

FOREVER[®] PICTURE PARTY *instructions*

Post Schedule, Scripts, and Images to Reference

Set up a “Private Event” in Facebook:

- This event can be set up for 3-4 days with 3-4 posts per day. You can leave the event open for 2-3 days after the event for follow up questions and interaction.
- Make a list of 30-50 people to invite to the event. Only invite those who you are willing to connect with during the event.
- After setting up the event page, spend your time PRIVATE MESSAGING everyone that you have invited. Let them know you sent an invitation to look for, why you invited them, and make them feel special to be included. Ask them to hit “join” so they see all the posts.
- You will need to write 3 personal messages to each guest: initial invite, after the first couple of posts, and at the end of the event.
- Please number your posts (like the examples below) so that your guests will know the order in which to read them.

Choose your Facebook Event Cover Image





Description to set up event and PIN? to top of event page:
Over the next few days, we are going to have fun, interact and share how you will never lose a photo again! We will be having some contests, giving away prizes, and sharing some great info you won't want to miss! Keep watch on your news feeds for info every day.

< Post this meme on the event wall



Day 1 Post #1

Who is excited about the Picture Party? Roll Call! Please tell us these 3 things: 1. YOUR NAME 2. WHERE you live (City and State/Province/Territory/Country) and 3. Where are your photos? Go! Every comment will be entered into a drawing at end of this event!

< Use this meme and/or create your own welcome video (welcome them to this event and tell your story. Keep it short and sweet.)



Day 1 Post #2

Hello Photo Lovers! So I hear you love photos just like I do! I DARE YOU TO post the 12th photo on your camera roll and in one sentence tell us the story behind the picture. Every comment will be entered into a drawing at end of this event!



Day 1 Post #3

Share link to an educational blog post about what cloud storage is and why Forever is that solution.



Day 1 Post #4

Post video link and an image will appear:

<https://www.youtube.com/watch?v=izLiqnX5h2o&index=10&list=PLwkU92gJxjG-FgKlpBhIX2hTRtJadBMcSh>

So what is this event all about? Forever is your one stop shop to help you relive those precious memories you have stored away in a box, to help you protect the digital photos and enjoy those special moments as a printed project. Watch this video so that you can see how Forever can be your solution. When you have finished, comment below "done".

NOTE: After day 1, send a FB reminder to those who haven't participated in the event yet. "Reminder, our Forever Picture Party is going on. We'd love for you to join in on the Fun. We have a drawing at the end and I'd love to put some tickets in with your name on them. Let me know if you have any questions."



Day 2 Post #1

Who still owns a VCR? List below if you have any of these items shown in this meme. Please take a minute to read this blog post on how Forever can bring these memories that were once collecting dust back into your life for a family movie night.

Share link to [blog post on our media conversion](#)



Day 2 Post #2

Post video and an image will appear:

<https://www.youtube.com/watch?v=2-6g-yz7jew&list=PLwkU92gJxjGGt6ifoko8PHAETE63LRIES&index=2>

Forever started because of Family. Watch this video and see how important Family is to our CEO and his vision for all of your family stories and cherished memories. Comment "we are family" after watching this video.



Day 2 Post #3

First, I want you to tell me the top 2-3 places where you store MOST of your pictures! Nothing scares me! Share: phone, external hard drive, flash drive, Facebook, Drop box, iCloud, memory cards! Ready, comment the truth!



Day 2 Post #4

Who has seen this image before? Isn't it aggravating? Good news! We have an App for that! Download our Free App for iOS or Android devices by going to your app store and looking for Forever, Inc. or click here www.forever.com/app. Comment "got it" when you have downloaded it. Remember, you get a ticket every time you comment.

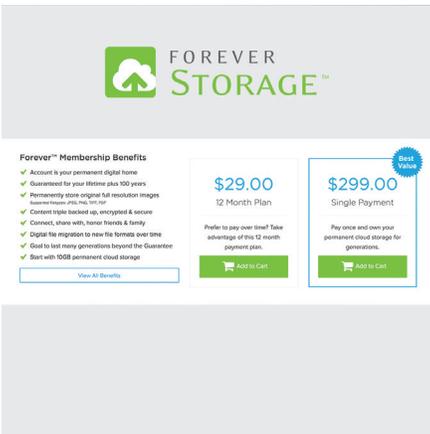


Day 3 Post #1

Post video and an image will appear:

<https://www.youtube.com/watch?v=wZDf6PWL8-U&index=9&list=PLwkU92gJx-jGFgKipBhIX2hTRtJadBMcSh>

Forever is different from any other cloud storage out there. We are the world's first permanent online digital storage company that is backed by a Forever™ Guarantee. Comment below what your favorite thing you heard while watching this video.



Day 3 Post #2

Are you ready to see how this works? We have a storage plan that will meet your needs and your budget. You can pay one time or in 12 monthly payments. No annual fee. Once you pay for your storage, it's yours! Need more space? No problem! Let us know what Member Benefit is most important to you.



Day 3 Post #3

< *Ambassadors you need to upload your favorite picture for this post.*

Time to look at your camera roll. 1. How many photos do you have? 2. Post your favorite photo below. You can earn 2 tickets for participating! Ready, Go!

Ambassadors, start the discussion by saying... "I looked and I have 2,458 photos on my phone. Here is my favorite photo because all 3 of my kids are actually smiling while hiking last summer."



Day 3 Post #4

Did you know that you can take your favorite photo/photos and create fast and easy projects to enjoy with those that you love? You can also make one of a kind gifts for your loved ones. In your Forever Storage™ Account, you can create these beautiful keepsakes with just a click of your mouse. What project would you like to start first? Comment below for a ticket.



Day 4 Post #1

For those of you who enjoy being more creative, Forever also offers PC desktop software programs that works on- or off-line. From all the printed projects you saw yesterday to so many more, Forever Artisan® is your answer. SURVEY: Do you own on a PC or MAC? Comment below!



Day 4 Post #2

NAME GAME: Who do you know that could use this info, LOVES pictures, and would sleep better knowing their pictures are safe FOREVER? Comment below with the name of your one friend. (Comment more names to earn more tickets) Ready, Go!



Day 4 Post #3

Who is ready to get started? We have 3 opportunities for you to help you get started. Comment below which number best describes you. #1, #2, or #3

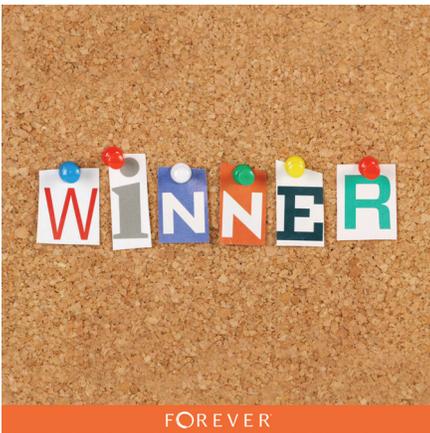
1. I want to make sure my families precious memories are safe, secure and permanent. I'm ready for you to help me purchase my Forever Storage™ Account.
2. I'm interested in sharing this with my friends and earning gift certificates for free product.
3. I love people, pictures and extra money, I'd love more information about being a Forever™ Ambassador.



Day 4 Post #4

Thank you so much for attending this online event to learn more about Forever. I am excited to help you get started. Here is a link to my website: www.forever.com/putyournamehere. Feel free to message me with any questions you may have. I will be in touch with you within the next 24-48 hours. I will announce our lucky winner tomorrow.

After day 3-4 send a private message to all those who have joined and are participating telling them THANK YOU. "Thank you so much for attending this online event. I have enjoyed interacting with you. Please let me know if you have any questions."



Day 5 Post #1

Thank you for being a part of my Forever Picture Party! Thank you for all your comments and interactions. I drew a name and the lucky winner of _____ is _____.

Example of gifts can be:

\$10 gift certificate

1:1 one hour screen sharing organizational/help session

Pack of Forever Cards

Pack of Forever Gift Tags

Here is a free gift you can send to all guests:
<https://blog.forever.com/nick-kelshs-amazing-free-new-ebook>