



# HOW TO HOST A...

## We Love You A Latte!

### URBAN STYLE

By the Toril Sells Houses Team



The whole idea is the spirit of helpfulness and generosity/buying coffee for your peeps, strangers and having fun. It is not about you it is about them! #1 way to be interesting is to be interested in them! This event should be like "Paying it forward" on steroids!

### 1 MONTH BEFORE THE EVENT

- Poll your audience for ideas of locations to have event. Ask your top five referral sources.
- Search for coffee shop or brewery type place with great ambiance and lots of parking. Big space. No Drive-thru.
- Create an invitation list. Make sure to include your tribe.
- Call/text/email Vendors We Love Sponsors for event door prizes such as gift baskets or cash prizes.

### 2 WEEKS BEFORE THE EVENT

- Create a Facebook event
  1. Click Events in the left menu of your News Feed.
  2. Click Create in the top right.
  3. Click Create Private Event to choose between a private or public event.
  4. Fill in the event name, details, location and time. Click Create.
- Create invitation posters to share on the event page and start inviting people. Make sure VML sponsors are invited too!
  1. Go to the Facebook event page you created.
  2. Click Invite in the top right, below the photo.
  3. Search for and select friends then click Send Invites.

- Text and call peeps not on Facebook

Example: *Hey I wanted to personally invite you to our "I Love You A Latte" FRIDAY 2/15 530-730p @ Urban Timber in Sumner.* 😊👍

*Friends, Fun & Friday! We are collecting for our "Annual Warm Clothing Drive" & there will be door prize drawings too. Can you stop by for a high five, a hug & a quick drink on me?*

- Call and check with the Venue Manager and let them know what the plan is. This way they can get ready with extra staff if needed
- Start getting head counts
- VWL Sponsors will start dropping off door prizes. Don't forget to take a picture of the sponsor and door prize. Send to marketing to create a post on social.
- Launch a Charity Drive and start collecting donations - always have a Charity Drive that our tribe can contribute to with every event.



Sample Facebook event cover photo. Use interesting photos that tell what the event is all about. Event details should be included too!



Sample Invites. Must include the event name, date, time and venue. Also add sponsors, door prizes and ongoing charitable drives. Don't forget to tag sponsors when posting on social!

### 1 WEEK BEFORE THE EVENT

- Update your business card in case someone asked for it during the event. Note that this is just a social event and you don't want people to think that you're doing it for business, only give your business card when asked.
- Follow up via call, text or email to peeps and sponsors who haven't confirmed yet. Let them know that there's no hook just friends, coffee, fun. Remember that you're doing it to give back and build relationships.
- Send Facebook event reminder and schedule another one day before the event.
 

Go to [group name] > Events > click on the title of the event > click the red "send notification" link and check the box in the "Schedule" section at the bottom of the page. Choose the time you want your first notification to be delivered. You can schedule the same day. Click "Add another notification" to schedule more.
- Keep posting photos of gift baskets, cash and other door prizes on Facebook event page and tag sponsors.
- Post photos of charity drive donations and encourage more people to donate.
- Hire a Photographer/Videographer or a friend to take event photos and videos.

Sample event reminder posters!



After the event, share photos of door prize winners, charity donations, and people who attended on Facebook event page.!

## A DAY BEFORE THE EVENT

- Delegate event duties with the team.
- Post another event reminder on Facebook. You can also use images that are related to the event. Post a caption that say "Excited to see you tomorrow at \_\_\_\_\_"
- Print door prize entry forms

## EVENT DAY!

- You are there to pay it forward on steroids.. this is not a marketing event. You are being the hostess with the mostess.
- Give high fives and hugs, connect others and get into curiosity! You are buying drinks for everyone.
- Have a prize entry form and ask everyone to fill out. Ask key questions. *On a scale of 1 to 10 how likely are you to recommend Toril Sells Houses Team? If not a 10 what could we do to be a 10? If a 10 what would you tell others about our team? Out of all the people you know.. Who is the next person that will be buying, selling or investing?*
- Ask everyone that comes into the event to fill out the door prize form and give them a drink ticket. Any drink they want. This door prize form is planting a seed in their brain that you are referralable. It's not required to fill out the form but they will.
- Make sure to get all employees names from behind the counter so that you can use their name when requesting something like napkins or ordering drinks for your friends. and to build relationships with them.
- Make sure to write a handwritten note to the manager!! He/She may be your biggest referral source.
- Draw for door prizes at event and shout out to VWL sponsors
- Have the photographer or a friend take photos of you, who won and sponsors to share on social media and event page!
- Have the videographer/friend shoot a short video of the event and friends/past clients/tribe's testimonials to upload on YouTube, share on social and use for future event.
- Smile and have fun!

## AFTER THE EVENT

- Follow up with everyone that made it with power card and call and follow up with those that didn't make it and ask them if they can make the next event or what events they'd come to.
- Follow up with all referrals and who referred.
- Share photos on Facebook event, who won for prizes, get feedback on event.
- Upload on YouTube videos of the event and share on social too! (example: <https://youtu.be/Mn7d3AYnWSg>)
- Go over what went right, what went wrong and what we can do better.

The people who have goals are going to be your best referral sources, people with goals will follow-up on a 10 level. These people are on a mission. Those who don't have goals will only follow-up on a 2-3 level.

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