

Virtual Party

By:

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Create a private event page on FB. Ask guest to register on your website so you have address and know what skin type to send samples. Send pampering pack to each guest that registers or commits to attending. Include: Timewise Miracle Set, Charcoal Mask, and Microdermabrasion.

PARTY 45 – 60 Minutes on Zoom, google meet, FB meeting room, etc.

Quick introductions. Have guest share: How do you know hostess, favorite MK product, what do you do, etc. Pick one.

Thank hostess for hosting and share your hostess program.

“Thank you (hostess name) for being our amazing hostess tonight! The best compliment you can offer my small business is to share me with your friends and family! For doing so I reward you with your favorite Mary Kay products! It is my goal for every hostess to earn up to \$100 in free product, so as we go through the party if you have a wish list of products, I would love to have you as my next hostess to earn your list! AND for booking today (hostess name) will earn DOUBLE HOSTESS Credit! It’s easy and fun, no cooking, cleaning, or anything! Just invite your friends and I do the work!”

Before we start be sure to have your samples, a bowl of water or be near a sink, have a washcloth, pen, and paper.

On the paper write your name, phone number, and WISH LIST on the top. Then make a tic-tac-toe board. As we go through the evening write in the boxes the products you really liked or would use if it were in your bathroom. This is your wish list. Then number it 1-6 on the bottom for a fun game we will be playing. At the end snap of picture of and send it to me or the hostess for extra door prize ticket.

Have all products ready in a roll up bag before you begin.

Step 1: Show Satin Hands Set and Oil Free Eye Makeup Remover. Explain benefits. They are not sampling these products unless in person.

Step 2: Apply Timewise 3D Cleanser. Explain the benefits. Show the Skinvigorate Brush while they are applying.

Step 3: Charcoal Mask on forehead, nose, and chin only. Demonstrate with Mask Applicator. Leave on for 5-10 min.

Step 4: Massage Microdermabrasion to cheeks only. Leave on until removing charcoal mask. This is to let them sample both products and try different products in our time together. Be sure to explain the benefits and results from each, and how often to use. EX: Microdermabrasion 2x week. I do Wednesdays and Weekends.

Step 5: While leaving the mask on for 5 minutes share your TOP 5 reasons you love your Mary Kay. This is when you share your I STORY. This takes no more than 5 minutes. Elaborate on your own personal experience on each one. When finished sharing ask guest to hold a finger up for which of the 5 appealed to them the most! Give door prize ticket for sharing. Quickly share that you can join for as little as \$30, you would love to give more detail at the end and answer any questions.

1. Money
2. Self Esteem/Confidence
3. Prizes/Awards
4. Products
5. Freedom/Flexibility

Step 6: Wash off both masks. Apply Pore Minimizer. Show Skinvigorate Massage Head.

Step 7: Apply 3D Eye Cream.

Step 8: Apply 3D Day OR Night Cream. Use the night if evening and heading to bed.

Step 9: Hold up the Miracle Set and explain benefits and results from just three steps in the morning and three steps at night. 20% of aging comes from natural hereditary and 80% comes from our lifestyle. Miracle Set helps to make you look younger, longer.

Step 10: Review Wish List. Be sure they have filled it out so far. Ask how face feels. Have guest share favorite part or product tried today.

Step 11: Referral Game (use the 1-6 on the wish list paper)

Ask “Did you have fun tonight? Does your face feel good?” Shake head yes to get them to do the same 😊.

Ask guest to think of the 6 women they admire the most and give you their names and number. You will offer them a complimentary facial with a pampering pack and a \$10 gift card to use at their pampering session. Can be live or virtual. Might also think of women who are over worked, over stressed, and under pampered.

Guest may choose a half price mascara for sharing list with you. Later when you ask them to host their own party, they can choose this list as their guest list.

Step 12: Review Set Sheet and let each guest know you will be following up with them to answer any questions, help them with order if they choose, and set up future appointments. Specials are only good for 24 hours. Review hostess credit, when (hostess name) gets 2 bookings she gets double hostess credit! Be one of her bookings today and earn extra door prize tickets. Everyone who orders tonight gets 2 tickets, and anyone who orders in 24 hours gets 1 ticket for door prize. Remind them to text you or hostess their Wish List paper with referral names.

Close Party and thank hostess!

Individual Close:

Call, text, or FB private message each guest. Could also send a google link. Ask the following questions.

Thank you so much for being on! I had so much fun with you all! I have a few questions for you!

1. What was your favorite part of your facial?
2. Do you have any questions or skin care concerns I did not answer?
3. Would you like to purchase anything towards (hostess name) party? Specials are available for 24 hours!
4. Give me the 6 names and cell numbers of the women you love and admire the most, and I will offer them a \$10 gift certificate and a free pampering session as a gift from you! It is their choice if they use it! You can list them below and snatch a half price mascara!
5. Would you like to host your own pampering session and earn free MK?! (Hostess name) will earn double host credit!! 😊
6. Of the 5 reasons I shared why I love my Mary Kay business, which intrigued you the most?
Money, self-esteem/personal growth, prizes/awards, freedom/flexibility, products

Thanks again for joining!! I look forward to being your MK girl if you do not already have one! 🍷