

LIVE FACEBOOK PARTY OUTLINE

GENERAL TIPS:

- Generally, you will want to wait about 5 minutes between posts but let the comments flow help judge.
- Videos – I don't like having the guests navigate away to another page to view the videos. Instead, if you post a URL in the comment box Facebook will let the video be viewed from within the post on the same page. This keeps guests focused on one page and less likely to navigate to their email etc.
- Only invite people once they have said yes to your private message.
- If comments are lagging, insert a drawing, or post a comment! Sometimes people just need a push, having hostess hype guest, and interact, helps as well.
- You don't HAVE to answer every single question. Allow other guests answer too...it adds to the energy! If any questions do not get answered scroll back through when party is over and private message answers to those who need them!
- To help guests keep up with the pace, "Pin" the post that you are working on. To do that, paste the post, hit "post". Once it's up there, you'll see a subtle downward "v" in the upper right hand corner of that post. Click on that drop-down menu and click "Pin Post". You can only have one post pinned at a time so you must unpin the previously pinned post before you can pin the new post.
- Have fun & be flexible! You will experience an insane adrenaline rush from the success of these!

SETTING UP THE PARTY & INVITING GUEST

All of the text can be copied and pasted directly to Facebook. This saves A TON of time typing and ensures everything is spelt correctly. The words highlighted in yellow will need to be adjusted for each party (the yellow won't paste to Facebook so you don't have to un-highlight).

- Invite script for when I am hosting: Here is the script to use and send via private message to the ladies. Private messaging is a great way to reach out to potential guests. NEVER group message to invite! LOL!

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| <p>Hey lady! I'm trying something new with MK and I would love your support!! If you're not working Sunday join my virtual MK party and invite a few friends. I'm gonna chat about a few products I love and give away some products. Just for clicking "Going" you will get entered into the product give-away! Let me know, can I count on you to join?</p> <p>https://www.facebook.com/events/564434317003128/</p> | <p>Hey (NAME)! I'm trying something new with MK and I would love your support!! I'm hosting a Virtual MK Party of Sunday. It will last about an hour and you can join us on your smart phone, iPad or computer... and invite a few friends. I'm going to chat about a few products I love and give away some products. Just for clicking "Going" you will get entered into the product give-away!</p> <p>https://www.facebook.com/events/564434317003128/</p> | <p>Hey beauti-ful! I'm trying something new with MK and I would love your support!! If you don't have plans Sunday I would love for you to join my virtual MK Facebook party and invite a few friends. I'm gonna chat about a few products I love and give away some products! You can wear your jammies, promise! LOL! Its going to be so much fun! Just for clicking "Going" you will get entered into the product give-away!</p> <p>https://www.facebook.com/events/564434317003128/</p> | <p>Hey girl! I'm trying something new with MK and I would love your support!! If you don't have plans tomorrow join my virtual MK Facebook party and invite a few friends. I'm gonna chat about a few products I love and give away some products. You can wear your jammies or work on homework in the background, promise.</p> <p>https://www.facebook.com/events/564434317003128/</p> |
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TRYING TO GET HOSTESSES

- Hey (NAME)! 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 looking for hostesses for Mary Kay online interactive FB party tonight (Wed) at 9PM CST and wanted to see if you would be interested earning FREE PRODUCT and helping me (try this out OR insert goal)!! This is a new format for us--embracing technology. So, I am looking for some fun, intelligent women to give me feedback and earn goodies along the way! 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! Would you be interested in being my hostess? 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

ONCE YOU GET A YES FROM YOUR HOSTESS:

- 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 ladies that you are inviting. Here's the scoop on hostess credits. 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!

HERE IS THE MESSAGE THAT THE HOSTESS CAN SEND TO HER FRIENDS:

- Hey! Here is a great script to send via private message to the ladies 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 Sunday at 7 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 their 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! 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 Meleah can get you entered into the participant drawing!! Thanks, friend!

CREATE AN EVENT UNDER EVENTS ON FACEBOOK.

This is the description ↓

THIS IS WHAT I USED FOR MY PARTY

Join me for my very first LIVE Mary Kay Facebook party where you will have an opportunity to win TONS of prizes, learn about the products, earn free samples, and so much more!

Join me LIVE on the Facebook Wall of this event at **3 PM Eastern** to have a blast!

Learn how to take care of your skin, and explore new product info from the comfort of your computer or phone!!!

Participate in drawings for FREE products! Stay tuned for updates on exact product giveaways.

THIS IS FOR HOSTESS PARTY

Join **Amanda** for her LIVE Mary Kay Facebook party where you will have an opportunity to win TONS of prizes, learn about the products, and so much more!

Join us LIVE on the Facebook Wall of this event at **3 PM Central** to have a blast!

Learn how to take care of your skin, and explore new product info from the comfort of your computer or phone!!!

Comment on posts to be entered into drawings for FREE products! Stay tuned for updates on exact product giveaways.

EVENT BANNER:

- Make sure to pick something fun for the image that will appear on the Facebook event. This is one of the only images your guests will see when they are deciding if they will attend, so make sure it's eye-catching. Google search will give you fun ones or visit your Mary Kay Intouch Page under Business Tools > Digital Zone.

TRACKING THE DRAWING:

- Print out the page at the very bottom of the document... numbered 1 through 100...write their name next to a number as they comment. When you're ready to do the drawing, use the website www.randomnumbergenerator.com and their random number generator to pick a number...whoever's name is by the number is the winner. At the end of the party, send them a private message requesting their address so I can send them the prize. I do 1-4 giveaways depending on how many guests are on live.

FIRST POST:

- Get guests engaged and excited even before the official party. Post an explanation of the party so they know what to expect.

WHEN I'M HOSTING

What exactly is a pampering party you ask?

Well, it's a way to learn about some of the wonderful products Mary Kay offers through the power of the internet without having to leave the comfort of your home. No need to dress up, come as you are. If you like what you see, let me know and we can meet up or I can send you a complimentary Facial-In-A-Bag for you to try on your own.

Did I forget to mention I will be giving away amazing FULL SIZE products to random guests?

WHEN I HAVE A HOSTESS

What exactly is a pampering party you ask?

Well, it's a way to learn about some of the wonderful products Mary Kay offers through the power of the internet without having to leave the comfort of your home. No need to dress up, come as you are. If you like what you see, let me know and we can meet up or I can send you a complimentary Facial-In-A-Bag for you to try on your own.

Amanda was so excited to share the products with you that she decided you should be invited to her party!

Amanda is working to earn AMAZING hostess credits so make sure to ask her about it. Did I forget to mention I will be giving away amazing FULL SIZE products to random guests?

REMINDER POSTS:

TEASER MK VIDEO: I post a “teaser” video a few days or hours before the event (depending how far out I have scheduled the event...FB events can have fast turnaround!)

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 You Tube channel! (these links may not work but can be found on the You Tube channel!)

- Discover what you love: <https://www.youtube.com/watch?v=7DYxaOE8k-o>
- Mary Kay I CAN: <https://www.youtube.com/watch?v=RdmD3yvy5u0>
- Miracle set: <https://www.youtube.com/watch?v=ldIR4ANHC5s>
- Company Overview: <https://www.youtube.com/watch?v=KgfqMh6kONQ>

TOPIC POST: I have one question at each party that is designed around the interests of the guests. I find this helps them feel more engaged and active in the party because I listened to them. I post this 3 days before the party with a Mary Kay related picture. (a google search or Pinterest has tons of pics of MK products! Make sure pics are of up to date packaging of products!)

The fun is only 3 days away and I'm busy getting everything prepared! What are you most interested in learning about?

--Skin care?

-- Foundation?

--Eye color?

Tell me what YOU want to learn about!

PRIZE POST:

This is really the reason everyone is coming to the party so I post it about 24 hours before. I like to make a BIG deal about the prizes because they really are great and it is what the guests are probably looking forward to most! And of course, include a picture.

Curious what the prizes are for tomorrow afternoon's event? Well here they are!

-Ultimate Mascara

-Deep Brown Eyeliner

-Iced Cocoa Creme Eye Color

Join me HERE at 3pm eastern to have a chance to win these products and learn about SO many more!

TEASER PHOTO:

The day or up to a few hours before the event I like to post a photo of myself with the words “It’s Party Day” or “T-minus 3 hours to Party Time” and you can add more descriptive text if you like too. I find this helps with confusion surrounding time zones if you possibly have guests in other time zones. Even if they are confused what time zone they are in, guests know that it starts in 3 hours from when they see your photo.

TIP: Have a few to cycle through so it's not the same every party. I opened the image with MS Powerpoint and added the pretty text and description. When you are ready to save, select Save As and choose JPEG file form the drop down.

60 MINUTES OUT:

So, excited! T minus 60 minutes till PARTY TIME! Check out the prizes for the product drawing!!! All the guests who RSVP'd to the event already have their name in once for the drawings!! Tell us your fave MK product in the comment and get another entry even before we start!!! Tonight's prizes...almost \$50 of products being given away!!!

- Eye liner

- Creme Eye Shadow

- Mascara

10 MINUTES OUT:

Almost! Get ready for some serious FUN! Just 10 minutes to go!!

PARTY POST

POST #1 OF 15:

Here we go!!! Welcome everyone, thank you so much for joining! I'm so glad you've joined us for our LIVE Online Mary Kay Facebook Experience!! One key to keep up will be to continuously "refresh" the page you are seeing so you see the newest posts as they appear! It can get fast & furious so don't stress if you don't read EVERY single comment! We'll have a new post about every 5-ish minutes and the newest post will be the pinned post at the top of the page. When in doubt, scroll to the top! Oh! And when you participate you will be entered to win some fun FREE full-sized products! To start with, I'd love to know who is here and what you already know and/or LOVE about Mary Kay. BTW—you'll get an entry into the free product drawing each time you participate by posting a response or a question!

IN THE COMMENT SECTION...YOU GO FIRST: ↓

I'll go first: Hello!! My name is Meleah Wood, and I'm an Independent Sales Director with Mary Kay. I've been building my Mary Kay business for 3 years. My mission is to help other women live their best life. My vision is to go to Spain this April to see my handsome boyfriend Austin. And one of my goals is to earn our first Pink Cadillac by this June of 2017. Before I started my Mary Kay business I was working retail fulltime, had just graduated high school, and I was a brand new licensed cosmetologist. By all of you being here today, you are helping me fulfill my mission, vision, and goals, so thank you from the bottom of a grateful heart. One of the things I love about the Mary Kay opportunity is that it allows women to have a business that fits their life instead of having to live a life that fits around their career. In fact, this could be an opportunity that could help you create the life you want. Mary Kay Ash always said there's a future Independent Beauty Consultant at every party. So, I wonder, who do YOU think it might be? LOL

POST #2 OF 15:

Thanks, everyone! It is really nice to get to know you all!

Now let's get down to business. I am going to post several short videos about our most popular products.

-Watch and comment to earn tickets in the drawing!

First up is our most popular gift item...perfect gift for any occasion! Satin Hands...in White Tea & Citrus OR Fragrance Free. <https://www.youtube.com/watch?v=zs6NpSMUIY0>

POST #3 OF 15:

LOVE IT! Is this so fun??? Next, we are going to dive into skin care.

Did you know that our skin starts to break down collagen and age faster in our early 20s?! YIKES!!!

Make sure you are slowing down that process! We have 4 different skin care systems based on your needs...from Acne-fighting to Age-fighting...we've got you covered!

For today...choose which to watch based on your needs!

I will post the 4 skincare lines in the comments!!! After you watch, comment which skincare YOU would want, need, or love to try!

COMMENTS:

Watch this video about our Miracle Set if you prefer an amazing skin care regimen customized to deliver younger looking skin: <https://www.youtube.com/watch?v=teLmEXxd1s>

Watch this video about our Botanical Effects Skin Care if you're looking to keep it really simple and are not yet concerned about the signs of aging: <https://www.youtube.com/watch?v=c3Dn4nh9WMU>

Watch this video about our Timewise Repair Set if you are seriously ready to go back in time and lift away the years: <https://www.youtube.com/watch?v=37c5KmhLUVU>

Watch this video about our ClearProof Acne Set if you have acne prone skin: <https://www.youtube.com/watch?v=rMjvZ1knACM>

Make sure to comment back here when you are done for entries into the drawings!

POST #4 OF 15:

Alright let's keep on going.... Here it is! Everyone's favorite!! The Skinvigorate Brush!! LOVE!!!!

Remember to keep commenting for more entries! https://www.youtube.com/watch?v=0_xqxPANJXk

POST # 5 OF 15:

Ready for the next one??? This is another one of my favorite products, and one of our best-sellers, the MICRODERMABRASION SET! It's an instant gratification, like a face lift in a bottle!

Check it out: <https://www.youtube.com/watch?v=HFQtlc3PMJA>

POST # 6 OF 15:

Ok so we are going to finish out the skin care 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=Z3bqkK-INDQ>

You can also learn about one of our newer products CC Crème here:

<https://www.youtube.com/watch?v=FGR-JsEDXRA>

POST #7 OF 15:

Whew! It's a good thing I type fast!!! You are asking GREAT questions and thanks for sharing all those great comments! Are you having fun? 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! (If you're thinking... "Who IS my consultant?" go ahead and message me! I'm your Personal Beauty Consultant now!). If we aren't friends yet, send me a request! If you've had fun so far tonight we need your help spreading the word!!! So! When you message me the names and numbers of the 5+ of the most MOTIVATED women you know, you will get an entry for free product for each one! When you send 15 names & numbers your entry's double!

**** MORE SPECIFIC TO THEIR INTEREST ****

In this post, I highlight a different product every party based on the comments guests left when I asked what they wanted to hear about. This makes the party feel personalized, special and gives them the information they want! There is a video for nearly every topic on Mary Kay YouTube.

POST #8 OF 15:

LASH ALERT!!! Long beautiful lashes are all the rage! With Mary Kay Lash products, you have it all at the tips of your fingers!!! <https://www.youtube.com/watch?v=NzVAXhkJK4>

POST #9 OF 15:

Ok we are going to finish out our product part by showing you some specials before you head out to shop!

--Open our Closing sheet (Uploaded under FILES)

POST #10 OF 15:

Ready to start shopping?! I am! If you don't have a LookBook handy, just head to www.marykay.com/mkwood and check out our products there. You can then send me a private message if you find something you can't live without! *Just for private messaging me what you can't live without you will get another entry on the free product giveaway!

POST #11 OF 15:

So, you want to party yourself?! I'm going to tell you how to host your own fabulous event, just like this, or in person and share our products with your friends! If you book your appointment or party in **February**, you get some extra special hostess rewards! Comment below if you want to set up an appointment or party below and get TEN more entries into our drawing!!!

Here's how it works! We'll schedule your own private event, and I'll give you all the scripts to invite guests. What's in it for me is that I get to "meet" your friends! Here's what's in it for you (besides the fun) ... So, let me know what you think!

-You & your guests will be entered for FREE product each time you comment or post during the party (sound familiar??). - You also get hostess credits of up to \$100 free -Plus monthly hostess special!!!!

** PS Maddie's hostess rewards double when you book and hold your party!

POST #12 OF 15:

Who wants to play a GAME!!!

Here is how it works! I am going to give you an acronym and you are going to guess what each letter stand for!! Easy, right?! Here we Go!!

M
R
S
F
C
A
B

Here is a hint. What do you get when you join Mary Kay?

POST #13 OF 15:

How did you do!?! Here are the answers!!!

M – Money, the \$ we make in Mary Kay. We make 50% of everything that we sell. That is the highest paid direct sales company in the US! Plus, a TON of team building bonuses. 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
R - Recognition & Prizes that we receive in Mary Kay. We get recognition for everything that we do and Mary Kay gives us great prizes just for doing our business.

S - Self Confidence & Self Growth

F - Fun - We get to have fun with all of our friends and new friends that we meet.

C - Cars - We can win cars in Mary Kay – Chevy Cruz, Equinox, and of course the Mary Kay Pink Cadillac or we can take the cash instead of the car. Who wouldn't want earn the use of a free car?

A - Advantages - By having a home-based business we have great tax advantages, and the other advantage is that we get to put God first, Family second and career third. Isn't that great?

B - Be your own BOSS! This is my favorite one. You get to work when you want to work. You are your own BOSS!! You get to enjoy the field trips with your kids, and you get to go on vacation when you want to go. You don't have to work around anyone's schedule. If you want to learn about the business and set up a “chat” with me either over coffee or phone, you’ll get another entry into the prize drawing!


POST #14 OF 15:

LAST POST!!! Wow you are all so AWESOME! I have had so much fun showing you all about Mary Kay! I do want to answer all your questions so I promise to do that as soon as we close out here because I want to honor your time. So, I will be available here for the next 30 minutes to answer them while you continue to shop. Feel free to post or private message me if you have any questions or are ready to bring some wonderful Mary Kay products into your beauty routine. Last thing I need you all to do for me so I can put you in the drawing for the free gifts. Guests, I need you to private message me your name, your phone number. We will get you entered! Thanks again everyone!

POST #15 OF 15:

And our free product WINNERS are...

POST EVENT MESSAGE:

After the party, send this out to all the guests who attended. 

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|---|--|
| <p>Thank you so much for coming to my first FB party yesterday! I hope you had a great time learning about the products, I know I had a wonderful time being online with such interactive women! What was your favorite thing we talked about?</p> <p>I wanted to make sure all questions you had were answered. I’m here to help you with any unanswered questions or things that may have popped into your mind after we logged off. I remember you talked a lot about _____, one of my favorites!</p> <p>Thank you again for taking the time out of your day to join the party!</p> | <p>Thank you so much for coming to my first FB party yesterday! I hope you had a great time learning about the products, I know I had a wonderful time being online with such interactive women! What was your favorite thing we talked about?</p> <p>I wanted to make sure all questions you had were answered. I’m here to help you with any unanswered questions or things that may have popped into your mind after we logged off. I will be putting in an order soon so that you will get the products you ordered in a jiffy.</p> <p>Thank you again for taking the time out of your day to join the party!</p> |
|---|--|