

# Virtual SESSION COACHING I CHECKLIST

## BEFORE EVENT

### AT LEAST A WEEK BEFORE...

- Create group & invite hostess
- Set up all posts to start 1 week prior to live event
- Message hostess to let her know her group is ready (include link), coach her on how many to invite and encourage she personally message each guest to invite them. Thank her. Be excited and engaging.

### A DAY OR TWO AFTER INVITING HOSTESS

- Go live for 1 min in group introducing self, giving info on what to expect for event, and requesting addresses and skintypes. Tag all guests in video.
- Personally message each guest for their skintype/address
- Kindly ask the hostess to engage in posts throughout the week to create engagement

### AT LEAST 5 DAYS BEFORE THE EVENT

- Check with hostess to see if there are others she can invite or expects
- Double check guest list and gather remaining skintypes/addresses
- Send the sample packages

### THE DAY BEFORE THE EVENT

- Go live in group reminding guests of the event and what to expect. Tag all guest in video. Be excited and engaging!

## EVENT DAY & AFTER

### THE DAY OF THE EVENT

- Voice message the hostess letting her know you are excited for the event and ask her to remind each guest
- Message each guest personally asking if they got their package, being excited, and sending the group link so it's handy
- Go live for main event
- Respond to hashtag party board submissions immediately after session, book sessions, post in group when someone books

### THE DAY AFTER THE EVENT

- Message each guest you did not see live, letting them know when the party closes and inviting them to watch it back and create a spa night for themselves
- Message each guest who attended. Close their orders, and book career chats
- Post in group when someone orders

### TWO DAYS AFTER THE EVENT

- Follow-up with each guest who hasn't ordered letting them know the party is closing
- Go live with live drawing for guest giveaway

### THREE DAYS AFTER THE EVENT

- Total hostess credit and get hostess' order
- Post hostess' total credit in group
- Send the hostess a hand written thank you card