

All-Day Mystery Hostess Script

Event Name: **Tricia's** Usborne Mystery Hostess Event – Will You Win?!

Event Description:

Please join me throughout the day on **Tuesday., January 26th**, for a fast and fun online party, completely on Facebook! Shop anytime between now and the 27th at 12:30 PM, CST!

I'm holding this event as a way to say THANK YOU to all of my family, friends, past hostesses, customers, and party guests who have helped me with my Usborne Books business! I would NOT be able to have the success I have had without YOU, and I appreciate your support!

Here's how this MYSTERY HOSTESS party works:

One person will win ALL of the party's hostess rewards (FREE and half-priced books!) I'll announce the winner on **Wednesday, Jan., 27th, at 12:30 p.m. CST!**

There are 3 ways you can enter to be the mystery hostess -

1. Place a minimum order of \$25
2. Host your own party - book a party with me in April or May (they're easy-peasy!)
3. Join my team - become a consultant and join my awesome Usborne team (we have so much fun!)

You are welcome to do one, two, or all three of the above! Look out for extra BONUS points along the way for chances at other BONUS prizes!!

Start browsing or shopping here: **LINK**

RSVP: When you RSVP 'yes' or 'maybe' for the party you will receive your first 5 BONUS points toward BONUS prizes! WOOT!

THANK YOU again for being here! You're the BEST! Looking forward to "seeing" you online soon! :)

PRE-PARTY POSTS: *If the guests you are inviting have already attended a party or two with the album posts (baby/toddler, etc.), then feel free to substitute those posts and instead feature a video or photo of a favorite book/series each day.*

7 days before the event

Post 1: I am SO thankful for your support of my book business! YOU are amazing, and I hope this party will be a blessing to you, friend! Thanks for being here!

(thankful grateful image and OPTIONAL family pic)

Post 2: Want to earn free books without the responsibility of hosting a party? That's what Mystery Hostess is for! At the end of the party, I will be giving away the hostess rewards to someone in the party! Heads up! There will also be entries available to win other prizes throughout the party. To be awarded the hostess rewards, you can choose options 1-3, and to win *BONUS* prizes, you need only to RSVP!

(how to enter image)

+(Other prize ideas = free shipping, 4 wipe clean cards)

6 days before event

Post 3: So excited to share some NEW books with you! We have over 1,800 titles to choose from! That's AMAZING, and A LOT! I would love to feature some books just for you, so comment below with the ages of the readers in your life and you will get 5 extra points into the BONUS PRIZES drawing!

PLUS, do you have a kiddo who loves trucks, or who just can't get enough animal books?? TIP: Use the search bar on the site and find tons of books specifically for their interests!

(how old is your reader image)

+ In comments: TAG RSVP yes and maybes - - so glad you can make it to the party! When you get the chance, please be sure to share kiddos ages or interests so that I can feature the best books for you. Thanks!!

+In Comments: TAG INVITED - I hope you'll be able to make it to the party! When you get a chance, please RSVP so that you can be included in our party prize drawing posts. Also be sure to comment here with kiddos ages or interests. I'd love to feature the books that are of the most interest to you! Thanks so much!

5 days before event

Post 4: The more you participate in the next few days, the more points you will receive. Each point puts your name in the drawing for the BONUS prizes!!!

To get started let's play a game: For 2 points, answer the kidnapped question!
(Post with tv show rescue image)

+ In Comments: post your answer to the kidnapped question

Post 5: I will be posting a great selection of our books over the next few days as we get ready for our party. Every time you comment on these posts you will earn more *ENTRIES* in our PRIZE drawings! Anyone have BABY and TODDLER readers? Usborne has SO many books that are great for that age! Comment below for 1 * BONUS ENTRY* in our prize drawings and tell me which of these books you think your little ones would love!

<https://goo.gl/photos/XNN6ppqARkK87DuHA>

4 days before event

Post 6: Let's Dream!

This may not have anything to do with books, but for 5 points toward the BONUS drawing, which professional would you love to help a little extra help from??

(Post the would you rather image)

Post 7: We have a huge selection of ACTIVITY BOOKS! They are a wonderful addition to your child's library because they are fun AND educational! Here is a good sampling of what we have! Comment for 1 more *BONUS ENTRY* and let me know which books you are interested in (for your kids OR YOU!)

<https://goo.gl/photos/ZsCn431P4rR6nSBi8>

3 days before event

Post 8: Invite a friend and if they attend, you both receive 5 bonus entries (for each friend you invite)!!

(invite a friend image)

Post 9: Do you know any kiddos who love to ask "WHY??" Check out the wide variety of engaging, fun and factual books that they are sure to love! There are also some great HOMEWORK HELPERS and resources to have in your home! I especially love our Illustrated Dictionaries and our Wipe Clean Books. Comment and ask me questions about any of the books below for another *BONUS ENTRY*!

<https://goo.gl/photos/aBPqRH34aLyn81Lm9>

+In Comments: Did you see the "Shine-A-Light" books in that last album? A flashlight+a book is a GENIUS gift! Here's a sneak peek inside! We now have 11 different titles!

<https://www.youtube.com/watch?v=M5ICIYE5kc>

2 day before event

Post 10: Reading tip!

Do you know that reading and book OWNERSHIP are a direct predictor of your child's future academic success?! WOW! I know, as a parent, that I want to do all that I can to prepare my kiddos for the future. Make the moments in your day count and read with your kiddos! Check out the comments for some great Chapter Book choices for all ages!

(Post the reading minutes image)

*+In comments: Anyone have YOUNG READERS – all the way from just starting chapter books to cruising through the chapters? Earn 1 extra *BONUS ENTRY* in our prize drawings for commenting or asking questions below! <https://goo.gl/photos/VXWW1uTeZ4MMFpKc9>*

+ *In comments: What about TEENS & YOUNG ADULT readers? Our Conspiracy 365 series is a favorite in libraries (think Jason Bourne that's kid friendly), The Last Thirteen is slightly X-men flavored and I have to admit that I recently enjoyed reading the first in the Impossible Quest (Narnia, Lord of the Rings-ish) and The Sword of Kurumori (Matrix mixed with creepy Japanese folklore)! There are so many titles to love! Earn 1 extra *BONUS ENTRY* in our prize drawings for commenting or asking questions below!*

<https://goo.gl/photos/2kBgy5JTzdy8K513A>

1 DAY BEFORE:

Post 11: Hello everyone! My Mystery Hostess party begins TOMORROW, and THIS IS WHERE THE FUN STUFF HAPPENS! I'll put up 10 numbered posts throughout the day (drop by anytime), and the more you participate (comment), the more entries you get into BONUS GIVEAWAY drawings! I'm seriously SO excited for you all to get a look inside the awesome world of Usborne Books & More! Make sure you click "JOIN" on the event so you can keep up with the party, and check out all of the pre-party posts below for opportunities for points toward the BONUS giveaways, and read the event description up TOP for FULL details on the 3 ways you can qualify to win the FREE books! I can't wait "see" you all tomorrow!

(fun stuff happens image)

PARTY DAY:

(8:00 AM)

Party Post 1 of 10:

WAKE UP AND BE AWESOME because it's Mystery Hostess Party Day! There will be 10 posts put up throughout the day (drop by whenever you can), and the more you participate, the more entries you get into BONUS GIVEAWAYS!

(These entries get you more chances to win one of the BONUS giveaways I will be awarding. To be eligible to win the title of Mystery Hostess and the FREE books, do one of these: order \$25 in books, book a party, or join my super-awesome team! See event description up TOP for complete details.)

Comment below with what time you woke up for an entry into the BONUS giveaways. The earliest riser gets an extra entry and a virtual hug! Okay, let's get this par-tay started! What time did you wakey-wakey?

(wake up and be awesome image)

(9:00 AM)

Party Day Post 2 of 10:

Are you an Usborne NEWBIE or JUNKIE? I discovered the amazingness of Usborne Books & More almost 2 years ago, and as soon as I held one in my hand... well, I knew I wanted them ALL!

From our website:

"Usborne and Kane Miller books are the most exciting, engaging, and educational books on the market today. They are high quality, innovative, lavishly-illustrated and best of all they are the books kids love to read. Choose from almost 2,000 bright colorful and fun titles covering a wide

variety of subjects."

** For another BONUS prize entry, comment on this post and share if you're an Usborne NEWBIE or JUNKIE.*

(Newbie/junkie image)

(10:00 AM)

Party Post 3 of 10:

Don't judge a book by its cover...except right now!

Scroll through this mini virtual catalog of our NEW 2016 titles to see some of the amazing books Usborne offers... there really is something for everyone!

** Leave a comment saying which 2 books (if you can narrow it down!) you think your kids would like best and get 5 entries into the BONUS GIVEAWAY!

(And don't forget to enter to win our BIG prize - FREE books and the title Mystery Hostess! See the event description up TOP for details!)

http://issuu.com/givebooksgivejoy/docs/july-dec_2016ubamminicatalog

(tip: you can upload the mini catalog into an album on your biz page and share that link to direct traffic to your page!)

(12:00 PM)

Party Post 4 of 10:

Now that you've had the chance to "judge a book by its cover," let's look INSIDE the books!

Here are some of our best sellers, divided up into neat little categories for you. ☺ Leave a comment sharing the 3 books that stood out to you and who you'd give them to, and get 10 MORE BONUS points into the giveaway!!

Baby/Toddler: <https://youtu.be/DUC8IF40K2o>

Preschool/Kindergarten: <https://www.youtube.com/watch?v=goYZraUfEds>

Emerging Readers: <https://www.youtube.com/watch?v=MJLxisXiMUE>

School Age: <https://youtu.be/1u3iNtxMIOI>

Activity books: https://www.youtube.com/watch?v=seoA_kZ4uYs

Nonfiction/Reference: https://youtu.be/5vSE_3fj1y4

New Picture and Chapter Books: <https://youtu.be/WS6mVhOwKOY>

(Post with Reader Favorites image)

+ In Comments: If you are familiar with Usborne already – here are some links to the newest titles!
<https://www.youtube.com/watch?v=-VXN8z9ZAx0>

+In Comments: Here is a great one for our newest titles for Toddlers/Preschool:
<https://www.youtube.com/watch?v=byKWf2ZNaql>

(2:00 PM)

Party Post 5 of 10:

One way to enter the Mystery Hostess giveaway is to book an easy peasy Facebook party! Check my OPEN DATES below, and then message me or comment below with your date!

(open dates image)

(tip: you can offer a free book or extra in books at 65% off for hosting a party if you'd like)

(3:00 PM)

Party Post 6 of 10:

ALL kids deserve new, exceptional books!! We at Usborne Books & More are VERY passionate about making that happen through our Book Drives!

If you are connected to a family, group, organization, school that NEEDS books (i.e. foster kids, sick children, kids living in poverty, family who lost everything in a fire, etc), please post here or message me and perhaps we can partner on an Easy & Rewarding Book Drive and make a difference in some deserving kids' lives!

(book drives image)

(4:00 PM)

Party Post 7 of 10:

No matter how old our kids are, we have the important job of Raising Readers, keeping that interest alive for all kids in our life! Here is a short video sharing a few TIPS for doing just that. I like to add that we listen to audio books during car trips and meals as well. And, audiobooks above your children's reading levels are fantastic!

AFTER WATCHING, share something you liked from it OR other ideas you have for an EXTRA bonus entry!

<https://vimeo.com/76552096>

(5:00 PM)

Party Post 8 of 10:

We need LOTS of help, nationwide, to stem the literacy crisis that's growing in our country and spark a love of reading in our children's hearts! Working with this company has given me an AMAZING home library for my kids, meeting new friends, additional income for my family, and growth and accomplishment on a personal level.

So let's do a quick GAME for your last chance to really stack up those BONUS points for our BONUS drawings! Here's how the game works: 1 *ENTRY* per question related to one of these 3 topics! (And asking a question may mean you want to win, not that you're necessarily on board for joining my team.

Post your questions in this thread below so we can keep them all together. Mark, set, GO!
(your turn image)

(7:00 PM)

Party Post 9 of 10:

Ways to Save!

Everybody loves to save money, right? Check out our current special!

It's the Sticker Dolly's 10th birthday! Launched in 2006, there are now over 20 Sticker Dolly Dressing books. Enjoy this miniature version of 2 of our favorites, Best Friends and Dream Jobs, as your FREE gift

with a \$40 purchase. After \$40 of any books available on the website are added into your cart and you are checking out - you will be brought to a page to accept this offer! :)

Comment for an entry - Will this be used in your home, given as a gift or slipped into your purse for when you have a little downtime?

(customer special image)

(tip: be sure to check what the current special is and edit this post if necessary)

(8:00 PM)

Party Post 10 of 10:

Thank you so much to everyone who participated in the book party! Now it's the best part...shopping time!

** EXTRA EXTRA!! Place an order by TONIGHT at midnight for 15 bonus entries into the BONUS PRIZE giveaway! I will be raffling off **free shipping (reimbursed by me) and a sample pack of wipe-clean cards** for those! Eeeek!! Be sure to scroll back through the posts for all the extra entry opportunities!

** Our BIG prize – the title Mystery Hostess and FREE books - will be announced tomorrow at 12:30 p.m. CST. Deadline for entries is tomorrow at NOON (ways to enter: order \$25 in books, book a party, join my super-awesome team!).

Thank you so much for being here, and good luck!

SHOP HERE: [website link](#)
(Thank you image)

NEXT DAY

Yay ladies!! Thanks for all the fun today! I can't wait to raffle off the FREE books to someone tomorrow AND give away some BONUS prizes (based on the "points" given in posts). Here is a reminder of how to be eligible for the title of Mystery Hostess and receive all the rewards!

(how to enter image)

+ *post any Thank yous and tag guests who order (if over \$25 say "You are entered to WIN Mystery Hostess and the rewards!")*

Day of closing

UPDATE! We are currently **at \$65 in FREE** books for the Mystery Hostess, **\$75 in books** at 1/2 price and any item for 65% off!! PLUS, we are only **\$50 away from bumping the FREE books up to \$145!**

So excited to give all that goodness away at 12:30 PM! Be sure to check out all the posts with "bonus points" too for the BONUS giveaways I will be giving out based only on those points!

-->To qualify for Mystery Hostess, be sure to place a \$25+ order, set a date for a April/May facebook party, OR join my team! Pick one of the 3! (or all three, I really wouldn't argue)
(pink mystery hostess image)

+(TAG YES/MAYBE RSVPS in this post)

BONUS PRIZES: Just because! 😊

1) Free shipping goes to...[Megan Strand](#)

2) Sample Wipe Clean cards goes to...[Kelly Zammis](#)

Whoot whoot! Way to go ladies!

(giveaway winner image)

Alright the results are in!! The GRAND PRIZE of the title of Mystery Hostess (and all the rewards!) goes to...[Christina Cleveland](#)!!! Yay, girl - I will shoot you a message for details!

(we have a winner image)