



### **What does DMO mean?**

It means “Daily Method of Operation.”

### **How does the Daily Method of Operation work?**

Super easy! Choose **level 1** to start with. Do it for 30 days straight. Once you are comfortable, after the 30 days, you can move up to **level 2**. Again, do it for 30 days... Then you can move up to **level 3**.

### **How can the Daily Method of Operation help my business?**

We need income producing activities to be successful in our Paparazzi business. The DMO’s help you create habits. It will take discipline and consistency from your end for this to work. You must do it daily.

### **Why should I trust you Andrea Hutcheson?**

I joined Paparazzi in 2012. I have learned so much and will continue to learn. This DMO will help you stay consistent and build a Social Media presence just like me. Don’t forget to learn about Branding/Attraction Marketing and continue to go live and share value.

TIP \* Get clear sleeves for binders, and dry erase markers.

# DMO Level 1 – Strength (30 min each day)

My Focus today is \_\_\_\_\_

10 min. of Personal Development (Audio, Video, Book)

Add 3 New Friends on Facebook (Friends of Friends/Online Parties)

1. \_\_\_\_\_ Accept & Message
2. \_\_\_\_\_ Accept & Message
3. \_\_\_\_\_ Accept & Message

(Once they have accepted, message them and say something like: “Hi “Name”!! Thank you for accepting my friend request! ❤️ 😊 I love connecting with likeminded & positive people! Look forward to hearing your story & getting to know you. I hope I can empower you and encourage you through my posts!”)

Post 2 times on your Facebook Profile (Empower/Entertain)

Positive Quote/Motivational/Inspiring (Empower) AM

Interactive/Lifestyle Post (Entertain/Engagement) PM

Post on VIP

Post on Business Page

Comment on 10 friends Facebook posts/Talk to them on messenger (Non Paparazzi Sisters Only)

Post on Walls & Personally Message everyone with a Birthday today! Offer a Free piece

Message 3 people who have liked/comment on your post. Get on their Messenger.

Give 5 Compliments (must be to strangers Online/ in person)

Give 1 piece of Jewelry to someone who has never heard of Paparazzi (mail/in person)

Offer 1 friend/customer an Online or in-home Party:

Name/Response \_\_\_\_\_

Offer the Opportunity to 1 friend/customer. Be Excited! Ask, “If I send you a video will you watch it?” If they say yes send: {3<sup>rd</sup> Party Tool: <https://youtu.be/V3gAU71wiZk>}

Name/Response \_\_\_\_\_

FOLLOW UP by Asking: “What did you like best from what you heard? Wasn’t that’s awesome!? Do you see an opportunity for yourself? Are you interested in learning more?” Get a day and time within the next 48 hrs to have a quick chat either face to face, over the phone or video chat.

Evaluate your goals and what you need to adjust to be successful.

Are you on track for your Life of the Party Goal? Crown Club 5?

# DMO Level 2 – Independence (60 min each day)

My Focus today is \_\_\_\_\_

15 min. of Personal Development (Audio, Video, Book)

Add 5 New Friends on Facebook (Friends of Friends/Online Parties)

1. \_\_\_\_\_ Accept & Message
2. \_\_\_\_\_ Accept & Message
3. \_\_\_\_\_ Accept & Message
4. \_\_\_\_\_ Accept & Message
5. \_\_\_\_\_ Accept & Message

Post 3 times on your Facebook Profile (Educate/Entertain/Empower)

Positive/Motivational/Inspiring (Empower) AM

Jewelry/Selfie/Business (Educate) Noon

Family/Hobbies (Entertain) PM

Post on VIP

Post on Business Page

Post on Instagram

Comment on 20 friends Facebook posts/Talk to them on messenger (Non Papparazzi Sisters Only).



Go into your interest groups and interact for 10 min.

Post on Walls & Personally Message everyone with a Birthday today!

Message 5 people who have liked/comment on your post.

Give 5 Compliments (must be to strangers)

Give 1 piece of Jewelry to someone who has never heard of Papparazzi

Offer 1 friend/customer an Online or in-home Party:

Name/Response \_\_\_\_\_

Offer the Opportunity to 1 friend/customer. Be Excited! Ask, "If I send you a video will you watch it?" If they say yes send: {3<sup>rd</sup> Party Tool: <https://youtu.be/V3gAU71wiZk>}

Name/Response \_\_\_\_\_

FOLLOW UP by Asking: "What did you like best from what you heard? Wasn't that's awesome!? Do you see an opportunity for yourself? Are you interested in learning more?" Get a day and time within the next 48 hrs to have a quick chat either face to face, over the phone or video chat.

Evaluate your goals and what you need to adjust to be successful.

Are you on track for your Life of the Party Goal? Crown Club 5?



# DMO Level 3 – Empowerment Part 2

*Reminder: Set your schedule! Take time for self-care, enjoy the process – you are doing Great!*

**Offer 10 friends or customers an online or in-home party**

Name/Response \_\_\_\_\_ Name/Response \_\_\_\_\_

Name/Response \_\_\_\_\_ Name/Response \_\_\_\_\_

Name/Response \_\_\_\_\_ Name/Response \_\_\_\_\_

Name/Response \_\_\_\_\_ Name/Response \_\_\_\_\_

Name/Response \_\_\_\_\_ Name/Response \_\_\_\_\_

**Offer the opportunity to 10 friends or customers. BE EXCITED! Ask, “If I send you a video will you watch it?” If they say yes send: {3<sup>rd</sup> Party Tool: <https://youtu.be/V3gAU71wiZk> }**

Name/Response \_\_\_\_\_ Name/Response \_\_\_\_\_

Name/Response \_\_\_\_\_ Name/Response \_\_\_\_\_

Name/Response \_\_\_\_\_ Name/Response \_\_\_\_\_

Name/Response \_\_\_\_\_ Name/Response \_\_\_\_\_

Name/Response \_\_\_\_\_ Name/Response \_\_\_\_\_

**FOLLOW UP** that night by Asking: “What did you like best from what you heard? Wasn’t that’s awesome!? Do you see an opportunity for yourself? Are you interested in learning more?” Get a day and time within the next 48 hrs to have a quick chat either face to face, over the phone or video chat.

**Follow up with anyone you offered the opportunity to 3 months ago.**

**SHOUT OUT** 3 people on your team OR wider team and drop them a voice note on messenger!

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



**TEAMWORK MAKES THE DREAM WORK!!**

**POWER SESSION!!!!** 10 min on each of these income producing activities!

- Relationships  Sales  Sponsoring  Follow Up

**Post in your Team group**

**Catch up with your TEAM CHAT/NEW CONSULTANTS don't forget to be a friend!!**

**Attend or plan an online OPPORTUNITY live this week!**

**LASTLY, have you shared/posted anything about the opportunity today?**

# TOP Engagement Questions

- 1) Who's the first famous cook that pops in your head?
- 2) Who communicates better: men or women?
- 3) What is your lifelong dream?
- 4) If you had a bumper sticker on your car, what would it say?
- 5) What moment in your life do you wish everyone could experience?
- 6) Couch, love seat, or rocking chair?
- 7) Fill in the Blank:  
"If my house was on fire, 3 things I would have to grab are \_\_\_\_"
- 8) This is a really simple and fun game. You will be given 2 choices. Pick the one that best fits you, then add your own question for the next person to answer.  
Question: Coffee or tea?
- 9) Pick one! Laptop or tablet?
- 10) What's the best way to read a book: audio, kindle or hard copy?
- 11) What books are you looking forward to reading this summer?
- 12) What's your all-time favorite cartoon?
- 13) Which toy or product from your childhood would you resurrect?
- 14) What's your best 'knock-knock' joke?
- 15) House or apartment? Own or rent?
- 16) If you had an extra hour every day what would you do with it?
- 17) What is your favorite landmark?
- 18) Do you sleep with your closet doors open or closed?
- 19) What movie can you watch again and again and never get sick of?
- 20) If you could choose three aspects of your culture to put in a "time box" for the future, what would you put in it?
- 21) What's the one thing you've wanted to do for years, but haven't gotten around to yet?
- 22) \_\_\_\_\_ always puts a smile on my face.
- 23) What do you think Earth will be like in 100 years?
- 24) The one word that best describes my family is \_\_\_\_\_.
- 25) What's the funniest activity that doesn't cost anything?
- 26) What would be your first purchase if you were given 1 Million Dollars?

## EXTRA TOP Engagement Questions.

1. What/who do you miss the most from your childhood?
2. You've got one do-over for your life... what do you do?
3. If you could spend a year changing the world, what would you do?
4. Would you go bungee jumping or sky diving?
5. What's your favorite kind of snack to eat?
6. What makes a commercial or ad attractive?
7. What if the best advice you were ever given to someone?
8. Have you ever had a poem, or a song written about you?
9. If you could break one law with impunity what would it be?
10. What is something you have always wanted to try?
11. Which toy or product from your childhood would you resurrect?
12. The all-time greatest baby toy is \_\_\_\_\_.
13. What is the most embarrassing thing that has ever happened to you?
14. What one thing would you really like to own?
15. What were the three happiest moments in your life so far?
16. What are your nicknames for your kids?
17. If you could remove one thing from the Internet forever, what would it be?
18. Finish this sentence: If I were King for a day, I would \_\_\_\_\_.
19. Do you believe in love at first sight?
20. What food would you starve without?
21. The first thing I do when I sit down at a restaurant is \_\_\_\_\_.
22. Yes or no? Is it ever a good idea to procrastinate?
23. What do you hate the sound of?
24. On a beautiful sunny day, my favorite thing to do is \_\_\_\_\_.
25. Who is your favorite superhero and why?
26. What is everyone's favorite nail color for this season?(specify season)
27. If you had to describe your husbands style in one word, what would it be?
28. What is your go to color?
29. Quick! You have a surprise news channel interview, what piece of jewelry do you grab!?

30. What color makes you feel more confident?
31. What is your favorite neckline to wear on your shirts?
32. What do you wear most, shorts, pants, or dresses?
33. Describe your style in 1 word...
34. What is your favorite jewelry go to item?
35. Name a song title with a color in it...
36. What is something you notice during a first impression?
37. Has your style changed as you've grown?
38. How old were you when you got your ears pierced?

### **SHARE & CREATE VALUE**

- 3 ways to wear 1 necklace
- Best necklaces for a v-neck top
- Best colors for different skin tones
- How to dress a glam look
- 3 ways to dress the "Effortless Casual" look
- Best hairstyles to show off your earrings
- How to make your fingers appear more slender
- 2 proven tips to be more memorable
- Crazy facts about lead & nickel
- Tips to brighten an outfit, tips to add drama to an outfit etc..
- Best colors to fit your hair color
- Best accessories that go with jewelry, (hats, belts, scarves, kimono, etc)
- Tips for cleaning bling so you can sparkle
- Tips to pack your jewelry for a trip
- How to pick out a great gift for... Co-Worker, family, friends, favorite person
- What nail shapes compliment your hands best

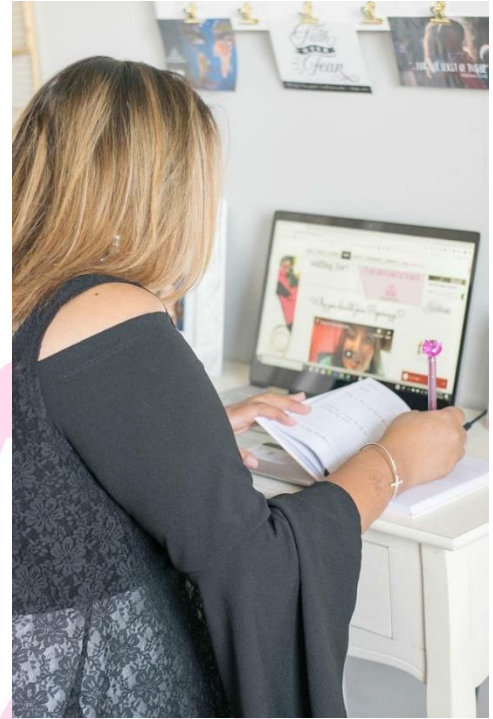


## CONTENT CREATION

Shared Content, Picture Quotes, Live Video, Photos of you (not graphics), Facebook Stories.

### Example:

- Inspiring Story
- Struggle & Success
- Behind the Scenes Look
- A Funny Story That Happened
- Throw Back To The Beginning of Something
- Your Dream Adventure or Future Plans
- Family, kids, pets
- Struggle & Resolution
- Inspiration



### **\*\*EXTRA TIPS. CREATE A SCHEDULE FOR YOUR FACEBOOK LIVES.**

1- ADD more VALUE as FB is looking to demote “business profiles” and promote in the algorithm those who are adding value to others in meaningful and engaging conversations. BE authentic. STOP logging into FB with the idea of advertising and instead SHARING with the world. Ideas, encouragement, recipes, tips, whatever that looks like for you when adding value to others.

2 - Reply to each comment on your posts - treat comments like a normal conversation you would have with someone face to face. This will raise engagement.

3- Look for PAGES AND GROUPS within your brand/niche and engage in the conversations. ESPECIALLY those who have tons of comments!

4 - Do not have company name on your description. Use the name of the company in your posts AS LITTLE as possible. People need to scroll through your feed to see what you actually do.

5- Instead of “tag a friend” use “Shout out your friends”. Learn how to move from “spammy” lingo to more intentional key words that your FB isn’t flagged.

6- Use only 1 call to action a day on business posts and change the call to action daily. GET creative.

\* Use personal pictures for biz posts. \* Make more LIFESTYLE posts than aggressive “selling” posts.

\* STOP copying and pasting other’s posts. Use those as an idea and make it your own.

— Less spammy posts. — Focus on value.