



How to Host a Successful Facebook Sale

THRIVE BY DESIGN WITH TRACY MATTHEWS

People can go to my website and buy it for full price anyway. So, I feel like these sales create that urgency, and a discount basically is trading off for a booth fee at an art fair.

You're listening to Thrive-By-Design business marketing and lifestyle strategies for your jewelry brand to flourish and thrive. Let's get started.

Tracy: Welcome to the Thrive-By-Design podcast, Episode #98. It's Tracy Matthews here. From time to time I get super excited about inviting some of the Flourish and Thrive members to join us here on the podcast. Today I have one of our mastermind students and a member of our Diamond Insiders, Sarah DeAngelo on the show today, and Sarah is killing it selling on Facebook. She hosts these really successful Facebook sales. It's a really great opportunity for her to get rid of extra inventory and unload and move stuff that is just sitting around in her off months.

She's going to share with us some of her favorite strategies, which I loved. I actually learned a lot of new things today. It's hard for me to learn something new. I feel I hear just about every, but this is really great because it was a different approach to running a Facebook sale, which I hadn't heard before. I'm excited to invite Sarah on in just a moment, but there's some really great insights and key takeaways that you're definitely going to want to grab note paper and a pen so you can take some notes. Because it's really good, it's really replicable strategies that you can use in your business and some great tactics to help create urgency and get people to buy it right away.

If you want to learn more about Sarah, you should go check out her website over at www.sarahdeangleo.com. We'll also have it over in the show notes at www.flourishthriveacademy.com/episode98. I know you're going to really enjoy today's episode. A lot of you are asking how you can sell better on Facebook, so you're going to learn a lot today. I'm excited to share this with you,





but before we do, I would love to take a word from our sponsor.

The sponsor for today's podcast is Halstead Bead. Halstead is a really amazing wholesale jewelry supplier that features different products ranging from materials, supplies, beads, raw materials, chain, you name it they got it. It's a really great supplier, especially for you who are running a niche business. One of the things that I really love about Halstead, and I talk about this all the time, is they're a family owned business. We've developed a really great partnership with Halstead, and we've negotiated a really wonderful discount for you, which I'm going to share with you in a moment.

The thing that I love the most about Halstead is that they are really committed to supporting the jewelry community, and especially emerging designers. They have a grant, which we mentioned over on Episode #93, that they run every single year. This grant is really designed to **[3:00]** support emerging artists who are seven years and under in business. If you are interested in growing your business and getting some grant money in order to help you build your collection or increase your marketing efforts or get some more PR, then definitely go and check out this opportunity. You can head on over to www.flourishthriveacademy.com/halsteadgrant.

You can download the application right there, fill it out. Do not wait until the last minute. The deadline is August 1st. We're already in the middle June. This is going to take you some time because it's a little like filling out an application/business plan, and we really want you to think about it before you apply and be thoughtful about your answers because this is going to really make a difference in their decision in picking you. The cool thing is that one of our mastermind designers from this year and one of our mastermind designers from last year were both runners up and we've had several members of the Flourish and Thrive community who have been selected by Halstead as runners up.

We're really excited. You have a really good shot at winning and it's a great opportunity for you to get some investment in your business. Then also, for those of you who are not interested or you're passed seven years in business or whatever, we would love to offer you a really special offer that Halstead is bringing to the Flourish and Thrive community. You can head on over to www.halsteadbead.com, go around and shop all you like, find some goodies, put





them in your basket. For orders over \$100 they're offering \$10 off. Orders over \$100, \$10 off and you can grab that discount using the code FTA2017. So head on over to our show notes over at Episode #98, we'll have all the details there, if you were driving or something and didn't have a chance to write this down, but make sure that you grab that really special offer from Halstead.

Alright, without further adieu you can use your Halstead materials to set up for your Facebook sales. Let's dive into this wonderful interview with Sarah DeAngelo. This is something that we do often in our Diamond Insiders community. We call it a Member Super Share. It's sort of derived from my mastermind that I'm in with Ryan Levesque, and the idea is that everyone shares all these great ideas of things that worked in their business. When we all combine these ideas we can come up with a million dollars worth of revenue ideas in the mastermind. We call this the \$1,000 Power Hour. We want to find out from you what it is that you've done to generate \$1,000 or more in your business or save \$1,000 in your business, and when everyone comes together with all of the support we come up with a bunch of ideas. This is just something that we do in our Diamond Insiders every month. Sarah was the winner this month, and it's been really fun to learn her process. So, let's dive right in.

Hey everyone, it's Tracy and Sarah DeAngelo. I would like to welcome Sarah DeAngelo. Sarah is a Flourish and Thrive member. She's part of our mastermind. We have these Super Share contests, [6:00] and we love having our students on the show doing Super Shares, and also supporting you guys. Because I feel like sometimes the best learning is really from people who have already walked through the fire and your peers. We can tell you from our experience that everyone has got their own experience with their jewelry business, and obviously we are in a certain case like an authority in the jewelry industry, but there's so many different ways to approach a business.

I was really excited, I think it was last month, we had a contest, a Super Share contest where one lucky Diamond Insider was going to get to share their journey on the Super Share and also be on our podcast. So I'm very excited to welcome Sarah DeAngelo today. Sarah, welcome.

Sarah: Hi everybody.

Tracy: Sarah why don't you tell us a little bit more about you and your business.





Sarah: My name is Sarah. I've been doing my jewelry business for 18 years now. I make everything myself still. I joined the mastermind this year because I'm wanting to make a big transition to more wholesale. Right now mostly what I do is art fairs and online and then local whole, but I've had a great run and I love making jewelry and I support my family doing this. This is our family business.

Tracy: Amazing.

Sarah: Yeah.

Tracy: It's amazing. Welcome to the show. What's your website, so people can stalk you?

Sarah: www.sarahdeangelo.com.

Tracy: www.sarahdeangelo.com. Go check it out. Today's topic is really about having a Flourishing and Thriving, I'm just going to be cheesy, Facebook sale. We had an episode early in the year with Lauren on how to use Facebook Groups and how to use them really effectively for your business. I want to talk about having a Facebook sale, because people are on Facebook all the time, and they're using the platform. They're hanging out on the platform. For those of you in the Diamond Insiders, you're here hanging out on Facebook in the group and stuff all the time. The short of the long is that people are on Facebook, so why not use a platform where people are hanging out to have a sale. Why don't you tell us a little bit more about exactly what a Facebook sale is and we can kind of move on from there, if that sounds good.

Sarah: So I came up with the concept with another jewelry maker friend of mine when we were in our slow time during shows, and we're like how can we generate some sales. So, we got this idea of hosting a sale, because I used to do them in person and I just moved two years ago from Wisconsin to Colorado, so I lost my base. I was trying to think of how I could create that same—I used to always do a January sale for all my customers. How I could create that same thing with people who are not local to me anymore. So, we kind of made it up and both tried it and we tweaked a bunch of stuff, and I've done it three times. Three times, gotten more and more successful to the point where now it's as much as a live art fair. **[9:00]**

Tracy: That is awesome. How cool is that to be able to do that and not have to actually





be somewhere while it's happening. I love that.

Sarah: Here in Colorado there's no art fairs January through April because of the weather. So yeah, it's a great way to keep my client base engaged and also to sell old stuff that I don't want to put on my website or don't want to put out in a show.

Tracy: Tell us about that first sale. What was it like? What were your results? What were some of the things that you did to make it really awesome?

Sarah: First of all I promoted it. I sent out to my email list, on Facebook. Now I'm on Instagram so now I promote it on Instagram, anywhere I can reach my clients. What I did the first time is I set up on an event, on a business page. So you can set up an event, and then in event there's a discussion panel and that's where I do the sale.

Tracy: You actually do it on the event.

Sarah: On the event, right. Because then people have to kind of like log into it and then I can invite people directly to the event.

Tracy: That's so cool. That's such a neat way to do it. Where did you come up with that idea instead of starting a group or something else?

Sarah: I think I just didn't know there were other options. I had never made a Facebook group, so it was either going to be on my business page, and I was afraid of flooding people's feeds, so I didn't want to do that. I did it right on the event. Right in the discussion panel, and it works great because people just go to the event and then there's a sale happening.

Tracy: When you're doing the sale and you're posting on the discussion of the event, do you have one that we can look at right now?

Sarah: I don't know.

Tracy: Do you keep them active on your page?

Sarah: They should be. I think old events are still there, it would still be active.

Tracy: I'm going to try to look that up later. Jess, if you could look on Sarah's business pages, because Jessica is here helping us out with this, and see if there's an old





event. If you could just give me a yes or a no, that would be awesome. I could screenshot later and show what it looks like. What's your business page name so people can look it up?

Sarah: It's Sarah DeAngelo Jewelry.

Tracy: Did you have goals when you were starting or just wanted to see what would happen?

Sarah: I just wanted to see what would happen. My friend did it first, and she made about \$500, which for her was a lot. I thought if I could make \$500 sitting in my living room, that would be great, and I hit over \$1,000 the first time.

Tracy: Wow, awesome.

Sarah: I also have a strong client base already so that helps. I have a mailing list of people that are already fans. So, another plug for all you out there to keep a mailing list because it's a great way to get sales.

Tracy: This is a little bit of a sidebar, but what have you done to build your mailing list over the years?

Sarah: The biggest thing is at art fairs because that's in person. Anybody who walks into my booth and shows even remote interest, I offer them my mailing list. Now that I have my own website, which is just five months old, now I've got the popup bar at the bottom to have people sign up. **[12:00]**

Tracy: Okay, cool, on your website. Awesome.

Sarah: One of the things I realized from the first time that I fixed to the next sales was explaining exactly how it works because so many people showed up and couldn't figure out how it worked. One of the things you'll see on the latest event is there's a pinned post at the top of the discussion which explains all the rules, and that really helped.

Tracy: Talk about the rules or the parameters, how it works.

Sarah: I just say I'm going to be listing items every few minutes and the first person to claim it, either by saying me or mine or I want it, gets it. Then after the sale is over, I send out PayPal invoices to be paid. In the rules it explains this is what's





going to happen.

Tracy: I'm going to pull this up. Just the magic of the internet, an IM device called Slack. I have my team finding things for us while we're looking at it. Here's the rules. Sarah DeAngelo Jewelry, welcome, each item listed, type me or mine and you're committing to the purchase. Everything is one of a kind. First person to get it claims it. You'll send invoices via PayPal and if you want to prefer to pay directly let you know. Clearance items, then new pieces. New items are not on the website. You get an exclusive chance to snatch them for 15 percent off. Very cool. Listings up for 24 hours. If you're reading this after the sale, plenty of time to find a treasure or two. Shipping is \$3.50. You have all the details. One way I think that you can maybe even make this clearer, it's hard to do on Facebook because they don't have the option to create bullets, but there's a way you can use a dash or something. Not like this is a feedback thing, but I just noticed that.

Sarah: Totally, I'm open.

Tracy: Can see it more clearly for people who are going to do this for the first time. Here's the listing and then below there's comments like me, me, me. This is so cool. I love it.

Sarah: One of the things you'll notice. I want to point out, as you're looking. One of the things I figured out that really helped with keeping things current so people knew what was available and not is as soon as it sold, I changed the description at the top and I wrote "Sold" at the top. The first time I did it people were like, "Well, what's still available?" So this really helped. As soon as somebody claimed it, I went in and changed the description to sole, that way people could scroll through and find the ones that were still available.

Tracy: The awesome thing is that you did \$1,000 in sales by sitting on your couch and your (14.30 unclear) \$28.00 a piece.

Sarah: Yeah, I know.

Tracy: You still (14.34 unclear) with this. This is great. You build your live events. You ask people if they want to be on it and you build it online. You host these sales on Facebook. This is great, and I love the idea of actually doing this on a Facebook event, because everything lists super neat and tidy whereas depending on who your customer is, some people might be a little more hesitant





about joining a group just for a sale. [15:00] You also Facebook trunk shows that way as well. Quick question for you. You have really good price point jewelry. Do you think this will work for any type of designer?

Sarah: Absolutely. I don't know if you noticed on there, but what I did was is I had clearance items that I was trying to get rid of first. That was the cheap stuff that I just wanted to get rid of. Then I came with my new stuff, which is the higher price point. I had stuff on there. My price point is fairly low anyway, but there's a few things that were up in the hundred dollar range. I think that your clients buy your stuff so you're good with whatever your price point is.

Tracy: Okay cool, awesome. It totally would work for any kind of designer, as long as you have the right kind of list is what you're saying. How many times a year do you do the Facebook shows or how often?

Sarah: I've done it three times so far. I think my plan is probably to do it at least twice, maybe three times depending on...

Tracy: A year.

Sarah: Yeah, but I don't want to do it too much because it loses it's—I feel like twice a year will probably be it, maybe three times a year, but that would probably be the most that I would do it. Just because if you do it too much, then nobody cares anymore.

Tracy: Okay so, the next time you do it what are some of the things that you will do differently or add on to the experience? Because you talked about marketing in advance. Let's back up for a second. You talked a little bit about marketing in advance. Specifically what are some of the things you do to actually market it?

Sarah: I send out my email to my email list and I did it a month before and then a week before.

Tracy: A month before and a week before. It's like (16.32 unclear). This is coming. Do you tease or feature any items that might be in the sale?

Sarah: I think I did. I always put a picture of something new. So, I'm pretty sure I had something like, hey I'm doing a sale. Actually I did, because I remember because I had several people contact me for that piece ahead of time. And then I said, you





have to wait for the sale.

Tracy: Wait for the sale, get there early because there's only one. I love it. You can create this really great sense of urgency and anticipation in advance to get people excited for it.

Sarah: Yes, since it's an event, you can invite people from Facebook to your event. So, I invited all the people that are on my Sarah DeAngelo Jewelry page, to like it. We also invited, went through my friends list, and invited everybody who I thought might want to come. You can directly invite people to it.

Tracy: How do you invite people from your page if you're not friends with them?

Sarah: There's just a button, is there. Just invite, and you can be like invite all. I think. You'll have to check.

Tracy: We're going to check that out. Maybe if you logged in as your page, maybe that's the disconnect as yourself.

Sarah: Maybe it was just like send it to everybody. Send the event. Maybe it wasn't a direct invite, but there was some way that I could advertise to everyone.

Tracy: What do you do after the event is over? I want to ask you about the payment piece too. So why don't we start first **[18:00]** with the payment. You send a PayPal link to actually pay for the products.

Sarah: The PayPal invoice.

Tracy: A PayPal invoice. (18:09 unclear) flaking and not paying you or how do you handle that?

Sarah: The very first time I did it I had a couple of people do that, because they didn't understand the rules. I don't know how they didn't understand them, but once we sent them the bill, they were like, "Oh, I didn't mean to purchase all three of those." They were just a little confused, but I feel like the second and third time we did, because I laid it out clearly, I didn't have any issues.

Tracy: Okay cool, amazing. So, not even one person saying I don't want it?

Sarah: No, because I think I made it clear. Okay, now it's yours. You bought it.

Tracy: It's yours, so I'll send you a link later. Okay great. Yeah, I just want, I don't want





to say the risk, the hesitation for people if—like for me like someone commit to it. Maybe what you could also do is if you have more than one item, you could talk about how many items are available, if it's not just one of a kind. Then, whoever wants it you could maybe, another way to add a layer, just for people starting with this or maybe if you did have multiple pieces, if you want to be first person to comment, any addition people to comment will be second runner up for some reason. I guess you could say if someone liked it, you could reach out to them and be like, hey, outside of the box. How can you (19.31 unclear). If you had multiple units of the same thing, you could just say either how many unites are available or this is what's available.

Sarah: I did have a couple of those where I could make multiples. Yeah, I just put at the top ten available or anyone who wants one just say me. That kind of thing.

Tracy: Okay cool. So, anyone who wants one just say me. Cool. Perfect. So, you're offering a discount during these sales for the most part. Have you ever tried doing bundling or doing something else to create excitement around it?

Sarah: I never tried bundling. I did a couple of sets, and I instantly would have people say, "Well can I just get the earrings." So, it was like, ah nevermind.

Tracy: Forget the sets.

Sarah: I do a couple of giveaways during the sale though because that (20.15 unclear) too. So I will have a little contest. Once I did a multiple choice for who can guess the name of my business when I first started, and then the first person who guessed correctly got a free pair of earrings.

Tracy: What was the name of your business when you first started?

Sarah: Oh god, it's so embarrassing. It was called Three Wishes.

Tracy: That's cute, whatever.

Sarah: Way back when. That helps draw people too because then people aren't really there like I'm going to buy. They're there to see if they can win and then they might end up buying too.

Tracy: Yeah, totally. That's a great idea. You mostly offer discount, which I think is fine if it's a sale-sale and you're only doing it for a limited amount of time. This to me





seems like [21:00] it's in place an in-person sample sale. I used to have sample sales twice a year in my business and it was a great way. I usually round them around holidays. So, you should do one around Mother's Day and one around the holidays. It worked really well for generating business. So this is just another way to get rid of either extra inventory or stuff that is just sitting around that you have just a few pieces of or one of a kinds of.

Sarah: Yes, that's what I'm using it for, because people can go to my website, and buy it for full price anyway. I feel like these sales create that urgency and that discount basically it's trading off a booth fee at an art fair. So I'm not really losing anything. It's the same to me.

Tracy: I want to ask if you find one type of sale better than another type of sale, but it sounds like you're just focused mostly on the discount part of it, and the sets don't work as well for you. Have you ever done something like, let's say, someone bought an earring and you're like, oh I have this necklace available too?

Sarah: Yes. Usually I'm listing matching pieces as I'm going. So if somebody buys the earrings, I'll be like hey, the necklace is coming up next. That kind of stuff.

Tracy: Okay cool. Does that work?

Sarah: Yeah, it works. I find even in general, people don't buy my stuff in sets. Maybe my clientele is just not the matchy-matchy type.

Tracy: We're all eclectic.

Sarah: Yeah, so it's not that unusual to me.

Tracy: Okay cool. So, do you find that doing this, having this energy around the sale has really helped the success of it? Having that fun factor of saying, whoever claims it first gets it?

Sarah: I've had people email me after and be like, oh my gosh that was so much fun, which really struck me as odd. Really, that's goal. It still struck me as odd that they had a great time. So, I think that's a good thing.

Tracy: Do you send out an email announcement right before, let's say, it's starting now?





Sarah: I do it on Facebook. I try not to send out too many emails because I've noticed when I send too many emails people start unsubscribing. I do the month before and like a week before, five days before. On Facebook I send out, an hour til we go or 15 minutes until we go and that kind of stuff.

Tracy: And that seems to work?

Sarah: Yes.

Tracy: I think what could also really help maybe down the road when you feel a little bit more comfortable with this, sending out an email 10 minutes before just saying we're going live. Because I think that some people, I know I'm not really on Facebook that much with the exception of being in our Groups for Flourish and Thrive. I'm not (23.35 unclear) other stuff. So, it could help down the road. This is something else for people who are trying this out for the first time. Do you have any advice for someone who wants to try this, do this for the very first time? Any advice that you haven't already mentioned?

Sarah: Yes. In prepping for it.

Tracy: Okay, let's talk about that.

Sarah: Total I would say it takes about three days of work to do this. It's a lot more time consuming than I thought it would be. Still totally worth it, [24:00] What I do is I lay out all the pieces that I'm going to do. I photograph them all and I just do one shot of each piece. I have to edit all the photos and get them ready to put on. I have them in a folder all ready to go, so it's like I'm just literally moving them over. Then I'm typing a quick, super short description, because otherwise you'll spend all your time trying to type. So, you just want to make it as fast and as short as you can because it's amazing. I try to post a new item every three minutes, and it still will take me two to three hours to get through the sale.

Tracy: Do you ever type up the descriptions in advance?

Sarah: I tried that, but it felt like it was just as much work to find the descriptions to the photos.

Tracy: Yeah, I can see how that would be...

Sarah: If you do the sale in a group or on your page directly, you can preschedule the





posts, which is a great way to do it, which I think I'll try next time, but I'm a pretty fast typer. So, at least if they're short, I can get those out pretty quick. I would say lay everything out, get it all ready so everything is really easy. Because it gets really confusing when people are starting to claim stuff, and someone is asking you a question.

Tracy: You need support. You need an assistant on there. We were doing Facebook Lives by ourselves for a long time, and then we realized we were missing things. So, we started bringing someone else on with us to help us with the commenting piece and drop the links. So, if it starts getting super busy, you could always bring someone else on as well. Do you have any sales coming up?

Sarah: You mean Facebook sales?

Tracy: Yeah.

Sarah: No. Probably not until, I might do one in August, would probably be the next time. Because I just did this one two months ago. And this is my busy season. I have art fairs every weekend.

Tracy: Okay cool. So we have some questions. Are you up for answering them?

Sarah: Yeah.

Tracy: (25.51 unclear) is saying, holy smokes. That's crazy good. You don't even have to lug your jewelry around. Your sites are nice, Sarah, and I love your jewelry.

Sarah: Thank you.

Tracy: You're too cute, Robin says. Getting some love from our masterminds. Christen is like, love this idea. Thanks for sharing. Such great tips, from Jackie. Okay my husband advised me to do it this year and I had no idea how to pull this off, so I thought he was crazy. Sorry I didn't listen, but I'm glad for the encouragement. This is from Monique. Great Monique, I would be really curious, you're going to try something now because of what we did. Do you feel that it's a good plan to list all your clearance items first and then later list new items?

Sarah: So, this is also something I discovered after doing a couple. If I do the clearance ones first, people snatch them up, but then they don't feel like they've spent too much so they'll still splurge on the regular pricing.





- Tracy: Okay awesome. That's a great strategy.
- Sarah: I've tried it all three ways. The first sale I did I intermixed them. Sale item, regular, sale and people were like, what is this for sale. I don't know. Then the second time I reversed it. I did all the new stuff first and the sale at the end. **[27:00]** By the time we got to the end people were like, I've spent too much. I like doing the sale first, because like I said, people just snatched it up. Then I did the new stuff and they're like, oh that's so cool and then they buy that too.
- Tracy: You're getting a lot of hearts and likes right now.
- Sarah: Super excited about it.
- Tracy: Janet asks, hi Sarah, can I ask what day and time you found works best; weekend, weekday mornings, evenings, etc. Thanks.
- Sarah: I actually sent out an email, not an email, Facebook, like post and asked my customers when would be the best time for them. I got either Wednesday or Thursday night after dinner.
- Tracy: Okay cool. Yeah, evenings.
- Sarah: That was the answer I got. I'm not sure. People are different. My people, they've got kids and so after dinner time seemed to work really well.
- Tracy: Okay awesome. Anita says, how do you preschedule posts for a group?
- Sarah: I haven't done it so I don't know. I've heard you can do it. I'm going to try it the next time, but I haven't done it yet.
- Tracy: This is not 100 percent sure, but you can preschedule a post on your business page, and you do that on the backend. You can Google how to preschedule a post on a Facebook business page and find out how to do it pretty simply. In a group, I don't think that they have that functionality yet. What you can do, there's an app called Meet Edgar, which is a social media scheduling app, which you can schedule straight into your group. You can connect your groups. We use that for Flourish and Thrive, which has been great. We think about the content that we want to create, but it's not efficient for anyone for us to be writing it always in real time, unless it really is a real time thought or comment that's coming up, because there's different support things that we want to do. So you can do the





same thing with your jewelry. Get an app, like Meet Edgar and schedule it straight from the app into the group in whatever, three minute increments. It might be limiting, and I could be wrong here, so if anyone is scheduling in a group directly, please let us know and just post in the comments below, but you might only be able to schedule in five minute increments. You might not give you as much flexibility to do every three minutes.

Sarah: One of the advantages to doing it in the discussion section of an even though is that it's a separate entity. If you do it on your page or whatever and somebody comments on something else, that post is going to pop to top and it will look like it's part of your sale. So, that's why I like the discussion one because everything stays in that order that I posted it.

Tracy: And it also doesn't clutter up your Facebook page feed, which is kind of cool. Patty says, I found that giving the piece a number is easier when invoicing as opposed to looking at time stamps. That's an interesting little share. Patty are you doing something similar because that's really cool. I would love to hear how you're doing it. Monique says, her wheels are turning. Thank you so much. Lisa says, **[30:00]** hi Sarah, thanks for doing this live video with Tracy. This is great. For this to be successful, do you need to have a big list? How do you build your list, thanks. Do you want to talk about it a little bit more?

Sarah: Yeah, I mean I would say it could be successful, even with your friends and family to start because all your people are on Facebook. Yeah, I would start with who you've got and you've got friends that live in other states and stuff that might not even think of going to your website to buy. Even my sales to my old high school friends that are on Facebook. I would say give it a try with whoever you've got, and then really be aggressive about building your email list.

Tracy: Cool, awesome. Toby says, I tried a flash sale a few weeks ago and it was a dud, but now hearing this, I can see where it went wrong. Thank you so much Sarah. I think that it's really important to make sure that you plan it out, that you're teasing it enough in advance. I like a lot of strategy around it's starting now. It's starting in five minutes and then post it. Giving them a very short period of time to buy. You've been doing a lot of this stuff that we teach here about creating that sense of urgency with them to actually buy it now.

Sarah: I think too, in giving the Facebook sale a reason for people to come. So, whether





it's a clearance sale or whether it's a new collection. The giveaways, I mean, that really draws people in. So give them reason to show up and then make it fun.

Tracy: Absolutely. Okay cool. Nicole says this is such good information. I do trunk shows off and on Facebook, and it's really nice to hear some new ideas. Thank you so much. How long do you run a show for?

Sarah: My goal is always two hours and then it always goes over. I kind of know now it's about three hours, and I have people even join in that last third hour. So that's about the timeframe that I feel like has worked. After three hours people start to fizzle.

Tracy: (31.53 unclear) asks, how many people do you think need to take part in this sale to have enough momentum and sales energy. It would be bad if there was only the sound of crickets during the sale?

Sarah: The first time I did it I think I counted that 20-some people showed up.

Tracy: Cool. And you did a \$1,000 of those 20 people?

Sarah: Right because you figure if they each spend \$100 or \$50, yeah. The last one I did I think I had at least 60 people at least check in. I didn't have 60 people buy, but I had 60 people appear in.

Tracy: That is amazing. Okay, Nancy says, do you respond to buyers right away or after the sale?

Sarah: Yes. So when they write the me underneath the picture I'll write underneath it, yours or thanks or you got it or something like that because then they know I've acknowledged them and then I change the thing to sold, the description to sold.

Tracy: Yeah, so that was a really good strategy that you talked about at the beginning of this call was that when something—The first time you did it, you didn't write sold at the top. It was confusing for people who were coming in late. They weren't sure what was still available. That's a really great tactic. **[33:00]**

Sarah: Also saying yours or you got it also helped because like I said, the first time people were like I don't what I go and I don't know if I won it. Is it for free? Do I have to pay for it? They didn't know.

Tracy: Okay cool. So Sarah says, I schedule with my groups but it's with Co-schedule,





which I pay for. So that's similar to Meet Edgar. A similar app. Nicole says, how long do you run the shows for? Do you ever give away contests during the shows? She runs the show for a couple of hours and then she does contests during the show, which helps get people there. Melissa says, yes I never did the tease part correctly. That's a huge part. Thanks for bringing it up. Do you tell people that you're listing your clearance items first? Do you let them know ahead of time how it will go?

Sarah: So actually I have it in my little rules, in my pinned post. Then when I do it, I'll do a post and I will say, okay first up, the clearance items and kind of make it a big deal and then I'll start listing. It will say clearance on each of the descriptions too. Then when I'm done with the clearance I'll say, last clearance item and then I will list that, and then I'll say, now we're on to the new collection. Not listed, you can't get it anywhere else. That kind of stuff, and then I'll start listing the new items.

Tracy: Okay awesome, that's so cool. Nicole asks, is there a way to check how many people check in during the event?

Sarah: On the event, when you make an event and on the discussion it will actually show how many people showed up.

Tracy: Okay, awesome.

Sarah: Another way I figured out how many people were there is when I would do the giveaways because everybody responds to the giveaway question. So if I said, pick a number between 1 and 100 and I got 30-some responses, I go okay there's 30 people here right now. So that's another way to kind of gauge how many people are active on there at the moment is because everyone is going to respond to the giveaway.

Tracy: Cool. Thank you so much for such great advice and insight. If you have any final words, is there anything else that you want to leave our peeps with?

Sarah: We didn't talk about collecting the money, which is another.

Tracy: Oh yeah, let's talk about the most important part, making money.

Sarah: I use PayPal, and they have an option if you're a business, if you have a business to send out invoices, and that has become so much easier than just requesting





money. You can say request money or you can make an invoice and the invoice is so helpful. When I did that that really—because then you can list each item, the price. They can see it all. It just works really well.

Tracy: Do you put in a little picture in the invoice or no?

Sarah: I think it's my logo, not a picture of the jewelry, but you can write the description.

Tracy: Okay cool. So, you can send an invoice through PayPal. PayPal has different kinds of business accounts, but I think most of them have that functionality where you can actually invoice people through PayPal, and then they just pay right there with their credit card or their PayPal account.

Sarah: Yeah.

Tracy: Awesome. Sarah, this has been amazing. Thank you so much for doing this. I really appreciate your generosity and sharing your insider secrets because I know this is such great information that's going to help a lot of designers have their own first Facebook sale and multiple ones down the road. **[36:00]**

Sarah: Yeah. I say try it. Don't be afraid because the worst that can happen is you don't sell anything.

Tracy: You aren't any worse off, right. I think the most important takeaways I got was making sure that the rules are very clear, that you tease it enough in advance so that you can get people there. That you're using Facebook as a tool to invite people, even if you have just friends and family on your email, it's a great place to start. A lot of the people that I started my business with literally were just friends and family and it grew beyond there. That's how you build that network. Your friends tell their friends, and they tell their friends. You can maybe even create incentives for people who bring a friend or something like that.

Sarah: You can create a post and send it to all your friends and say, please share this on your page, because then all their friends will see it.

Tracy: Exactly. There's a lot of ways to get more people involved who maybe aren't on your list, and I love that viral aspect of Facebook and the sharing aspect that Facebook, and this is so great. Thank you so much Sarah for sharing this today.





This was awesome.

Sarah: Yay.

Tracy: Okay, bye guys. Alright, thank you so much for listening to today's episode. I hope that you got a ton of value and you're ready to set up your next Facebook sale. Wasn't that awesome. I hope some of the questions from our Diamond Insiders community were thoughtful and insightful too to help you think outside of the box on how you can run a successful Facebook sale. So, keep your eyes and ears open because Episode 100 is coming up and the stars aligned. You're not going to believe this. Episode 100 lands on Flourish and Thrive's 5th birthday or the day before. So, it's the birthday week of Flourish and Thrive's 5th birthday. Yo, five and five.

Listen to the episode. It's a really amazing episode and we're going to be giving away a really special sales tool. So, we want you to get excited about it. Make sure that you mark on your calendar, July 4th or July 5th, either day. July 4th is a holiday here in the United States, but make sure that you listen to that episode because we're going to be giving you a freebie. A really epic freebie all about the sales, which is something that we talk about all the time here. Something that I know a lot of you struggle with. So, thanks so much again for listening today, and if you liked what you heard, we would love for you to head on over to iTunes and give us a little rating and review and tell us what you think. Alright you guys, take care until next time.

