

The background of the entire page is a repeating pattern of various kitchen tools and Pampered Chef products in a light gray color. These include items like spatulas, rolling pins, blenders, mixers, and various containers. A large, white, circular area is centered on the page, containing the main text.

pampered|chef

**Consultant's Guide**  
— *to a successful* —  
**Virtual Party**

# TABLE OF CONTENTS

<b>Introduction</b> .....	<b>3-8</b>
What Is a Virtual Party?	
How Is It Similar to/Different From an In-Person Party?	
What Do Guests Like/Dislike in a Virtual Party?	
What's Expected of Virtual Consultants and Virtual Hosts?	
What's the Role of the Consultant and Host During a Virtual Party?	
How Does Facebook Work? What Does Bad/Good Behavior Look Like?	
<b>Host: Booking/Coaching</b> .....	<b>9-12</b>
How to Find a Virtual Party Host	
Why Is Host Coaching so Important in a Virtual Party?	
How Do I Host Coach Successfully?	
How Do I Help the Host Interact and Post During the Party?	
How Do I Create a Host Welcome Video?	
<b>Party Structure</b> .....	<b>13-26</b>
How Can I Be Present at My Virtual Parties While Using Technology?	
What Should I Choose: Facebook Event or Facebook Group?	
What's the Structure of a Virtual Party?	
How to Build Your Own Outline Using Virtual Party Packs	
<b>Post With a Purpose</b> .....	<b>27-28</b>
How to Create Great Facebook Posts	
How to Create Great Recipe Videos	
<b>Resources and Support Material</b> .....	<b>29</b>
Party Experience Training	
PCU Training [Houses the Consultants Virtual Guide (PDF)]	
Virtual Party Packs	
Virtual Party Host Profile and Host Coaching Checklist (PDF)	
Virtual Host Planner (PDF)	
Hosting 101 (PDF)	

## WHAT'S INCLUDED?

This guide provides the essential information you need to run a successful virtual party. It incorporates the five virtual experience promises and will help you bring them to life. Use this guide to walk through the important steps and decisions you need to hold a successful virtual party.

Content in this guide has been developed through research and conversations with Pampered Chef consultants, hosts, and guests.

Five Virtual Party Experience Promises:



I Coach My Host



I Connect People



I Post With a Purpose



I Solve Problems



I Make It My Own

# INTRODUCTION

## What Is a Virtual Party?

A virtual party is a Pampered Chef party conducted online, usually on Facebook. It's built on the same experience principles as an in-person party but without the smells and tastes. A virtual party should provide a fun, social atmosphere with interesting and interactive posts. You'll share product videos, cooking tips, recipes, and, depending on your comfort level, you'll go live and speak to your guests directly. In a virtual party, guests can join from places near or far to learn how Pampered Chef products can benefit them in the kitchen. It's an opportunity to expand your network, providing a way to further share and grow your business.

## How Are Virtual Parties Similar to/Different From In-Person Parties?

Virtual parties follow the same format as an in-person party. Like an in-person party, the planning starts with a theme tailored to your host and guests, but the theme is presented in a different way. Virtual parties come alive through engaging posts and assets that support the party theme. The keys to a successful virtual party are sharing a story around a recipe, speaking to the benefits of the products for the buyer, providing value with cooking tips and tricks, and interacting during the party.

Using this guide, you'll learn how to deliver the same elements that work so well at in-person parties in your virtual parties.

Host Coaching	Virtual Party	In-Person Party
Send host packet	✓	✓
Three contact approach	✓	✓
Coach throughout the party	✓	✓
Party Kick-Off		
Get to know your guests by greeting them at the door		✓
Get to know your guests through engaging posts and private messaging	✓	
Set party expectations	✓	✓
Thank the host and explain why hosting is fun	✓	✓
Share why you do what you do	✓	✓
During the Party		
Introduce the theme	✓	✓
Feature a hero recipe	✓	✓
Teach guests how to make it	✓	✓
Feature a core power tool	✓	✓
Share how guests can get the power tool for half-off	✓	✓
Spotlight supporting products	✓	✓
Show guests why they should invest in Pampered Chef products	✓	✓
Guests can smell and taste the recipes and try the products		✓
Guests can watch the recipe demo any time	✓	
Speak to the benefits and value of Pampered Chef products	✓	✓
Share why guests need the product (what's in it for them)	✓	✓
Wrap Up/Checkout Chat		
Share a few favorite products that every kitchen needs	✓	✓
Explain the checkout process and guest special	✓	✓
Share add-on products like <i>Season's Best</i> ®, Twixit Clips, etc	✓	✓
Checkout chat can happen at any time throughout the party	✓	
Personal shopping experience	✓	✓
Express Party Checkout		✓
Thank host, share host special, and invite others to host	✓	✓
Recruit from the heart	✓	✓
Let guests know when the party will close	✓	✓
Close party on time and submit quickly for best customer service	✓	✓

## What Do Guests Like/Dislike in a Virtual Party?

Offering an excellent party experience is essential to your success. To help you achieve success, review the likes and dislikes of guests that have previously attended a Pampered Chef virtual party.



- Theme options and the ability to customize the party to meet their kitchen challenges/needs.
- A friendly, positive, and engaged consultant.
- Video demonstrations of how to use Pampered Chef products. A mix of Home Office videos, personally recorded videos, and live demonstrations.
- A pinned post that sets clear expectations.
- Hearing from and interacting with the host.
- Learning cooking and product tips from the consultant and other guests.
- Getting their products quickly so they can use them right away.



- When the theme is not clear or the story is too hard to follow.
- A consultant who is absent or “posts and forgets.”
- Posts with no image or video—just text.
- Not knowing what to expect and feeling confused and unsure of what’s coming.
- Being overwhelmed with too many posts and Facebook notifications.
- Multi-day parties and parties that don’t end on time.

## What You Need to be a Successful Virtual Consultant



- Know how to set up a Facebook Event
- Know how to post in a Facebook Event
- Know how to Private Message (PM)



- Use technology to support—not replace—the consultant’s role in the experience.
- Schedule time for engagement and personal interactions throughout the party.

## What's Expected of Virtual Hosts?



- Know how to post, Like, and reply to posts within a Facebook Event
- Have a large network
- Enjoy interacting with their network on a regular basis



- Have time to engage with guests throughout the party

## What's the Role of the Consultant During a Virtual Party?



### I Coach My Host

- Build a relationship with your host by connecting often and creating a partnership.
- Set expectations by working with your host from the beginning, providing education on how a virtual party runs, and helping them understand their role in making the party a success.



### I Solve Problems

- Help your host and guests solve their kitchen problems.
- Be service-minded and help guests.
- Live our purpose: Enriching lives, one meal and one memory at a time.

### I Post With a Purpose



#### Set Expectations

- The average guest doesn't know what to expect at a Pampered Chef party, so start by telling the host and guests what's going to happen.

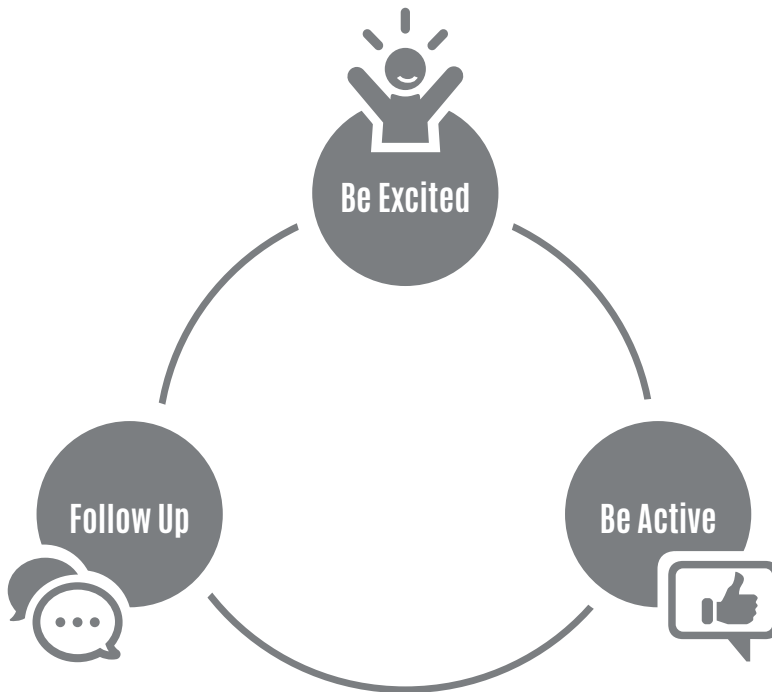
#### Create a Great Experience

- Personalize a theme to meet the needs of your host and guests.
- Be your host's and guests' personal shopper.
- Post with a purpose, offer mealtime solutions, and make their time in the kitchen easier.

## What's the Role of the Host During a Virtual Party?



The Virtual Party Planner paired with the Host Packet is the best resource to guide your host through their role.



### Be Excited

The role of the host is to be excited and to partner with you. Hosts should make a guest list, private message guests a save the date, keep guests informed about the upcoming virtual party, and tell guests why they're hosting. Hosts should also check in with friends who didn't respond to the invitation, because sometimes people just forget. And hosts should promote the theme to guests to increase RSVPs.

### Be Active

Hosts should post a welcome video or introduction to kick off the party. Guide them to post at least once a day. Their friends are more likely to participate when they do. Ask them to treat a virtual party just like a party in their home. For example, they wouldn't hide in the pantry when hosting guests at their home, so ask them to be the life of the party, chat with friends, and comment on their posts. Remind them that the secret ingredient to a virtual party is them!

### Follow Up

Ask hosts to check in with friends they thought were interested but didn't place an order.

## How Does Facebook Work?



Facebook's operations and algorithms are always changing, but their goal is always the same: to make sure their users are having good experiences focused on authentic relationships.

Facebook rewards users who provide good experiences. They also penalize those who don't. Currently, they are working to understand what kinds of stories people find misleading, sensational, and spammy to make sure people see fewer of those posts.

The goal of this guide is to help you provide your guests with a better experience. To do this, you'll need to use Facebook the way it 's intended: as a tool for natural interaction among friends. You'll be most successful when you take time to add your personal touch.

Building relationships and having a positive impact on others is what you do every day. The engagement you bring to your in-person parties can exist in virtual parties, too. After all, that's the foundation of Pampered Chef!

## What Does Bad Facebook Behavior Look Like?



### Too Many Posts Across Too Many Parties

- Be mindful of the number of parties you are holding at one time.
- Personalize each post, and never post the same image multiple times in the same party.
- If Facebook believes you can't physically place as many posts as are appearing, it may think you are a machine/robot and could take negative action.
- Remember to spend enough time in each party to participate with the host and guests.

### Engagement Bait

Facebook encourages and rewards natural interaction and engagement on their platform. Posts which attempt to direct or force interaction go against best practices and will not be promoted.



*Expert Tip: Avoid these words:*

*Tag, Share, React, Vote, Love, Like, or Comment Below*


## What Does Good Facebook Behavior Look Like?



**Kristi Lee**  
October 25, 2017 · CinchShare

The Apple Wedger is a classic Pampered Chef product! It cores and wedges apples in seconds. It's the perfect way to prep apples for our sheet pan recipe that was featured today! It saves time when making snacks too!

I used the wedger when my kids were little and made a sunshine shape on our fine china (paper plates) with a glob of peanut butter in the middle or a caramel dip. They loved it and thought they were special.



Like Comment

**Tracey LeCates**  
October 31, 2017 · PostMyParty · ✉

As if the Rockcrok isn't already the most versatile piece of cookware check this out! There's nothing better than coming home to a hot dinner after a busy day, and this set makes it easy. With the Rockcrok, you can brown your chili meat right on the stovetop and then place it in the Slow Cooker Stand without changing pots. Does your slow cooker do that? What's your favorite slow cooker meal?



Like Comment

### Unique Outlines and Posts

By creating outlines that are unique and let your personality shine through, you can create a true, genuine experience for your host and guests.

### Engaging Questions

Ask engaging questions that elicit guests to respond naturally. "I love subbing veggie noodles for pasta. What's your healthy cooking hack?"



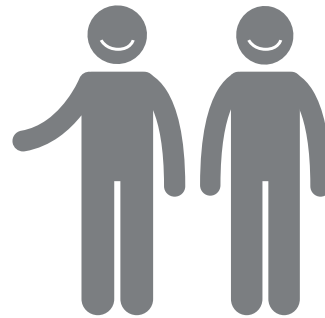
# HOST: BOOKING AND COACHING

## How to Find a Virtual Party Host



While anyone with internet access and a Facebook account can host a virtual party, the best virtual party hosts are those who are active and engaged on Facebook daily.

### Outside of a Virtual Party



#### Your Network

Who is active? They post and comment regularly, and maybe they even have gone live. Hosts who know and love Facebook will throw a successful party for all.

#### Long-Distance Friends & Relatives

A great way to expand your network is through meeting their Facebook friends and, in return, they will benefit through our generous host rewards.



#### Someone Who Loves Pampered Chef

Someone who knows and loves Pampered Chef but has no desire to host an in-person party could be the perfect virtual host.

#### Past Virtual Party Hosts

A new season is a great time to reach out to past hosts to introduce new products.

## How to Find a Virtual Party Host (continued)



### During a Virtual Party



#### Someone Who is Engaged:

Someone who enjoys social engagement of a virtual party will like posts and comment frequently.



#### A Repeat Customer at the Party:

Someone who has purchased before and likes Pampered Chef.



#### Someone Who Asks Questions:

Has problems to solve in the kitchen and would benefit from our generous host rewards.



#### Someone Who Purchases:

Any guest that makes a purchase makes an excellent future host.

## Why Is Host Coaching so Important in a Virtual Party?



Hosts are the lifeblood of your Pampered Chef business. They connect you with new customers, help you find new consultants, and they become consultants themselves. During host coaching, you'll want to:

### Educate the Host

Most hosts have never hosted a direct selling party before and even if they have, they're not necessarily experts in what it takes to have a successful Pampered Chef party.

### Build the Partnership

Hosts need confident consultants who are willing to coach them because a successful partnership is how we ensure an exceptional experience for both hosts and guests.

### Understand Your Host's Needs

Even though this party is virtual, it's still the host's party. Take time to understand what the host wants out of their party. This will help you guide them through every step of the experience while tailoring it to their needs.

## How Do I Host Coach Successfully?



### Send a Welcome Video to Your Host

Record a quick and personal video to share with your host. Send it over Facebook Messenger as soon as the party date is secured. This shows your host you are invested in them and rely on them as your partner.

### Reach Out, Voice to Voice

At least one of your host coaching contacts should be voice to voice, whether it's a phone call or a video chat.

### Coach Throughout the Party

Encourage your host to post each day. You can send them virtual party images and words to use. Ask your host to keep dialogue going by commenting on and liking guests' comments.



#### *Expert Tip: Higher Sales*

*Consultants who coach their hosts consistently are more organized and produce higher party sales.*

## How Do I Help the Host Interact and Post During the Party?



One of the keys to being a successful host and having a great party is consistent posting and interaction. Host coaching tells the host how to do this well. You should share images and words to use from the Host Post Library collection to make it easy for your host to post to the party.



Picture of favorite products



Host goes live



Thank guests



Post why hosting a Pampered Chef party



Engagement among guests, and guests to guest



#### *Expert Tip: Higher Host Engagement*

*Consultants who communicate with their host daily see higher host engagement throughout the party.*

## How Do I Create a Welcome Video for my Hosts?



Unlike in-person parties, you may never meet your host face-to-face, so creating a welcome video is a great opportunity to break through the virtual barrier right away. Keep it brief; you'll talk through all the details later. Send it over Facebook Messenger.

### 3 Easy Steps:

#### 1. Say hello.

- Introduce yourself and say why you are excited for their party. Use the host's name in the greeting.
- Share why you love what you do.
- Explain the kit credit.

#### 2. Let the host know what to do and expect next.

- Tell them to watch the mail for a host packet and briefly explain what's inside.
- Share that you'll send a private message on how to set up a Pampered Chef account.
- Set a time to call or FaceTime to discuss their party in more detail.
- Invite them to create a wish list. Suggest they flip through the catalog in the host packet imagine they are designing their dream kitchen. They can stock it with whatever they want. Ask them to list the products they want most.
- Remind them that Pampered Chef hosts never pay full price and they'll get free, half-price, and discounted products (up to 30% off). Tell them to make their wish list big!
- Ask them to start thinking about who they want to invite and offer suggestions.

#### 3. Sign off.

- Remind them that you're here to guide them every step of the way and that you look forward to partnering with them to achieve an outstanding party experience for them and their guests.

# PARTY STRUCTURE

## What Should I Choose: Facebook Event or Facebook Group?



Use the information below to pick the format that will help you deliver the best experience for your host and guests, and drive higher sales.

	Facebook Event (Recommended)	Why It's Recommended
<b>Invite Experience</b>	Host invites guests. Guests can accept or decline the invite.	This mirrors the in-person party experience. Consultants saw higher engagement with 25 engaged and interested invited guests over 500 guests who did not want to be there.
<b>Posts</b>	Posts stay in order and create a natural flow which allows guests to follow a story.	Guests enjoy being able to follow the party no matter when they sign in or join.
<b>Length of Party</b>	Consultants set a start and end date. Guests can clearly see when the party ends.	Consumers who shop online are used to speedy delivery. Keeping a party open for long periods delays the orders that were placed on day one. This is true even if you offer Direct Ship Now  Guests don't enjoy parties that go on for more than a few days.

## Facebook Group (Not Recommended)

- Groups require guests to opt out of the party and this can cause frustration and annoyance.
- Guests find it hard to follow the story. Posts move to the top as they are liked and commented on, which means they don't follow a logical sequence for guests who might pop into the party at different times.
- No end date is required when setting up the group. This can leave the guests unsure of party length.

## How Can I Be Present at My Virtual Parties While Using Technology?



You wouldn't go to an in-person party and just play a video or read from a script. Technology can help you if it's used properly—and it can hurt your success if abused. If you use an auto-posting service like PostMyParty or CinchShare, remember that it is a tool, not a crutch.

### Do

- Use these services to help you organize your personalized outline ahead of time.
- Focus on host coaching and engaging your guests during the party.
- Like and reply to guests' comments and questions.
- Go live and introduce yourself or demo a recipe/product.

### Don't

- Don't disappear from your party and rely on auto-posting services to run it for you.
- Post throughout the entire day causing constant notification updates.
- Copy and paste post text from other consultants or Home Office examples.
- Always use the same outline.

## What's the Structure of a Virtual Party?



Just like any good story, your party should have a theme. A theme is a message conveyed by the story, and can be applied to help us in our own lives. Every story has a beginning, middle, and end. Each of the three parts of the story fulfills a distinct purpose.

### Beginning Party Kickoff



Set expectations and get to know your guests.

### Middle Party Time



Social selling: Use the Facebook platform to answer guests' questions and provide purposeful and useful content until they are ready to buy.

### End Party Wrap Up & Close



Thank you and officially close the party.

Themes give a purpose and focus to the party. Guests can order anytime from the entire catalog but for the presentation format, selling to the theme keeps guests interested and may result in higher orders at the end of the party. It also creates a desire to get more by becoming a host or a future guest.

## How to Build Your Own Outline Using Virtual Party Packs



Virtual party packs help you build on a theme, which gives a purpose and focus to the party. When you sell using a theme, you'll keep guests interested and create desire to become a host or future guest.

### 5 Easy Steps:

1. Select a theme from the virtual party packs.
2. Download the Outline Guide to structure your entire party.
3. Identify the recipes and associated power tool you want to feature during the party.
 

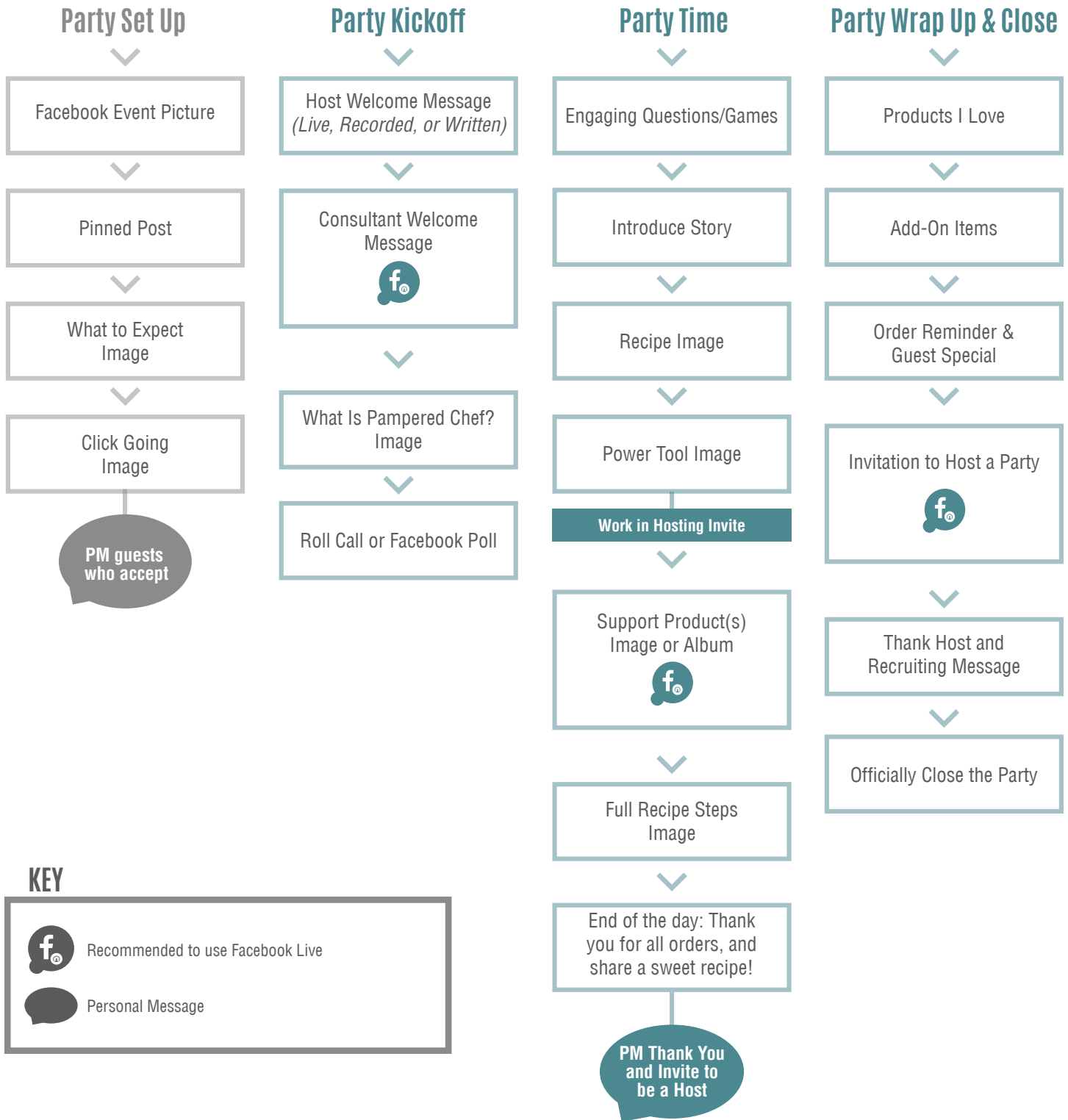
Present one recipe, the power tool it demonstrates, and its associated supporting tools. If you're having a two- or three-day party, you'll have to select different recipes with the respective power tools you would like to highlight each day.
4. Identify when you'll go live during the party and how you'll personalize the party to the host.
5. Download the images individually or download the entire collection.



#### *Expert Tips:*

- *Focus is the key, so follow one story line at a time. Guests want to be able to follow along, so make it easy.*
- *Keep your party brief and build on one story. This mirrors a customer's normal online buying experience. If your host prefers a little more time (2–3 days at most), keep the focus with a daily story that supports the overall theme.*
- *Let some time pass between posts! You should allow at least a few minutes between each post. This gives time for the guests to engage with the current post.*
- *Use images available in Marketing Imagery on Consultant's Corner to represent the Pampered Chef brand to the fullest.*

# Virtual Party Structure



**Expert Tips:**

- Posts should be branded images, recorded videos, tips, and go-live segments.
- If the virtual party runs over a few days, end each day with a “What to Expect” post for tomorrow. This helps guests get excited about logging in again to learn even more!

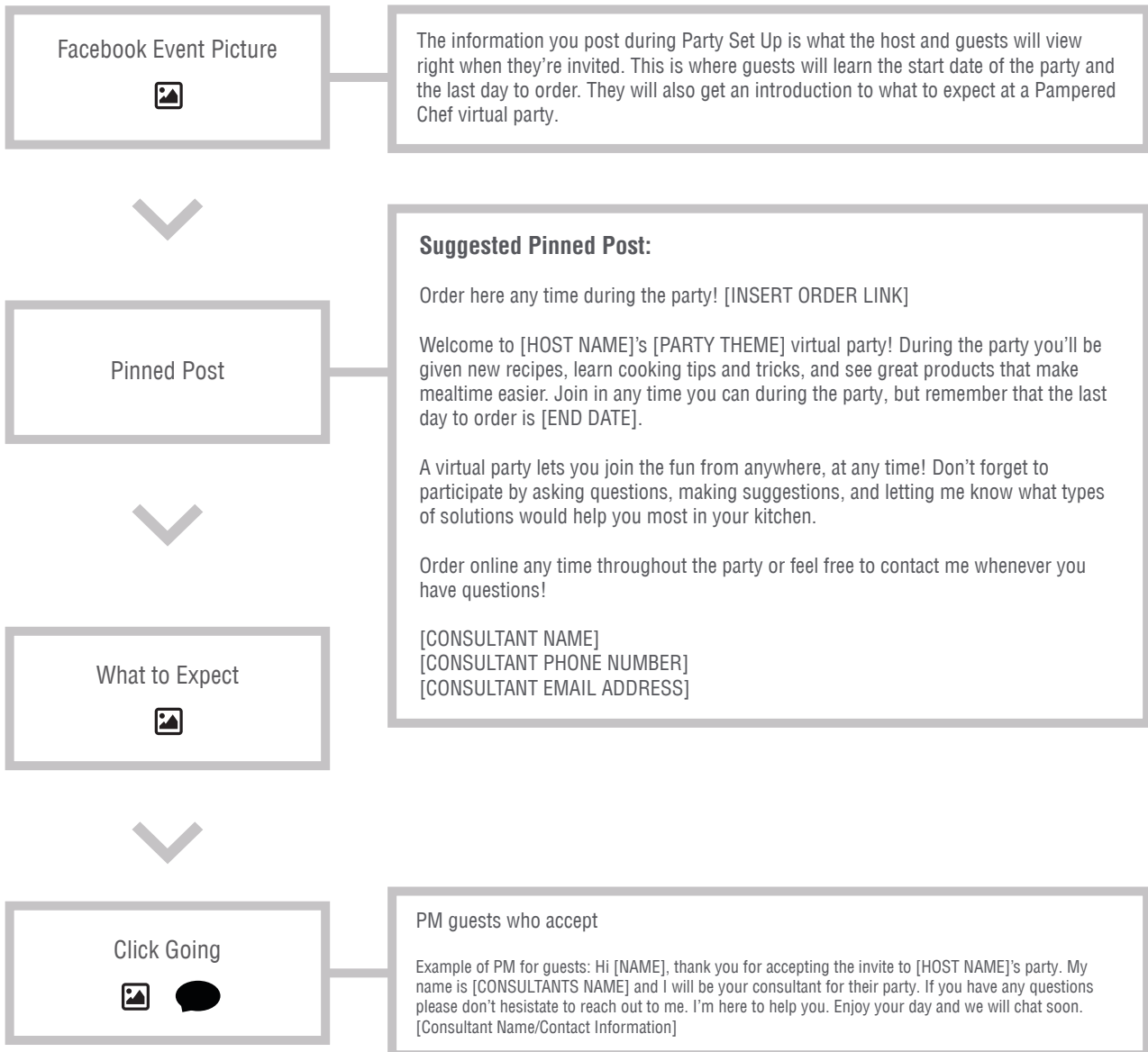


# Party Set Up

-  Image
-  Video
-  Facebook Live
-  Facebook Poll
-  Personal Message

## Things to Remember:

1. Suggested event name: [HOST'S NAME] [THEME] Pampered Chef Virtual Party
2. Ask your host to personally invite guests using the provided invitation image.
3. Change the wording to make the captions your own!



### Expert Tip: What to Include in a Pinned Post

1. Order link
2. Theme of party
3. When to order
4. Consultant Contact Information

# Party Kickoff



## Things to Remember:

1. This is the time to ramp up engagement and get the dialogue going.
2. Creating your own videos makes your party unique.
3. Always post with your own message. Don't copy and paste. You can download images and videos through the Party Kickoff collection.



## Party Time



Image



Video



Facebook Live



Facebook Poll



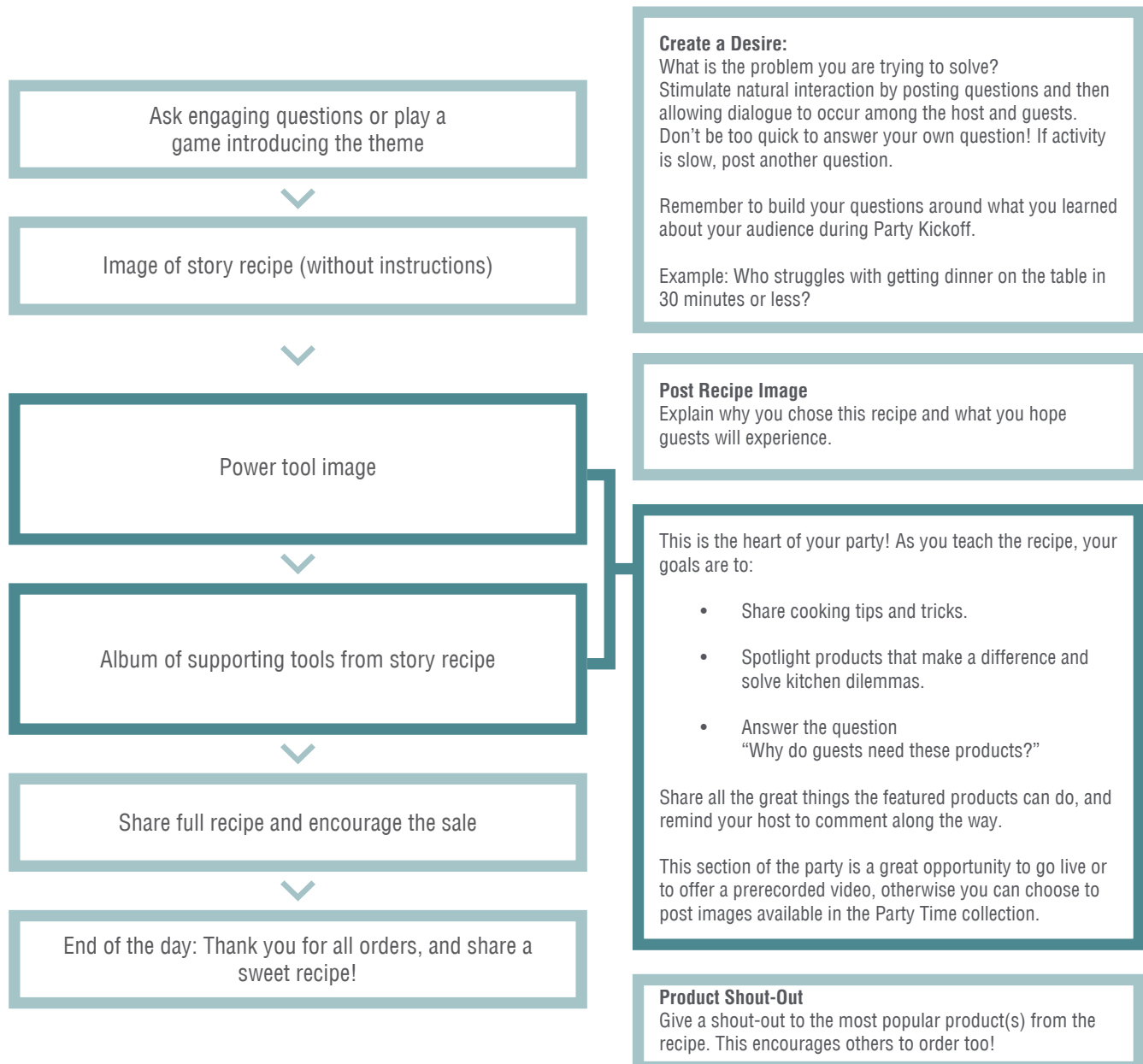
Personal Message

### Things to Remember:

1. Party Time is where your guests learn how the products work, one or more recipes, cooking tips, and why they need Pampered Chef in their kitchen. During your party, keep in mind what value the guests are getting as you post.
2. When you build a story around a recipe, highlight a power tool and introduce supporting tools so guests see how products work together to make mealtime easier, they will stay interested and engaged.
3. Sharing the benefits of a product and its value answers the question every guest has: “What’s in it for me?”
4. Don’t copy and paste. Always pair posts with your own message. You can download images and videos through the Party Time collection.

### Order Of Posts

Recipe + Power Tool + Supporting Products = One Story



## Party Wrap-Up & Close



Image



Video



Facebook Live



Facebook Poll



Personal Message

### Things to Remember:

1. Download images from the Party Wrap-Up & Close collection.
2. Always tweak the wording to make it your own!
3. Stay true to your word and close the party on time.

#### Products I Love



#### Your "Fab Five" Post

Post images from the collection, make a video, or even go live to share your five favorite products that you didn't showcase in the recipe demo. Tell your guests why they're your favorites!

#### Add-On Items



#### Don't Forget to Add On...

Post an image of a product from Marketing Imagery that is under \$10. These are the typical add-on product(s) each guest should experience, i.e. *Season's Best*, *Twixit!* Clips, *Mini Serving Spatula* etc.

#### Guest Special and Order Deadline



#### Order Reminder

Some guests wait until the very end to order. Offer a reminder of the monthly guest special and clearly state the date the party will close as a last call to order. To honor all the guests who have already ordered and to avoid a long wait for arrivals, close the party when you stated up front. Let guests know you are their personal shopper if they need any help.

#### Invitation to Host a Party



#### Invitation to Host a Party

To help with booking, post Party Your Way and Host Special images for the month. Remind them that Pampered Chef hosts never pay full price.

#### Thank Host and Recruiting Message



#### Thank the Host and Guests

Post image (or go live) thanking the host, then private message guests who ordered during the party.

Example of PM for guests: Hi [NAME], thank you so much for your order and for being a guest at [HOST]'s party! It's guests like you that make my job so fun. Your products will arrive next week, and if you have any questions or need any more recipes, please let me know, I'm here to help. If you have more items on your wish list, think about gathering your friends together and hosting your own party. The average host earns more than \$150 in free products and gets four half-priced items or, consider doing what I do and you'll earn free products and an income!

Happy Mealtimes, [Consultant Name/Contact Information]

#### Close the Party



#### Officially Close the Party

Example of words to say: The party has to close, but my business is open 24/7. I'm here to help you, so PM me or visit my personal website any time to stay up-to-date with the latest products and recipes [INSERT PWS LINK].

## Booking



Image



Video



Facebook Live



Facebook Poll



Personal Message

More than 80% of Pampered Chef parties are booked with the people you meet through parties. They're the most effective place for bookings!

When you create a good experience for your guests, they're more likely to host themselves. Make your parties fun events that show the value of Pampered Chef products and inspire others to host, too.

Download images and videos in the Booking collection on Marketing Imagery. Make it unique by writing your own captions for each post.

### **Aim for two bookings at every party: One to replace and one to grow!**

There are several opportunities to create interest throughout your virtual party:

Host Coaching	Ask your host which guests might be interested in hosting their own party.
Party Kickoff	In your consultant welcome video, thank the host and say how excited you are for them to get their rewards! Explain all the ways Pampered Chef rewards their hosts.
Party Time	When you highlight a power tool, mention that it is available for 50% off. Encourage guests to ask you how.
Party Wrap-Up & Close	In your closing post, explain all the benefits and host specials they could get if they host a party. Remind them that hosts never pay full price!
After the Party	Privately message guests who were engaged during the party or those who placed orders to see if they're interested in hosting their own party.

## Recruiting



Image



Video



Facebook Live



Facebook Poll



Personal Message

During virtual parties, share the benefits of being a Pampered Chef consultant. Highlight how the decision to become a consultant impacted your life. You never know who might benefit by becoming a Pampered Chef consultant!

Download images and videos in the Recruiting collection on Marketing Imagery. Make it unique by writing your own captions for each post.

There are several opportunities to create interest throughout your virtual party:

### Host Coaching

Hosts make great consultants, so listen to their needs. Address how becoming a consultant could benefit them specifically.

### Party Kickoff

In your consultant welcome message, say why you do what you do, and the impact it's had on your life.

### Party Time

As you feature products, point out all the products you got in your new consultant kit.

### Party Wrap-Up & Close

In your closing post, remind the host and guests of the benefits of being a consultant.

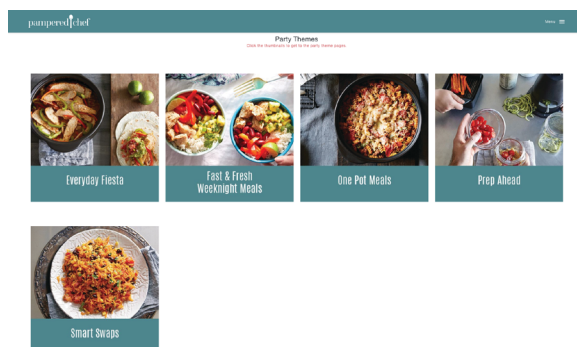
### After the Party

If a guest was active, engaged, or placed an order during your party, they might be interested in the business. Send them a private message to see!  
(Most importantly, stay in touch!)

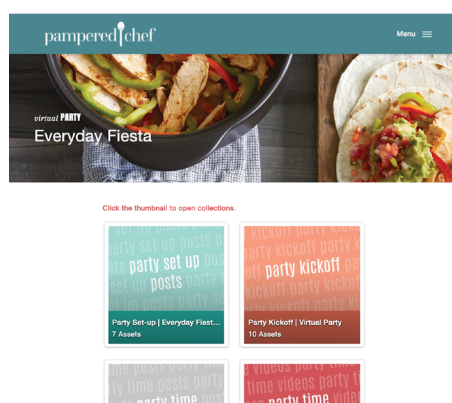
## Download the Entire Collection

### 5 Easy Steps:

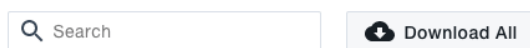
1. Scroll to the desired party theme and click on thumbnail. Note: To navigate in between themes, use the menu in the top right corner.



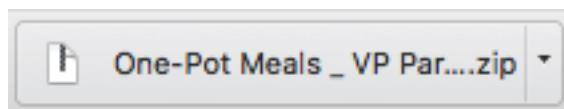
2. On the theme page you'll see several collections. Click on the desired collection.



3. At the top of the page, select Download All. Note: This should not be done with the video collection as the files are too large to download at one time.



4. Once the items are done processing, the zip file will appear at the bottom of your screen. To view these assets in the folder, double-click the folder, and hit the up arrow to select Show in folder, or right click to select Show in folder.



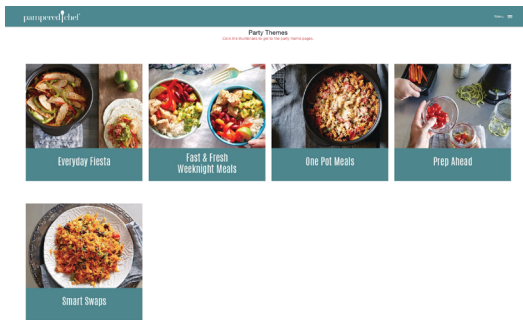
5. Organize your folders in a system that makes it easy to navigate when you put together your outline.  
i.e. Party Pack Name > Day 1 > Recipe Name

**Use the download arrows to get high-quality images optimized for social media. If you right-click and choose to "Save Image As..." you'll end up with an itchy-bitsy file of poor quality!**

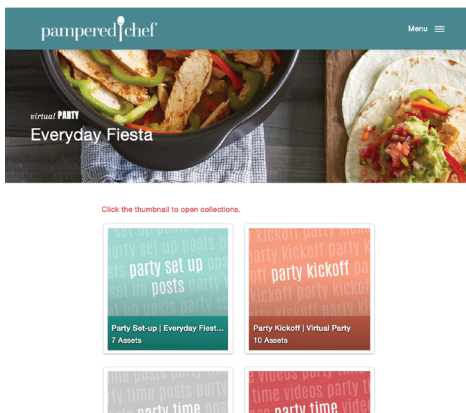
## Download an Individual Image From a Desktop or Laptop

### 8 Steps:

1. Scroll to the desired party theme and click on thumbnail.



2. Each theme page has several collections. Click the collection you want.

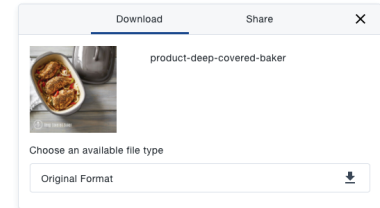


3. Place your cursor over the image you want to download. Select the blue Download button. Don't select the Eye button, as this is a preview and not suitable for posting in a party.

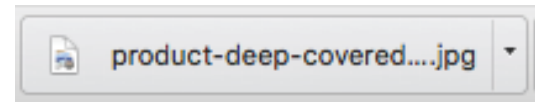


product-deep-covered-baker

4. A popup will appear. Hit the Download button.



5. When done processing, the image will appear at the bottom of your browser. To view in a folder, double-click the image and save it in a folder. You can also hit the up arrow to select Show in folder, or right click to select Show in folder.



6. Organize your assets into folders that are easy to navigate when putting your outline together.  
i.e. Party Pack Name > Day 1 > Recipe Image
7. Follow the suggested Story Outline Guide. Map your outline in a software that works best for you.  
i.e. Word document, Evernote, etc.
8. Create each post for the party by uploading the assets you want to use (images, videos, graphics, etc.) and typing out the associated text.

- To upload a document, you'll need to navigate to the folder in which you saved the downloaded images.
- You can then drag and drop the file from your folder or manually insert the file from your folders in a way that works best for the program you use.
- Build text for each file referencing the suggested words to use.



## Download the Entire Collection From a Phone or Tablet

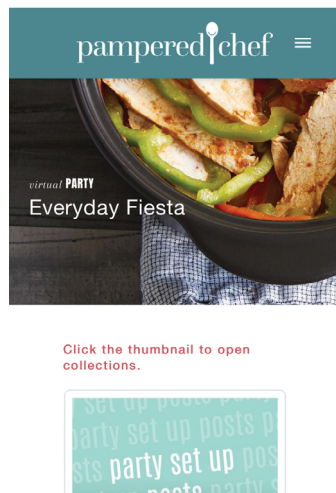
Note: These instructions are based on an iPhone and may vary among devices.

### 7 Steps:

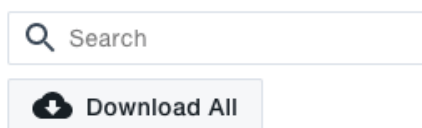
1. Scroll to the desired party theme and click on thumbnail. Note: To navigate in between themes, use the menu in the top right corner.



2. Each theme page has several collections. Click the collection you want.



3. At the top of the page, next to the search bar, select Download All.

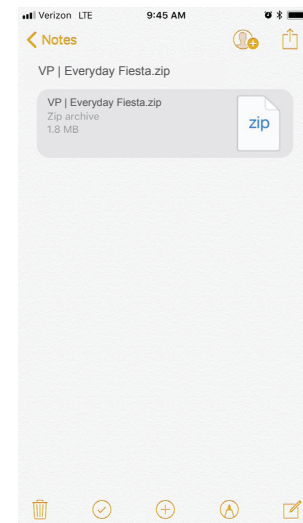


4. Once the items are done processing, the zip file will appear on your screen. To save these assets in a folder to view and use, select More...

5. You can then save the zip file in any folders that fit your needs (i.e. Google Drive, Box, Apple Notes, etc.).

For example, here the zip file was saved in a new note on Apple Notes.

6. Once saved, open the notes app and select the note with the file.



7. Click on the zip file and the files will appear. Swipe through to view all of the individual files in the collection. Then hit the save icon to save the files to your picture album. (See following instructions on saving images to albums.)

## Downloading Individual Images From a Phone or Tablet

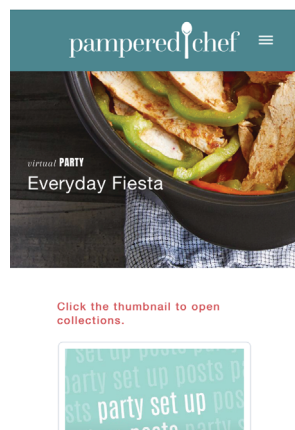
Note: These instructions are based on an iPhone and may vary among devices.

### 8 Steps:

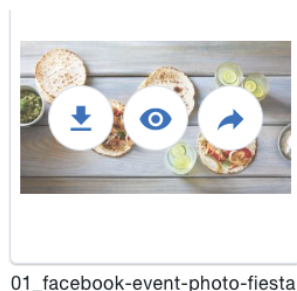
1. Scroll to the desired party theme and click on thumbnail.



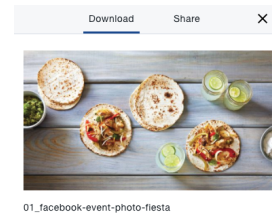
2. Each theme page has several collections. Click the collection you want.



3. Click on your desired image and select the blue Download button. Don't select the view Eye button as this is a preview is not suitable for posting in a party.



4. A popup will appear. Hit the Download button.

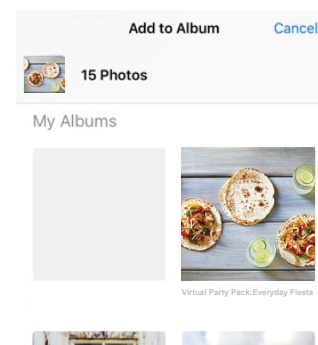


5. Once the item is done processing, the image will appear in a new window. Select the Save icon at the bottom of the screen to select where to save the image on your device.

6. Select Save Image.

7. Navigate to your photo collections.

- As you continue to download virtual party pack assets, it may be helpful to organize all the images into a separate album. To do so, navigate to albums by selecting Albums at the bottom of the screen. Then in the top left-hand corner, you can select the plus sign to make a new album. Select all the virtual party pack assets that you would like to place here.



8. You are now able to easily upload these high-quality images into your outline or directly on Facebook with ease.

# POST WITH A PURPOSE

## How to Create Great Facebook Posts



Tip	Details
Plan it.	Be on topic! All products, recipes, or cooking tips should relate to the theme/story.
Make it visual.	Choose an image or video to show off the product, recipe, or cooking tip you are sharing.
Keep it short.	People have short attention spans! Keep your post short – just a few sentences.
Share the love.	Imagine you're having a conversation. Tell guests why you love the recipe or product and why they will too!
Share a tip.	Tips help customers learn and help position you as the expert.
Ask a question.	A simple question can stimulate dialogue.

## How to Create Great Recipe Videos?



Guests like the videos consultants create because they give them the opportunity to connect with you personally, while seeing how Pampered Chef products work in a real kitchen. Videos can be prerecorded or opportunities to use Facebook Live. We call these edutainment.

### 3 Easy Steps:

#### 1. Prepare.

- Prep your ingredients and products in advance.
- Throw on a Pampered Chef apron or your logo gear to represent you as the Pampered Chef expert.
- Aim your camera at both you and the products. Use a tripod or stack your device on books to get an angle that shows your face and work station.

#### 2. Say hello.

- Introduce yourself and the purpose of the video.
- Remember to answer the question, “What’s in it for them?”

#### 3. Show and share.

- Make a statement that solves a problem the audience may have in their kitchens.
- Show a product that will help solve the problem and tell why you love it.
- Add value by including a few tips for use, ingredients, and product benefits along the way.

#### 4. Engage and sign off.

- Ask a related question to get the guests commenting and direct them to the host’s party page.
- Thank everyone for watching and share how to order products!

# RESOURCES AND SUPPORT MATERIAL

## **Party Experience Training (PC University)**

- Customers are looking for excellent experiences today, and a Pampered Chef party is no different. Take Party Experience Training to learn about the five promises for both virtual and in-person parties. Once you complete both courses, you'll be able to access the virtual party packs!

## **Virtual Party Packs (Consultant's Corner > Marketing Imagery)**

- Think of party packs as a party kit! Themed virtual parties are the most engaging to guests because they tell a story and guests can easily follow along. Party packs have all the images, videos, and sample outlines you need to run a successful virtual party.

## **Virtual Host Profile With Host Coaching Checklist (PDF)**

- Consultants who build relationships with their hosts and follow a consistent process for guiding them through a successful party have higher show averages and more bookings. This downloadable form (or use it electronically) will help you stay organized and follow a consistent host coaching process to maximize each party.

## **Virtual Host Planner (PDF)**

- Using this downloadable form in conjunction with a host packet will help set expectations, and will guide every host through the steps needed to assure they have more guests and higher sales. When you use this within the host packet and with your host coaching it becomes a win for both you and the host.

## **Hosting 101 (PDF)**

- A quick summary of what's in a host packet and the high-level steps to take during host coaching. It's an at-a-glance view.