

Live Facebook Party

Tips:

1. Create the event under Events on Facebook. Set it as “Guests and Friends” and individually invite your personal friends. Once someone is invited to an event, they can also invite friends. You will have better success if you send private messages and then invite people than you will if you just mass invite your entire friends list.
2. Only invite people once they have said yes to your private message. This keeps the event exclusive and also ensures that people’s inboxes aren’t blown up by 300+ notifications from an event they weren’t even interested in attending. (It’s a courtesy!!)
3. Here is the script that I use to send via private message to the girls I am inviting. You have a much better response with individual messages than by mass inviting:
 - a. Hey Sunshine! Love seeing the videos and pictures of your family! So fun to grow up with lots of siblings
I’m reaching out because I’m hosting a Mary Kay online interactive product preview party tonight (Wed) at 9PM CST and wanted to see if you would be interested in jumping online as my guest?! This is a brand new format for us--embracing technology & I’ve been selected by the company to then train women across the country on how to do it ... so would love to have some fun, intelligent women give me feedback! How it works -- at the time of the event you will log on to the Facebook event and we will be sharing some great information about our skincare products, there will be a few interactive questions, PLUS for being on live you will be entered into a drawing for FREE Mary Kay products & a Coach handbag just for logging on! Would you be interested in participating with us ? It is going to be easy and fun all in the comfort of your home (hopefully with some comfy clothes LOL) Let me know ASAP if you are willing to participate ... Thanks for considering and I hope your day is fabulous !

The good thing about inviting people to a FB Party via FB Messenger is that you can see if they read the invite. If they have not responded either way the day before or the day of the party, send another message saying: “Can I add you to the party?!” That’s it. The majority of people will respond after receiving that.
4. You can post a “teaser” video a few days or hours before the event (depending how far out you have scheduled the event...FB events can have a super fast turn around!). Sometimes I do more than one (for instance if the event is a week away I might post two or three teasers to build anticipation and excitement). When people comment on these they are entered into the free product drawing. My favorites are the ones about Mary Kay Ash herself or the company...tons available on the Mary Kay YouTube channel!
5. You can keep track of entries into the drawing on the page at the bottom of this document...numbered 1 through 100...writes their name next to a number as they comment. When done with party and ready to draw use the site random.org and their random number generator to pick a number...whoever’s name is by the number is the winner. They pm you their address and you mail their prize. I do 1-4 giveaways depending on how many guests are on live.
6. If you are working with a hostess who invites her friends, don’t leave the party open too long...people forget to order. Instead close it right away.
7. Here is my hostess plan I have been utilizing with FB parties...very similar to our typical hostess plan:

Super excited to partner with you for the Facebook party! I have created the event and sent you an invite...you should be able to invite your friends now. In the next message I’ll give you a script that you can use to private message the gals that you are inviting. Here’s the scoop on hostess credits... all of you will be entered 1x for the COACH bag at the end of the party. Plus you and your guests will be entered for free product each time you comment or post during the party. You also get hostess credits of up to \$100 free (\$40 free for having at least 10 people on live, \$30 free for at least \$300 in sales, \$30 free for having at least 3 people who book their own parties...either fb or otherwise) You will receive a \$50 free product bonus if you or someone you invite to the party chooses to join my Mary Kay organization!

 - a. Here is the message that the hostess can send to her friends:
 - i. Here is a great script to send via private message to the gals you are inviting to your party. I’ve found you have a far better response doing individual messages rather than just mass inviting your entire friends list ;) Hey Sarah! I’m hosting a Mary Kay online interactive product preview party on Monday at 8:15 pm and wanted to see if you would be interested in jumping online as my guest?! How it works -- at the time of the event you will log on to the Facebook event and we will be sharing some great information about our skincare products, there will be a few interactive questions, PLUS for being on live you will be entered into a drawing for FREE Mary Kay products and a Coach wristlet. Would you be interested in participating with us?! It is going to be super fun!! Let me know ASAP so I can get you invited to the event & my consultant Michelle can get you entered into the participant drawing!! Thanks friend!
8. Your most successful unit/group parties will happen when you close via private message just as they would at a regular guest event.
9. I “pin” the post we are working with to the top of the page to eliminate confusion.
10. I post the create a roll up bag picture with the Post 10. Don’t send customers to your website...they pm which sets they want instead==HIGHER SALES!
11. Know how long the videos are. You will want to keep the flow of the party going by posting every 3-5 minutes. But remember to go with the flow – some posts may take longer because everyone is interacting. That’s a good problem!
12. I tell everyone that the party takes anywhere from 45min – 1hr 15min – depending on how much fun everyone is having☺.
13. Have fun and be flexible! You will experience an insane adrenaline rush from the success of these! It’s crazy! Be creative and add your own “spin”...my FB parties are constantly evolving!! I’m sure you have ideas I haven’t thought of!!

Outline:



Post 1: Welcome everyone! I'm SO glad you've joined us for the LIVE Interactive Mary Kay Facebook Party!!

One key to making this work tonight is to continuously "refresh" the page you are seeing so you see the newest posts as they appear! I will "pin" whatever post we are working with to the top of the page. If you are participating on an iPad or iPhone you might have to click the pinned post icon to see the most current posts.

When you participate with us tonight you will be entered to win a COACH wristlet ...pretty sweet! At the end of the party, I will let you know what info I need from you to get you entered!!!

Post 2: You also have the chance to book an Ultimate Pampering Session with your consultant tonight...if you are local, that session will be where you and your guests will personally try out our hand treatment, 2 step lip treatment, complete skincare session (including a Microdermabrasion treatment), and a Fab-N-5 or mineral glamour Makeover! If you aren't local, then you can book your own Mary Kay Facebook Party to share with your friends all over the country. Either type of party you do, you will be eligible for Fabulous Hostess Incentives!



If you are interested by the end of the party, make sure you let me know and I will get you additional entries for the Coach Wristlet!

Post 3: There are going to be a few interactive parts to this party, make sure you participate so you are entered to win! There will be FREE product giveaways along with the Coach wristlet tonight.

To start, I'd love to know who is here and what you already know about Mary Kay. If you are a guest, go ahead and tell us your name and share your favorite Mary Kay product if you have one! BTW—you'll get an entry into the drawing each time you participate by posting a response or a question!



 Share the Love

#MKLove

I'll go first: Most of you know me, but for those of you that don't my name is Michelle Miller, and I'm currently a Senior Sales Director with Mary Kay. I've been building my business for a little more than 10 years and am currently driving the FREE Mary Kay Black Toyota Camry. My Miracle Makers unit is finishing up our Pink Cadillac within the next quarter!!! I live in McKinney, Texas, just North of Dallas. I love that I've been able to give myself more freedom and income opportunities with my MK business, and I enjoy teaching and mentoring women. I can customize my business into EXACTLY what works for me, which allows me to live the priorities of my faith, my family, and then my career. I have an awesome husband, Jason, of 21 years next month, who supports my business 100%. I also am the Momma to 4 children ages 17, 12, 7 and 3! I love ALL of our products, but right now I am totally in love with our new Skinvigorate cleansing brush, because it is so fun and my face feels squeaky clean after I use it!

Post 4: First up is our most popular gift item...perfect for teachers, expectant moms, brides, and graduation! The guys have even been known to love it! Satin Hands...in peach, fragrance free or shhhh ;) coming real soon new Holiday Limited Edition Pomegranate. Comment below which scent best fits you!

<http://www.youtube.com/embed/ljrTZhC2h5Y>

Post 5: Next we are going to talk about skincare! Did you know that our skin starts to break down collagen starting at the age of 15??? YIKES!! Make sure you are slowing down that process!

Watch this video if you are 18-20s

<http://www.youtube.com/embed/teLmEXzd1s?rel=0>

Watch this one if you're over 30:

<http://www.youtube.com/watch?v=37c5KmhLVU&list=PLA15CD0F094436CF1&index=16>

Watch this video if you have acne prone skin:

<http://www.youtube.com/watch?v=wAx3FMS-Tic&list=PLtQmA4WRwzPSMC33yKSUXbIOq4QNwFfgQ>

Make sure to comment back here when you are done for entries into the drawings! I use the Timewise Repair skincare line...here is a pic showing awesome results after only 2 weeks of use!!!



Post 6: Here it is! My favorite product! The Skinvigorate Brush!! LOVE it!!!! It makes a fabulous Christmas gift for that tween, teen, man or woman in your life! Have I mentioned I gift wrap for free?

Remember to keep commenting for more entries!

http://www.youtube.com/embed/0_xqxPANJXk?rel=0

Post 7: This is another one of my favorite products, and one of our best-sellers, the MICRODERMABRASION! It's an instant gratification in a bottle! Check it out: http://www.youtube.com/embed/yFB2aG17g_8?rel=0

Post 8: Ok we are going to finish out the skincare part with the final step in our skin care routine...anyone know what that is? It's foundation! Lots of people think it is color but it's really skincare. Here are some great foundation options:

https://www.youtube.com/watch?v=eZQzDB_FOBE

<https://www.youtube.com/watch?v=Z3bqkK-INDQ&index=25&list=PLA15CD0F094436CF1>

Post 9: I want to give you a couple of chances to get a ton of entries for the drawing! Go ahead and pull up your private message on your Facebook page and create a message to your consultant! When you message your consultant the names and phone numbers of five women who deserve pampering you will get 5 entries into the drawing and they will receive a \$15 gift certificate gifted from you.

Post 10: I am going to finish out our product part by showing you some specials!

Notice on the sheet that when you pick any two sets you are a DUCHESS and get the eye makeup remover for free, any 4 sets you are a PRINCESS and get a free roll up bag and about \$70 in savings, and any 6 sets you are a QUEEN and get a free roll up bag plus \$137 savings! Comment below whether you feel like a Duchess, a Princess, or a Queen!

Customize Your Own Roll up Bag



Counts as 2 Sets	Counts as 3 Sets	Counts as 4 Sets	
<p>1 Full Size Miracle Set (\$90)</p> <p>EARLY SIGNS OF AGING</p> <ul style="list-style-type: none"> TimeWise® 3-in-1 Cleanser TimeWise® Age-Fighting Moisturizer TimeWise® Day Solution TimeWise® Night Solution 	<p>2 Ultimate Miracle Set \$175</p> <p>MODERATE SIGNS OF AGING</p> <ul style="list-style-type: none"> TimeWise® 3-in-1 Cleanser TimeWise® Age-Fighting Moisturizer TimeWise® Day Solution TimeWise® Night Solution TimeWise® Microdermabrasion Set TimeWise® Firming Eye Cream 	<p>3 TimeWise Repair Volu-Firm Set (\$235)\$199</p> <p>ADVANCED SIGNS OF AGING</p> <ul style="list-style-type: none"> Volu-Firm Foaming Cleanser Volu-Firm Lifting Serum Volu-Firm Day Cream SPF 30 Volu-Firm Night Treatment w/Retinol Volu-Firm Eye Renewal Cream 	
<p>4 Foundation Set \$44 \$46</p> <ul style="list-style-type: none"> Mineral Powder Foundation Primer Brush TimeWise® Age-Fighting - Matte-Wear (C/O) or Luminous-Wear (N/D) Foundation Primer Brush 	<p>5 Microdermabrasion \$50</p> <p>Step 1: Refine Step 2: Replenish</p> 	<p>6 Eye Booster Set \$68</p> <p>TimeWise Eye Firming Cream TimeWise Eye Revitalizer</p> 	
<p>8 Eye Set \$45</p> <p>Eye Makeup Remover Mascara Lash Primer</p> 	<p>9 Satin Set \$52</p> <p>Satin Hands (Peach or Fragrance Free) Satin Lips (Mask & Balm)</p> 	<p>10 Brush Collection \$55</p> <p>Powder Brush Cheek Brush Eye Definer Brush Eye Crease Brush Eyeliner/Eyebrow Brush Brush Collection Bag</p> 	
<p>7 Custom Compact \$70</p> <ul style="list-style-type: none"> Mary Kay Compact 3 Mineral Eye Colors 1 Mineral Cheek Color 1 Crème Lipstick 1 Eye Applicators (eye brush and sponge) 1 Compact Cheek Color brush 			<div style="background-color: #fce4d6; padding: 10px;"> <p>Queen Bag Select Any 6 Sets. Retail Price \$436 (includes Roll-Up Bag) Special \$299</p> <p>Princess Bag Select Any 4 Sets. Retail Price \$272 (includes Roll-Up Bag) Special \$199</p> <p>Duchess Select 2 Sets Get EyeMakeup Remover Free</p> </div> 

MARY KAY

Post 11: Message your consultant right now the 4-6 sets that are on your wish list! If money were no object which sets would you want? "Like" this post after you pm them for another entry into the drawing!

Your Consultant will private message you after the party to see what you would like to order.

Post 12: I want to give you a few more chances for entries into the drawing! Who is ready to connect with your consultant in person to try these products themselves? Comment below if you want to set up your appointment and get five more entries into our drawing!

Post 13: The last part of our event is called million dollar question! Watch this short 5 minute marketing video. <http://youtu.be/xg0sQMkv5pQ> After you watch it I'm going to give you 6 facts about Mary Kay as a business and then you are going to ask me questions! You'll get an entry for each question you ask and I'll choose some of them to answer here. Ready??

Post 14: Here are the 6 Fun Facts about Mary Kay. Don't forget you will get an entry for each question you ask!

1. Mary Kay is #1 in skincare and cosmetics for the last 15 years!
2. We don't have two things that a lot of direct selling companies have...territories and quotas! Never had them, never will.
3. We have three ways to make money! We can sell product and we make 50% of everything we sell. We can also build a team, so the company pays us "love checks" for helping our team to be successful. Finally we can move into leadership and mentor and coach other women as an executive!
4. How much time does it take? That's completely up to each consultant! You get to pick what works for you, and you get out of MK what you put into it.
5. How much money can you make? Again...the sky is the limit. Most consultants make \$50-\$100 an hour when they are showing the product. Sales directors can make anywhere from \$2000 to \$25000 a month leading their organizations.

6. How do you get started? That's easy! You order a STARTER KIT! It costs \$100 + tax and comes with over \$400 of product to show, plus you get a mentor and success coach to help you....So I magically jump out of your box, lol.

Ok ready for million dollar question? Start asking!!

Post 15: This is the last thing I need you all to do for me so I can put you in the drawing for the Coach wristlet...I need you to private message your consultant with your name, your phone number, and on a scale of 1-5 your interest level in the Mary Kay business opportunity. *Don't text Jordan! LOL

Thanks again for being part of our Facebook party! Even though we are officially done, I will be available here for the next 30 minutes to answer any questions you have while you continue to private message with me!

Thanks again everyone!



Post 17: I will post the winner of the Coach wristlet at ____pm tomorrow night!

Individual Close:

SELLING SET CLOSE: Thank you so much for being my guest on my Facebook Party tonight! Did you have fun? What was your favorite product from the videos she showed?

You know you situation better than I do, I'll work with you either way. Would you rather splurge and really pamper yourself with the Queen Bag or the Princess Bag, or would you feel better starting with the Duchess? Either way is fine with me!

Great! How do you want to take care of that? The easiest would probably be Visa, Master Card, Discover, or American Express if that works for you? I will have all the products shipped to you.

BOOKING APPROACH: Now you get 5 more entries into the drawing if you book with me tonight! (Depending if she is local or far away is the type of party you book. If she is local book her for face to face! If far away, she can be your Facebook hostess)

RECRUITING APPOINTMENT APPROACH: _____, I don't even know if this would be something you would ever consider or even be good for you. However, just for allowing me to share with you some facts, you would be helping with my new consultant training format. Just for doing so I will give you any single item you want for 50% off. _____, I would love your opinion, and of course there is completely no obligation but to listen and get a free gift! So, _____, what would you like for 50% off? Great! My schedule is kind of tight, when would work best for you weekdays or weekends? Thanks again for all of your love and support in my Mary Kay business!

Message your people with the 1st message ASAP!