

# Facebook Live Sale Success Packet





Yay!!! I am so excited for you! It's time for you to have a live sale on Facebook and I want to give you EXACTLY what I use to organize my products, my posts, and my sale night!

This workbook is meant to go along with my video training and gives you access to

- \* a link to a sheet of printable numbers that I laminate and reuse for every live sale

- \* a link to my exact tracking sheet in both a printable PDF and a digital Google Sheet

- \* 14 days of copy ideas for your posts leading up to your sale including several "day of the sale" posts.

- \* my exact rules that I use so you can copy and adapt them to make your live sale run the way you need it to run

...along with tons of tips from me to make you have an awesome and successful sale!

*Cheers from my cup of coffee to yours!*  
--Ashley Raezy



## Printable Numbers

Click here to access a PDF of the numbers 1-100 that Ashley uses for her live sales. She laminates them and tapes them to the backs of the products. She can also write prices on the laminated numbers with a dry erase marker, and then wipe off and reuse them.

## Tracking Sheet

You can download a PDF printable tracking sheet that Ashley uses for sales. Or make a digital copy of a Google Sheet and use it to track sales digitally during a live.

## Comment Sold Numbers

Ashley recently added Comment Sold and updated her numbers to be full sheet numbers that allow her to put a quantity of an item on the sheet. She still laminates them. This is a link to a google doc where you can go to FILE --Make a Copy-- and edit to add numbers. You can also download. PLEASE MAKE A COPY IN DRIVE FIRST.

## Exact Rules

These are Ashley's exact rules that she uses for live sales. You can copy and paste. You can edit them to make them fit for your business. Make sure you post your rules the day of the sale and go over the rules at the beginning of your live sale.

## 14 Days of Copy

Copy and paste or modify the included copy for the 14 days leading up to the sale and several posts for sale day! Ashley includes lots of ideas to get people interacting with your posts leading up to the sale!

## Notes and Ideas

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## 14 Days Until the Sale

"CHECK THIS OUT! Can you believe it? We are having our FIRST/NEXT live chance for you to grab some goodies" (Post a Meme or graphic (like one made in CANVA) with your copy).

## 13 Days Until the Sale

"I have been working really hard on this/these! Which one is your favorite? I can't decide!" (picture of you making or getting your items in from a shipment) So for instance if you are a boutique you might want to change your wording to: "I have been working really hard on finding the RIGHT \_\_\_ for you all, which one is your favorite? I can't decide."

## 12 Days Until the Sale

" I love this little space right now. It might be messy at times. It might look like chaos to you, but this is my peace of mind (I know it's hard to believe, lol)." --- post picture of behind the scenes.

## 11 Days Until the Sale

"CHECK it out! This is ONE of the items that will be available coming up on \_\_\_(date), would you \_\_\_ (wear it, use it... or where would you put this, or who would you give this to)?" --Engage with audience every chance you can.

## 10 Days Until the Sale

"Did you hear about it... the LIVE on \_\_\_ ? We will be going LIVE for you to get some amazing \_\_\_ and a little something extra! Stay tuned in through the upcoming days." (You will make a funny meme, or meme that relates to your business)-- this post is setting them up for your "Special Post"

## 9 Days Until the Sale

"Just a little Sneak Peek for you! We are working really hard on getting these items ready. You are going to love them."

## 8 Days Until the Sale

"Here is where I am working today... show me yours?" (Good place for your work table, working outside, working in your shop, working at your table, at your computer, etc. )

## 7 Days Until the Sale

"You know the other day when I told you about that little something EXTRA... well I can't keep it a secret anymore, here it is...." Post your deal. It can be Live Sale Bucks (I call mine RiOak Bucks), it can be spend \$ and get a percent off their order, it can be an extra gift with \$ amount of purchase... BE creative.... sometimes it is offering some DAMAGED product for 50%. Make it exciting for them. --Again post a meme or more of the product you have for the sale. Be careful of wording.

## 6 Days Until the Sale

"We are in the countdown.... I am getting excited, You all know I love my \_\_\_\_\_ (put your drink of choice). So that's what I will be bringing to the LIVE party... post a GIF of what your Favorite drink makes you feel like, or POST below what beverage you will be bringing..." or you can do food one night etc or favorite snack.

## 5 Days Until the Sale

"This is where I spend the majority of my days, right here! Look at all these goodies we are preparing today." (Post a picture of behind the scenes of your work days.

# 14 Days of Copy- Part 2



## 4 Days Until the Sale

"I have been working on this new design (or I have been putting these together--- could be paired jewelry, or outfits, or decorating tips etc. )." This is a Good Post to go LIVE and show them the new product and get the excitement going on... "I will only have 3 of these during our live on \_\_\_day, so make sure to be there!"

## 3 Days Until the Sale

"So here it is.... a few sneak peeks for you, can you believe it we are within the 72 hour countdown, wahooooooooo!" (this is a good post for you good pictures of your products being staged in good lighting).

## 2 Days Until the Sale

"I can't tell you just how excited I am to be able to show you all the goodies ONLY two more days until show time." (post an excited selfie).

## 1 Day Until the Sale

"Out of everything that will be available during \_\_\_(day) I have to say this is my favorite one. I love how \_\_\_\_." Be descriptive and post a picture of one or two of your favorites or use this to post your special product or seller choice product!

## DAY OF THE SALE #1

-Post a picture of half of your inventory or all of it--- "Do you see something that you just have to have?" OR "Here it is, this is what I have been working so hard on, I will see you back here tonight at \_\_\_\_\_."

## DAY OF THE SALE #2

Post your rules!

## BONUS: LIVE SALE COPY

"WE ARE LIVE! With all kinds of \_\_\_\_\_. Specials, lots of fun... come hang out with me!"

## BONUS: LIVE SALE COPY

"Rules have been posted: Please note first to comment with their favorite emoji and then the number OR with number and I SEE FIRST will be announced. It will look different on your end than on mine!"

## BONUS: LIVE SALE COPY

"IT's HERE! We are LIVE tonight to SELL the most amazing \_\_\_\_\_."

## AFTER the sale.

"Thank you so much for supporting small local business, or our handmade company! We appreciate each and everyone of our customers!"



## Ashley's Rules

(YOUR BUSINESS) Live Sale  
Rules

Welcome to (YOUR BUSINESS) Live (TIME OF SALE and TIME ZONE)

Join the fun by watching the live video and get deals on (YOUR PRODUCTS...HOME DECOR...JEWELRY...ETC)!

A product will be held up, size, color, and price will be announced along with the product's number.

Once a number is announced, if you would like to purchase for the price stated, you will comment with a word or emoji of your choice with the number. (Examples: Me17, Mine23. Anything will do.) Shipping is (put in how much shipping will be for each item.)

The name of the winner will be stated. The winner is the first person I see on my end. It will look different on yours due to internet connections. If you are announced a winner, you will message (YOUR BUSINESS NAME OR YOUR NAME) with the NUMBER you won and if you need shipping/pick up- Must message TONIGHT.

A link will then be sent to you through Facebook Messenger. You will click the link and purchase. By 5:00 tomorrow.

No passing to the next person. If you comment, you are committing to purchase.

Read through these exact rules that Ashley uses for her sales. You may have to change things up for how you will do shipping, pickup, invoicing etc.

But this will give you a great starting point to create your own no-fail rules for your live sales.

Feel free to copy and paste them. We've also included a sample graphic made in CANVA that Ashley posts before her sales.



# Sales Tracking Sheets



## Printable PDF

Click here to access a printable PDF tracking sheet that Ashley uses during her live sales. There is room to write the product, the name of the person that won it, the price, and places to check mark if they have been invoiced, have paid, and have been shipped or are ready for pickup. Print as many copies as you need for each of your live sales.

## Digital Google Sheet

If you would rather track things digitally, this Google Sheet can be saved to your drive. Just click here and then go to <FILE> at the top of the document. Go down to <Make a Copy> Choose what you want to name your copy and which if any folder you want to save it in your drive. Then click <OK>. You should be able to type directly into the document now. You'll need to make new copies for each sale if you want to save old sales records. Then rename your sheets by the sale date.

LIVE SALE ( ____ - ____ - ____ )					
Product	Name	Invoiced	Paid	Cost	Pick up/Shp



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