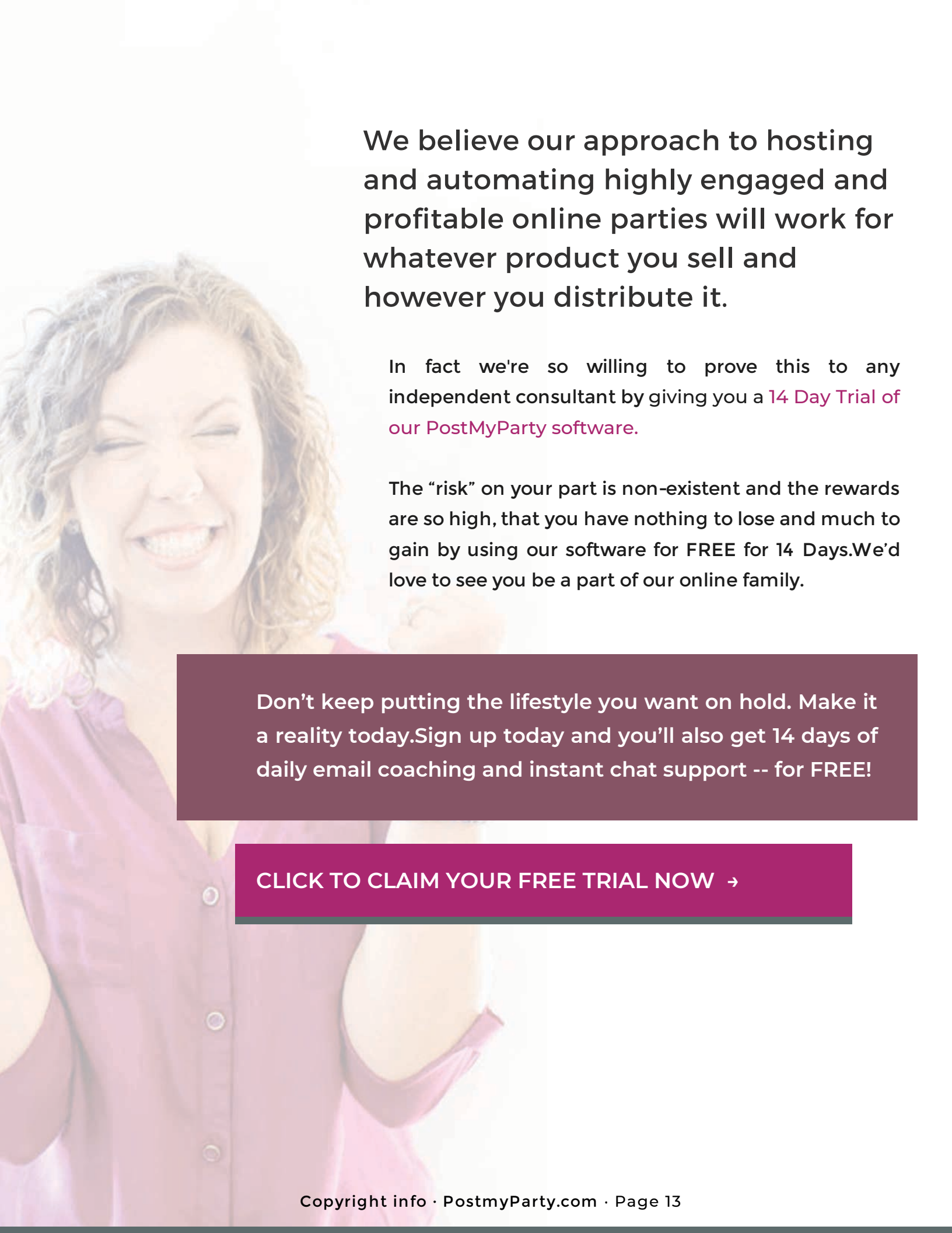
Ask Yourself These Questions About Your Online Party

- ☐ 1.Are you mass inviting people to your parties?
- ☐ 2.Are you using the same graphics over and over again for each party?
- ☐ 3.Are you posting a high volume of posts each day?
- ☐ 4.Are you forgetting to engage with your guests?
- ☐ 5.Are you hosting a party that goes on for days?
- ☐ 6.Are you scheduling posts at the top of the hour?
- ☐ 7.Are you failing to coach your host?

We believe our approach to hosting and automating highly engaged and profitable online parties will work for whatever product you sell and however you distribute it.

We are willing to prove this to any independent consultant by giving you a **14 Day Trial of our PostMyParty software**. The “risk” on your part is non-existent and the rewards are so high, that you have nothing to lose and much to gain by using our software for FREE for 14 Days.We’d love to see you be a part of our online family.

Simply **click here** to claim your FREE 14 Day Trial now.Don’t keep putting the lifestyle you want on hold. Make it a reality today.Sign up today and you’ll also get 14 days of daily email coaching and instant chat support -- for FREE!



We believe our approach to hosting and automating highly engaged and profitable online parties will work for whatever product you sell and however you distribute it.

In fact we're so willing to prove this to any independent consultant by giving you a **14 Day Trial of our PostMyParty software.**

The “risk” on your part is non-existent and the rewards are so high, that you have nothing to lose and much to gain by using our software for FREE for 14 Days. We'd love to see you be a part of our online family.

Don't keep putting the lifestyle you want on hold. Make it a reality today. Sign up today and you'll also get 14 days of daily email coaching and instant chat support -- for FREE!

[CLICK TO CLAIM YOUR FREE TRIAL NOW →](#)

LOVE FOR POST MY PARTY

Here's What Real People Are Saying About PostMyParty



"Thanks to PMP, BEFORE my Facebook event, I am able to spend more time putting my kids to bed and checking in with my host. During the party, I am able to focus my complete attention on interaction with my guests. Facebook parties used to be stressful, and I would inevitably miss questions/comments because I was focused on timing/posting.

ow, parties truly are FUN - and so so easy! I have also seen an increase in sales since using PMP (no doubt because I am able to be light & fun & interactive with my guests & host!)Without a doubt, I recommend PMP to all of my downline and my friends who are in direct sales or own their own business. It is beyond helpful for FB parties, groups, biz pages. And the service more than pays for itself in the time & energy I'm able to save."

IVY NELSON

Sseko designs



"I am now able to set up a complete Facebook party in less than 3 minutes!! No more sitting at my computer for hours on end to set up each party!!I love the templates! It makes setting up my parties a breeze. I also love that these templates can be shared between people. It is a *huge* time saver!! It has allowed me to know that my events are running smoothly without worry. I now am no longer glued to a computer screen or my phone needing to make sure that things are posted when I need them to be in my events. I am able to be much more present, and that to me is worth every penny!!"

CRYSTAL STARY

Origami Owl

"It was night and day difference from a previous service I used.

My stress level immediately went way down, and I began enjoying my Facebook parties like never before! I love the way I can see all the posts for any party at a glance, make changes right there to any post and keep an eye on what has posted, what is pending, etc.

So simple and functional. I recommend PMP to anyone in any company who does or wants to do Facebook parties, team training, post to their business page, etc because it is just the best option out there! PMP really meets the needs and has all the features to make social media posting simple and stress-free.

NICHOLA FILES
L'BRI PURE n' NATURAL



"I can't say enough positive things about PMP!!! It has completely changed the way I run virtual events for my Rodan+Fields business.

Before PMP, I was chained to my computer for the duration of my virtual parties, which meant I had to have help with my children. Now, I can create and schedule events and comments ahead of time, which means I truly don't have to miss a moment with my kiddos which is a large reason for why I chose this business model to begin with.

I can run an event during while bathing my kids and reading bedtime stories with them and my guests are none the wiser. It's a game changer! I would absolutely recommend PMP! I share it with others in my company on a regular basis. I've lost count of how many people have joined as a result. I love helping other people succeed in business, regardless of whether I benefit from them financially or not, and this is one way of helping me to do just that.

SUSAN KOMOTO
Rodan + Fields



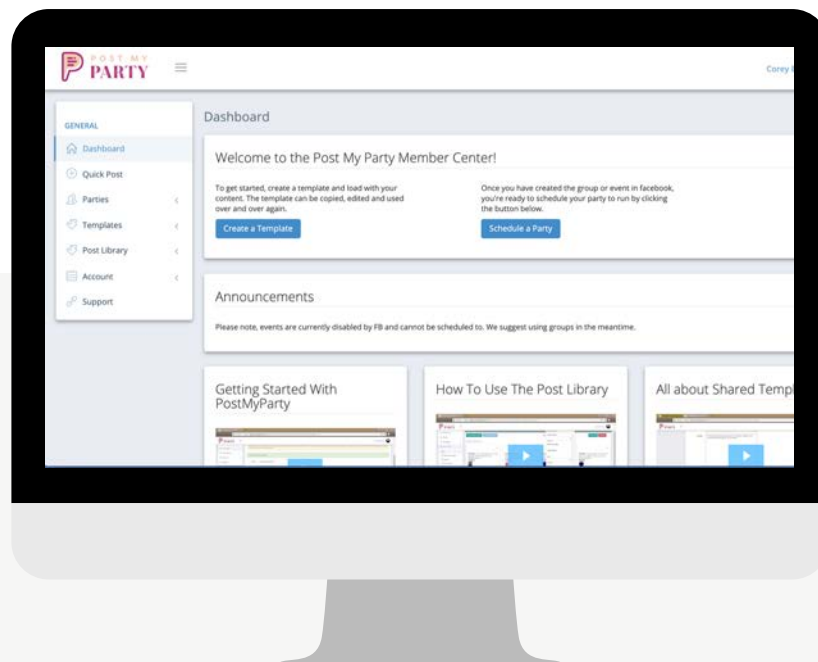
Breakthrough Software Changes the Way Online Parties Are Run

If you are sick and tired of sitting at your computer for hours on end to set up each of your Online Parties, there is a solution.

If you are ready to stop spending countless hours being frustrated because you need to find someone to help with your children because you are hosting and running an Online Party, there is a solution. If you're ready to end the days of being glued to your phone to make sure things are posted when you need them to be posted in your Online Party, there is a solution.

The solution is to **schedule and automate your Online Parties using PostMyParty**. The crazy part is it only requires 20 to 30 minutes a week. I realize this may sound too simple to be true. But it's being done -- quietly -- by thousands of independent consultants.

PostMyParty has solved these problems quickly and easily for over 20,000 independent consultants and now brings you a powerful software to give you your life back.



TRY IT OUT FOR 14 DAYS →



THANK YOU

It has been such an honor sharing this workbook with you.

My hope is that this information is helpful and beneficial to you and your business. We live in a beautiful and abundant world and just remember to not allow your work to take over the life you're living!

Happy partying and I hope to get to know you better in PostmyParty!

Follow Post my Party to stay up to date with new features and services!.

