

multiple streams of

SALES

via Social Media



  SugarBeeBling

SugarBeeBling.com

Mandy Beyeler

Elite Leader, Diamond Seller

Family ☐

Crafty ✂

Boss 📱

Driven ✓

Indoorsy ☐

Travel ✈

Natl Parks ☐

KC 🏈

Joined Paparazzi for a stream of extra income, stayed consistent, worked hard, grew my business to support our family.



Sugar Bee Bling

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you've got
this!

don't compare yourself to others.
**compare yourself to the person
from yesterday.**




What are multiple streams?



Places for Sales

home parties
basket party
work
bling bag
flea markets
vendor events
wearing it
church activities
online shop
mom group meetings
out of your car
women's expos
kiosks

festivals
consignment stores
dance competitions
sports games
salons
open house
schools
retirement homes
assisted living centers
doctor's office
spa
spouses work
craft fairs

fun run races
family get togethers
block parties
rodeos
birthday parties
holiday events
over the phone
yard sales
fundraisers
facebook 
instagram
youtube
bling trailer

Why Social Media??

79%

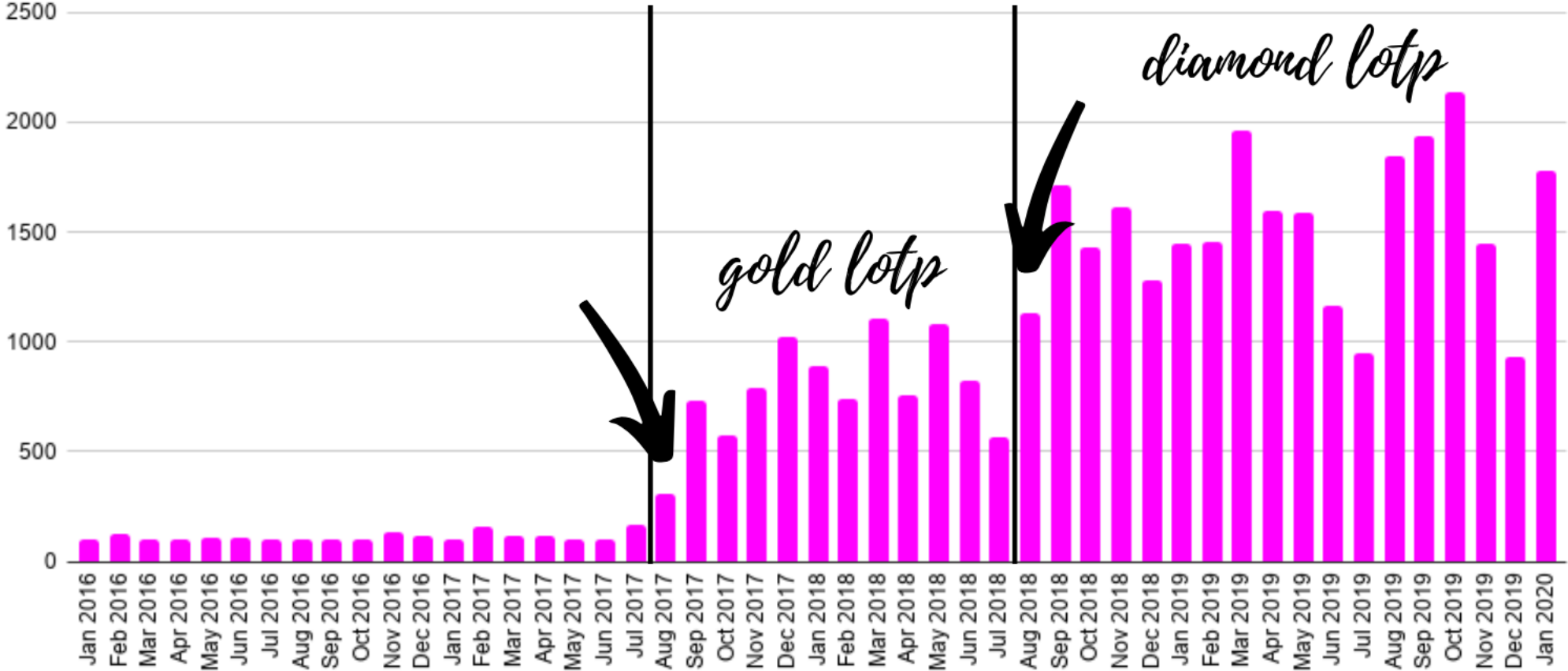
OF THE US POPULATION
ARE ON SOCIAL MEDIA

Americans use social media to connect with one another, engage with news content, share information and entertain themselves.

multiple streams of
SALES
via Facebook

game. changers.

Sugar Bee Bling Monthly Sales Volume



Ways to Diversify Facebook Sales

FB LIVE

Connect with customers, establish a relationship.

FLASH SALES

Video sales, in a flash.

ALBUM SALES

Photos in groups appeal to many.

PIECE OF THE DAY

Hand-picked by you makes the highlighted piece special.

MESSENGER GROUP

Directly inside their messages, more personal.

FB STORIES

Snippets to showcase.

PEOPLE
ARE
DIFFERENT

Go to THEM.
Meet your
customers where
they're at.
SHOW UP.



Establishes a base connection.

Promotes interaction.

Captures new customers.

POWER IN VIDEO.

Evening Sale

Lunchtime Live

Coffee Chat Morning

Work it into YOUR routine.

Power of Video, but FAST (3-5 minutes)

Show yourself, beginning and end.

Same piece a variety of ways.

Speed Recap regular Live Sales.

the more you show, the more you sell

Topic Ideas for Flash Sales

set Saturday
ring-a-ling
ra ra Red
all choked up
hooked
off the cuff
repo depot
back to basics
this or that
bonus pieces
make a statement
let's get edgy
got the blues

back in black
seed bead beauties
gimme gold
bold color
hoop hoop hooray
all the acrylics
touch of sparkle
poppin purple
orange ya glad
feeling fancy
la la lava
that's a wrap
bracelet bonanza

going green
affirmations
fan favorites
stackable stretchies
pretty in pearls
white out
v is for vault
one and done
love those layers
round and round
taste the rainbow
power in pink
picks on demand

Stock photos show detail.

Shopping at THEIR speed.

Quick overview.

Appeals to seasoned online shoppers.

*Continuous albums are okay
New albums catch customer's attention*

Handpicked by YOU.

Easy to pre-schedule.

Use as a VIP group incentive.

build your empire one piece at a time

Messenger Group

A more personal connection.

Notification Alerts.

New Releases Pre-Orders.

Individual mass messages.

Make genuine connections

Create a culture

Alternative Side of FB.

Tell a story.

Double dip content from IG.

storytelling sets your vision

Variety of Sales Example



MESSENGER GROUP PRE-CLAIMS

Specialty group that gets first dibs on new releases when ordered.



TRADITIONAL LIVE SALE

Describe each piece, give styling advice, all items are available.



SEPARATE SPEED RECAP

Fast overview of remaining items via video description.



ALBUM OF ITEMS STILL AVAILABLE

Photos of remaining items for those that prefer pics.



WORKING INVENTORY • WEBSITE INVENTORY

**SUCCESS DOESN'T COME FROM
WHAT YOU DO OCCASSIONALLY, IT
COMES FROM WHAT YOU DO
CONSISTENTLY.**

CONSISTENCY IS MORE IMPORTANT
THAN PERFECTION.

**IF YOU MASTER CONSISTENCY,
YOU'RE HALFWAY THERE.**

CONSISTENCY IS THE KEY TO SUCCESS.



Faith Over Fear

Thinking will not
overcome fear,
but action will.

W. CLEMENT STONE

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questions?

