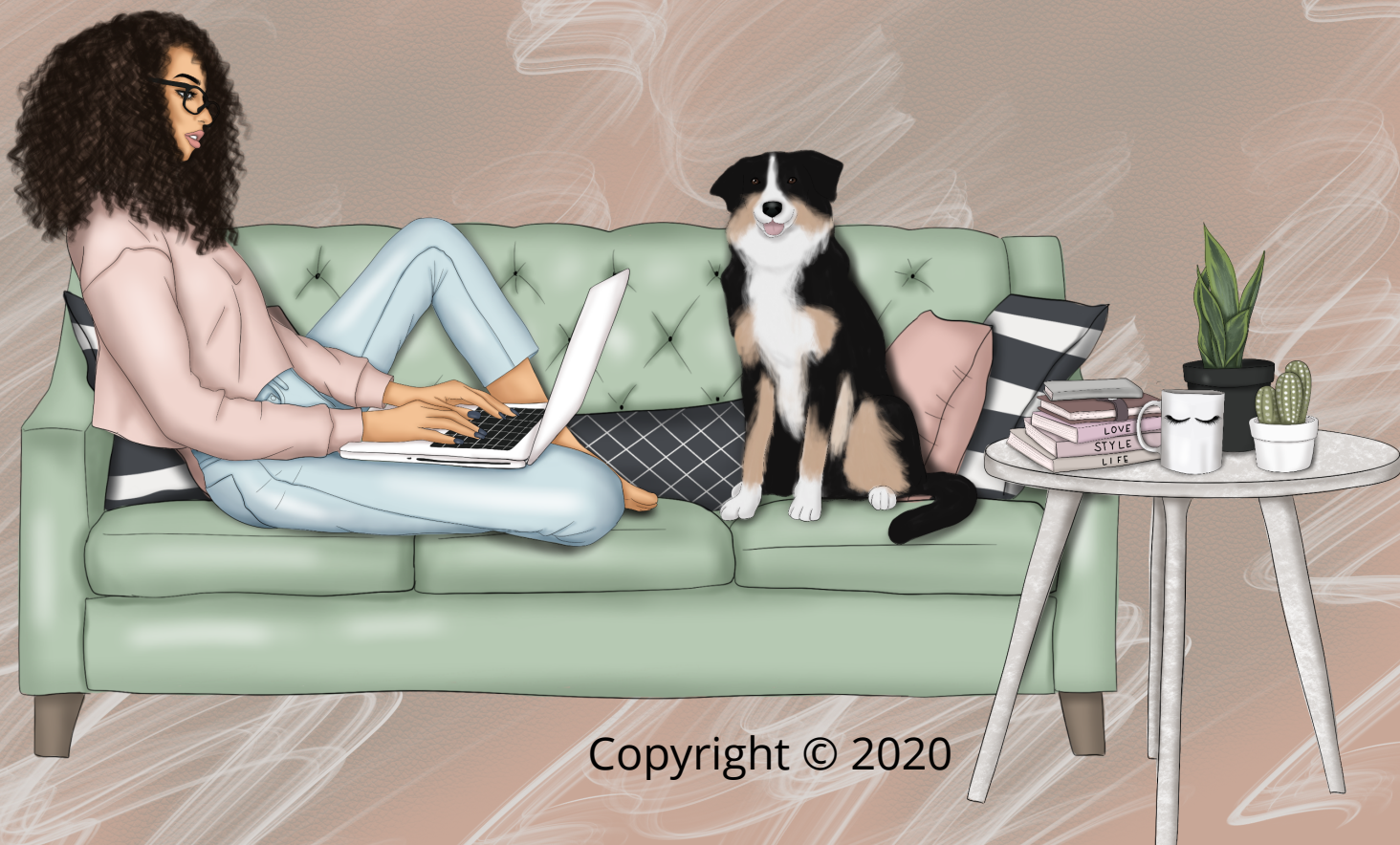


# Facebook

GO KIT



Copyright © 2020

# WARNING

This packet contains a lot of great but detailed information for growing your business online!

All of the information may not apply to you!

It's super important you tailor your learning to your needs right now.

Go to the Table of Contents, use it as a guide, and study the applicable sections. Don't get caught up in too much learning and no application! This Go Kit is designed for you to learn & grow as you GO!

Also we realize some people require a lot of detail and others shut down with too much detail. We included a table of contents and summary pages so that you can go straight to where best fits YOU! Don't allow yourself to get overwhelmed! Keep it simple!

*-The Facebook Go Kit Team*





# Table of Contents

CHOOSE YOUR PATH!

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# Virtual Basics

TIPS TO KNOW!



1. Make sure to have the right lighting! Lighting is important!

Great, inexpensive lighting:

<https://amzn.to/39Udiqx>

<https://amzn.to/33kKAfU>



Looking at  
Natural Light



Artificial light  
just in a room



Standing behind  
light



Ring Light

2. Make sure your WIFI connection is good. If you live in rural areas, WIFI doesn't work at its full capacity during storms or when it is dark.

3. Personalize it! Be YOU! People love the REAL DEAL. Don't feel pressured into needing to make it perfect! It's okay if your kids run up during your video or the dog barks! That is REAL LIFE!

4. SHARE! We are in a temporary season where we need all hands on deck! If you have an idea that is working, share with your unit, and your director friends. Together, we are better!

# Customer Page

THANK YOU @JESSICAYOUNGKER



Daily interaction in your customer group is important. Consider posting NON-MK content too. Think about what is relevant to your group that you are passionate about: health, fitness, mom tips, recipes, general wellness, etc.



The more interactive the posts, the better!

"Drop a GIF about your feelings about a possible quarantine!"

"Drop a GIF about what you have stocked up on!"

## Daily Post Ideas

MAKEUP MONDAY	TIP TUESDAY THANKFUL TUESDAY	WRINKLE FREE WEDNESDAY	TUTORIAL THURSDAY	FACT FRIDAY	STARTER KIT SATURDAY	SCHEDULE SUNDAY
Glamour items, selfie with your favorite MK look, this or that shade poll, current trends	Application techniques, creative or extra uses of products, Or Thankful Tuesday:- "Drop a gif with what you are thankful for today!- I am thankful for my customers because ____-grateful I got to buy ____ because if your support, Topic Tuesday, Good News Tues, Timehop Tuesday, Transformation Tuesday, Trendy Tuesday	-skincare items -education on ingredients, Wacky Wednesday, Wednesday Wisdom, Win it Wednesday, Women Wednesday	-Do a live tutorial video -before/after photo -list of products used, Think positive Thursday, Thoughtful Thursday, Thursday Thoughts	(about MK or YOU) / Feature Friday (feature your customers!) OR FRIDAY - post a sale or bundle deal special Fashion Friday, Fearless Friday, Freebie Friday, IGIF	-Facts about Starter Kit contents, Business opportunity information- Saturday Swag, Social Saturday, Shout Out Saturday	Create & Schedule ALL posts for upcoming week. Sunday funday, self care Sunday, selfie Sunday (post a selfie in the comments!)- Sunday Special

# The Mini Sesh

THANK YOU @NSDBLISS AND  
@TAYLORMADEFORMARYKAY

The follow are some ideas of things  
you can do when going LIVE. You  
can go live in your customer group,  
on your Instagram Story, etc.  
Consider this a page to inspire you  
to create content!

Quick  
Contour

WOW  
BROWS +  
Eyelash  
Tutorial

Get "Un-Ready"  
with me: your  
Nighttime skin  
care routine

Get Ready  
with me:  
Daily Makeup  
Routine

Undereye  
corrector  
demo half the  
face

Try on 3  
Different  
Lip Colors

Mascara &  
Eyeliner  
Tutorial

Charcoal  
Mask  
Tutorial

Live Inventory  
Sale- go through  
your current  
inventory, hold up  
products and talk  
about them

Use an orange and put Charcoal  
mask on it. Show washing the  
orange with water, then with  
cleanser, then with the  
skinvigorate brush



# Generating Referrals

@LAURIEPLYLER

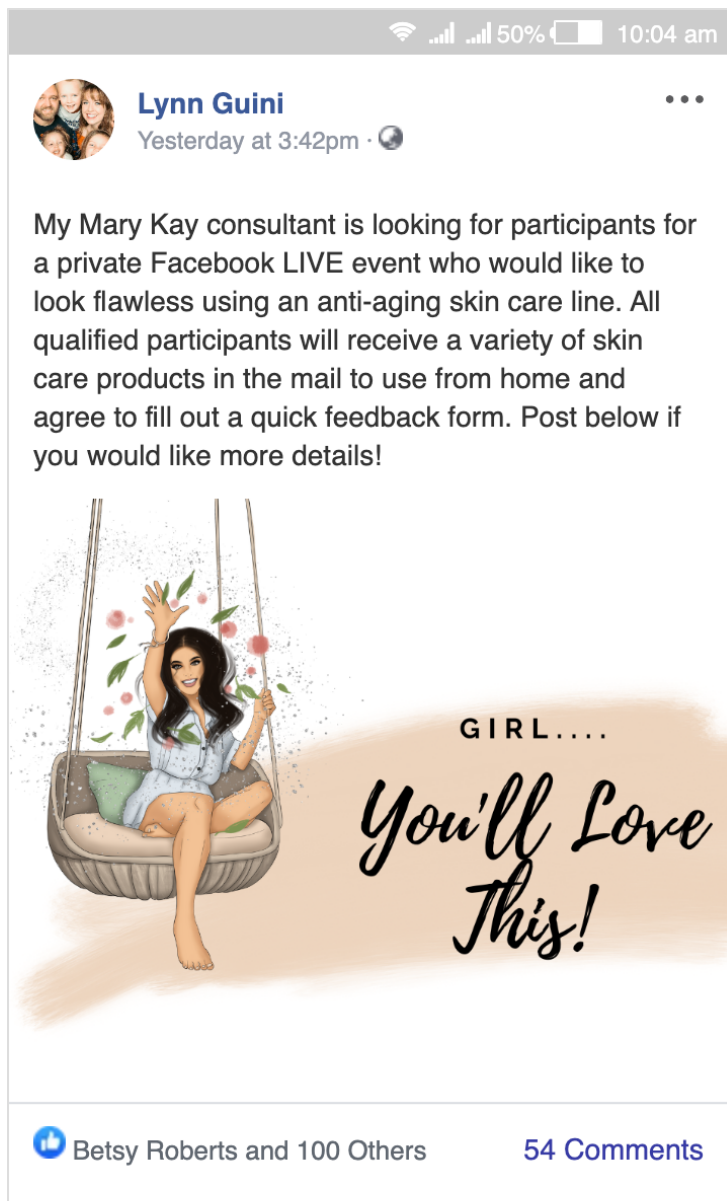
## FB Wall Post

- 1.** Friends! We all know the importance of supporting small businesses in this season. And we also know we have people stir crazy at home! Any chance you could post this to your wall and tag me? (You could even say, "I'll give you a free \_\_\_\_\_ in your mailer, if so!")

I'm participating in this online event and they still have spots for a few more people. I'm excited about it! Anyone else interested? Looking for participants for an online study who would like to look ageless using an anti-aging skincare line. All qualified participants will receive a variety of skin care products in the mail to use from home and provide feedback. Post below if you'd like more details.

I'll add you to the Facebook group called "Name of Group" and tag you in a few of the posts, so let me know once you accept my invite into the group! Then, I'll tag you in the products I'll be sending to you so you can check them out ahead of time!

THEN ADD THEM TO THE GROUP!!



- 2.** Respond to every single comment and let them know that you are sending them a private message with details and sending them a friend request! This is critical. Otherwise, the message will go into their "others" folder and they will never see it, nor will you be able to add them to your event! They need to be expecting to hear from you

## PRO TIPS

**We ALWAYS** check to see if someone has a consultant who services them.

**We NEVER** sell to someone who has a consultant.

**We ALWAYS** do the right thing.

**We NEVER** recruit someone who has a consultant.

# Working with CDS

@MRSTROJO

@CINDYSHEPPA

## When you get a re-order

**When you get a reorder, consider using this time as the perfect situation to turn that order into a virtual appointment!**

*REMINDER! With every CDS order, you get to add (2) FREE samplers with every order.*

### Scripts:

*"Hey Kim! Thank you so much for your re-order! I'm on a mission to make women feel pampered during this season we are in and I'm offering virtual sessions with all of my customers. Would you like me to add a complimentary Miracle Set sample and your choice of one of the following: a Microdermabrasion, Detoxifying Charcoal Mask or a Glycolic Facial Peel to your order?"*

*(Wait for her response)*

*Would a Saturday evening or Monday afternoon work best for you to Facetime with me?*

The screenshot shows a mobile app interface for Mary Kay. At the top, the status bar shows the time 12:13 and LTE signal. The address bar displays 'applications.marykayintouch.com'. Below the address bar, the 'Products' section is visible. A 'Product Catalog' search bar is active with the text 'Remover'. To the right of the search bar is a magnifying glass icon and a 'reset search' button. Below the search bar, the 'Category' dropdown is set to 'All Categories'. Underneath, the 'CDS Samplers' section shows a dropdown menu with '--Select CDS Samplers--'. Below this, a 'Suggested' section displays a product card for 'Part # 029726', 'Name Mary Kay® Oil-Free Eye Makeup Remover 3.75 fl. oz.', and a 'Suggested' label. At the bottom of the screen, there are three buttons: '--Select CDS Samplers--', 'No Cost', and 'Paid'. A 'Done' button is located in the top right corner of the product catalog section.

**[Click Here for Full Content Scripts- Selling with CDS](#)**  
**[Thank you @MrsTrojo](#)**

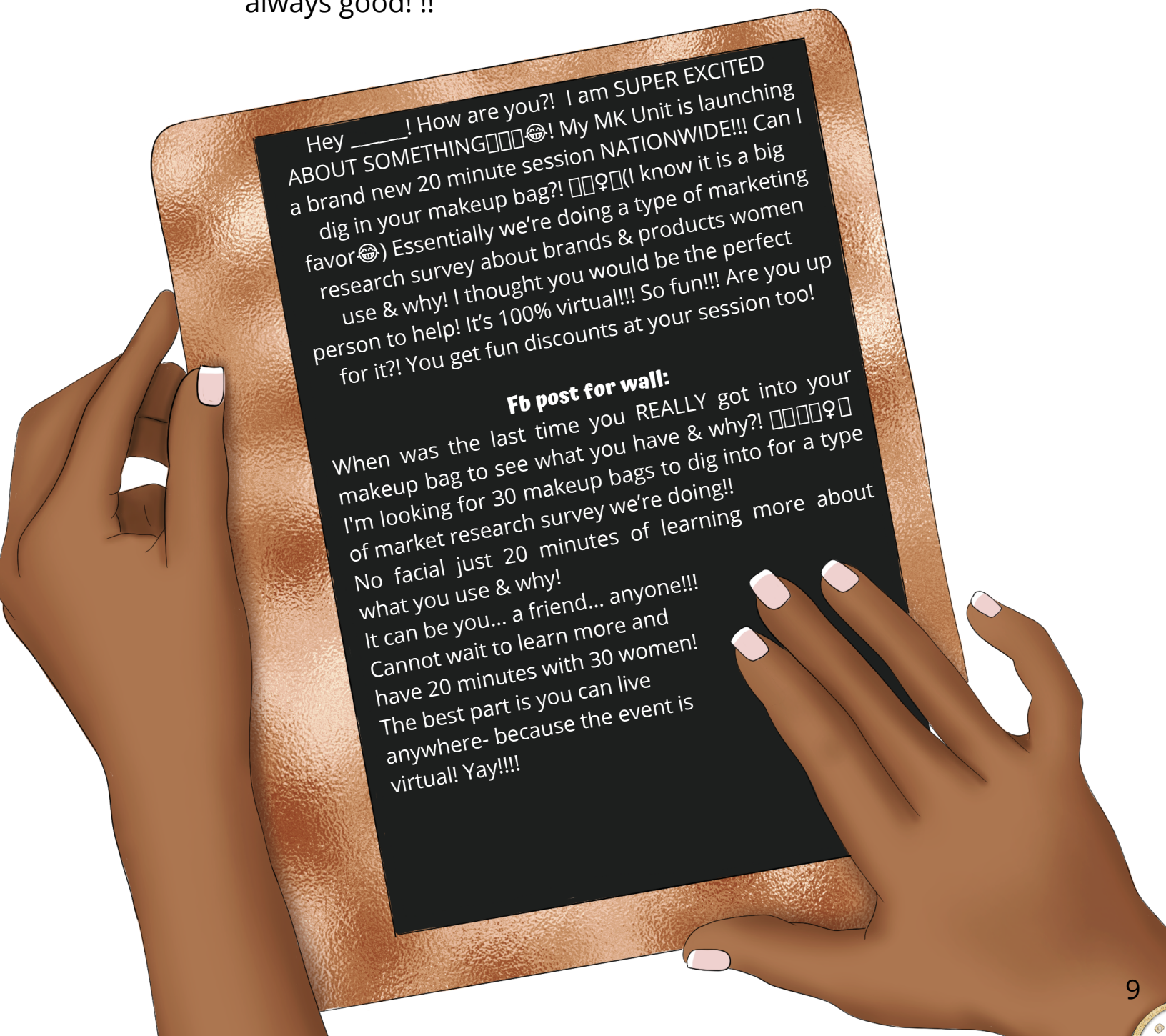
# Working without Samples

THANK YOU @BRIDGETTMOORE8 FOR THE ORIGINAL IDEA

## "Shake Up Your Makeup"

12 Minute Video with instructions: <https://www.safeshare.tv/x/9jyp4ZdqFdA>

**Scripts:** Always add something personal to a script - emojis are always good! !!



# "QVC" TYPE PARTY

-NO SAMPLES NEEDED

(A SUMMARY)

THANK YOU @LEACHEDADEMK

## Step 1

Create the event under Events on Facebook. Set it as invite only. Once someone is invited they can also invite friends.

## Step 2

Start Inviting! Only add people to the event who have confirmed yes. Do not mass add.

**Sample script:** Hey \_\_\_\_! During this interesting time in our world, I am providing some fun and relaxation from the comfort of your own home by hosting a fun interactive beauty experience virtually! It is on \_\_\_\_\_ at 8pm. Would you be interested in participating?! Let me know, there will be fun, prizes, education and fun girlfriend time!

## Step 3

Start Posting "teasers" on the FB event.

Tag a girlfriend that LOVES beauty and skincare- invite her to join us!

*Post a GIF in the comments about how excited you are for the event!*

**What is your one MUST have beauty product?**

***Let them know that every comment gets entered to win!***

## Step 4

Have your scripts pulled up (see resource page) and ready to copy and paste!

## Step 5

PARTY TIME! Post in order and make sure you are interacting and commenting with guests as they are watching the videos.

# Working with Samples

## A SUMMARY @NSDBLISS

### Step 1

PREP. Order samples from the company of: Timewise Miracle Set, Charcoal Mask and Microdermabrasion. Order organza bags and mailers. Print the "What you need to get ready sheet" from Laurie Plyler. (Resource Page) OPTIONAL: If you would like to include a closing sheet and starter kit flier in your packet, print those as well.

### Step 2

BOOK the appointments! See detailed booking scripts in pages to follow if you need them! Make sure to decide here if you want to charge shipping (Laurie's suggestion is \$5 per bubble pack mailed)

### Step 3

Create an event on Facebook for each hostess!

### Step 4

Create Google Doc for hostess and guests to collect information.

### Step 5

Interact daily with the event, tag the guests, get them excited!

### Step 6

Conduct your event just like you would a skincare class! Be excited, interact a lot, ask questions, tell them their interactions and comments are getting them entered to win product!!! Encourage customers to comment with "Microderm -SOLD!" when they are interested in taking a product home, then you can invoice them for the products they wanted! (You can send invoices through Venmo, Paypal, or Propay.)

### Step 7

Do a table close like you normally would! Have people comment with what they are interested in etc. Treat it like a normal appointment!

### Step 8

Ask each guest that is interested in taking product home if you can have a 3 minute phone call to finalize their invoice.

# Working with Samples

IN DETAIL

@LAURIEPLYLER  
@KIMMCCLURENSD  
@LIACARTA  
@NSDBLISS

## What am I doing?

I am taking my everyday party routine and putting it online. Don't overcomplicate this. Keep it simple!

## What Supplies Do I send?

[Click here for Organza Bags](#)

[Click Here for Bubble Mailers](#)



On [www.marykayintouch.com](http://www.marykayintouch.com), go to ordering.

Online Ordering.

Create a New Cosmetic Order.

Look in Section 2 for the following Samples you will want to mail to each participant. Break the samples apart so they receive only one of the multiple sets.

TimeWise® Miracle Set 3D Sample Sets, pk./3 (Normal/Dry) OR (Combination/Oily) - \$3.00 (Ask them which formula they prefer)

Microdermabrasion Plus Set Samples (Includes Microdermabrasion Refine and Pore Minimizer), 6 pairs -\$2.00

Clear Proof® Deep Cleansing Charcoal Mask Samples, 6 pairs- \$1.00

# BOOKING SCRIPTS



**Booking existing leads** (fishbowl, referrals, rose promo etc....use your regular booking script.. this is no different, we are just adding on the virtual part.)

*Do you prefer an in home session where I come straight to you or a Virtual Facebook Beauty Session experience?*

More info: (Attendees receive a Pamper Package in the mail including a multiple use supply of Skin Care treatments & Charcoal Mask, PLUS extra supplements! \*Just pay \$5 for shipping cost)

## **Private Message all your Facebook Friends and ask:**

*Hi Jessica! Loved seeing your posts on Facebook about the \_\_\_\_\_. (You can "like" and comment on a few posts first.). Random question...In light of what's going on currently, we are doing a new virtual concept with our innovative skin care line and I was wondering if you'd like to try it out from the comfort of your home? I can send you all the details if you're interested. ☐ Text or email any friends and ask: Random question...I'm looking for test panel participants to give feedback on our new virtual concept and wondered if you'd like to try it out from the comfort of your home? I can send you all the details if you're interested.*

## **Post To Your Facebook Page or Group (Thank you @ChristineGustin)**

*This coronavirus is no joke, but I'm taking this as a opportunity to launch a brand new concept and I'm SUPER excited about it!! The potential of being stuck in your home is a great reason to have FUN and earn free product while you're at it ☐ Effective today, I'm launching completely virtual Mary Kay Sessions! As a "host", you'll still get all the free product perks (who could get excited about a shot at \$50 in free products of your choice) AND a beauty sesh bag mailed right to your door! If you're going to spend time on your phone in the evening scrolling and reading all the latest updates on the virus, you might as well give yourself a break and enjoy some super fun Mary Kay time! I've got 5 spots left, so comment below or text me to claim one. I'm super excited to try this new exciting pilot with y'all!! ☺*

## **To Book:**

*I have an opening on \_\_\_\_\_, or \_\_\_\_\_. Which works best? You and your guests will receive a sample kit with all of the products you'll need during the Facebook Live. We just ask that each participant cover the cost of shipping and handling, so it's only \$5 per person to participate. We don't make any profit by sending this package . Does this sound good to you? (yes) great, as soon as I get a venmo or paypal from each of your guests I can pop their kits in the mail. If you have (8) participants then your kit is FREE!☐*

**PRO TIP: Whenever you post on social media or send a message, use a graphic! We have some for you for these scripts on the resource page!**

# COACHING SCRIPTS

## To turn it into a party:

*I have room in your session for up to 8 friends (and if 8 participate, your kit is free!). Go ahead and fill out this form to secure your spot! (insert google doc link)*



**PRO TIP: After you get a response about the marketing video, screen shot it to your sales director and she can help you with the next step.**



## Welcome to the Virtual Beauty Experience

What is your name?

Your answer

What is your cell phone #?

Your answer

What is your address? (for party pack mailing)

Your answer

If you are the hostess type "hostess!" otherwise, type the name of who invited you!

Your answer

Would you like to invite anyone else to join the fun? Please put their names and #'s below!

Your answer

What is your age range?

Choose

What is your previous experience with Mary Kay?

Your answer

Any allergies?

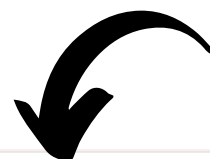
Your answer

Select all that fit your skin

- ☐ Dry
- ☐ Some dry spots, some oil
- ☐ Super sensitive
- ☐ Oily skin
- ☐ Acne prone

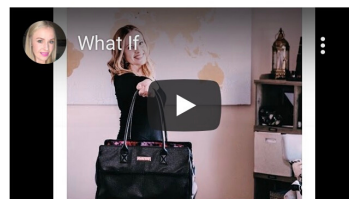
# GOOGLE DOC EXAMPLES

## Host & Guest Form



**Ask your sales director for the marketing video your unit uses!**

For 50% off any one cosmetic item, watch this quick video and answer the questions below!



What impressed you, or what was something new you learned that you didn't know before after watching?

Your answer

IF you were curious for yourself, or someone you knew were to start a MK business, what questions would you have?

Your answer

Please pick the category that fits you best after watching

- ☐ Smart shopper: I would love to get a discount on products or be my own best customer
- ☐ Side Gig/ Extra Cash: I have a career I love, but something extra sounds fun!
- ☐ I am looking for a new opportunity, maybe this could be it! I want to try it!
- ☐ I love the product and am happy to support my beauty consultant!

Submit

**Ask your sales director what your next best steps are for following up with a potential team member!**

# OPENING THE PARTY

@NSDBLISS

# Script

Hey friends!! Welcome to our virtual beauty experience! I am so excited to hang out with you gals tonight! Let's do some introductions! Comment with one fun fact about you! My name is \_\_\_\_\_ and my fun fact is \_\_\_\_\_.

Let me tell you a little bit about what we will be doing tonight! You should have your sample packs ready to go! A cloth, a bowl of water is also necessary :) grab those now if you haven't already!

We will be going over an amazing treatment! Your skin is going to feel AMAZING and CHANGED when we are done! A deep pore cleanse, a microdermabrasion treatment for an exfoliation, a charcoal mask to detox and some moisturizers and eye cream! Are you ready?!

I am going to be giving away some goodies as we go along tonight, every comment I see is an entry for a giveaway! So comment away and interact with me so we can have a great time and you can win some freebies!!

Before we officially dive in let me tell you a little bit about MK.....(do something like your 5 favorite facts about MK, or a personal testimony of your experience with the products).

## PRO TIPS:

**If you need to see a VISUAL of this rollout, click here for Lily's video of the Facebook party Open, Body, and Close.**

[CLICK HERE](#)

**During the party, one effective way to get the sale is to coach your guests to comment "SOLD- MICRODERM" (or whatever the product is) during the Live if they know they want something. Then, you can immediately following the event, you can text or Facebook message her with an invoice that you can create in paypal, venmo, or propay.**



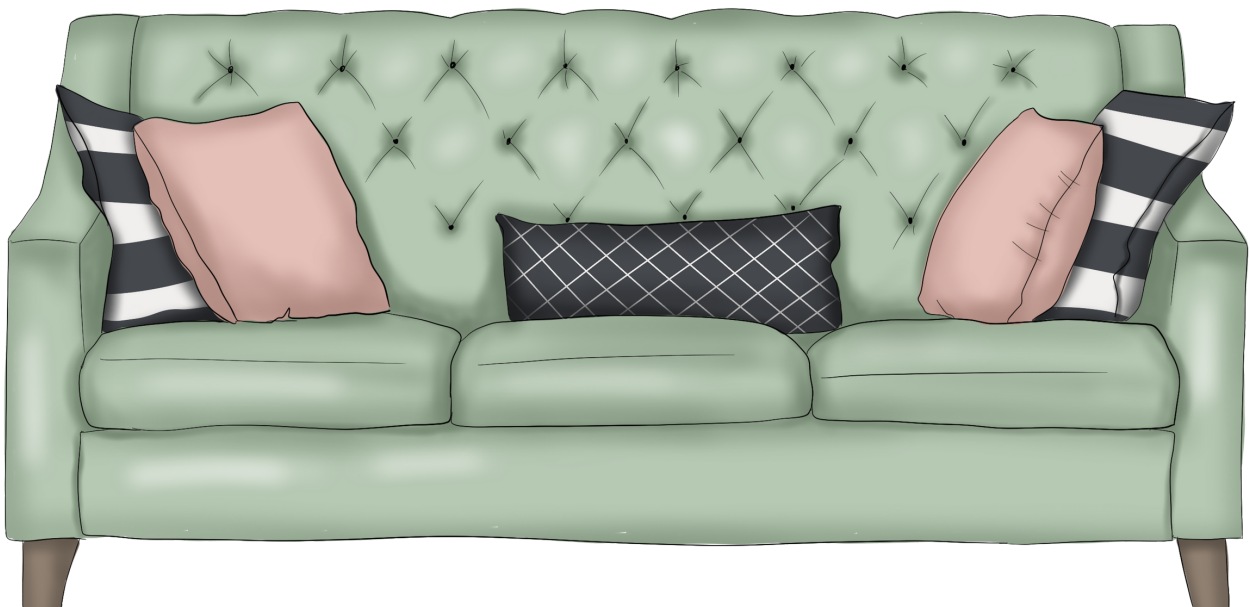
# EXECUTION OF THE PARTY

## 1. DO THE NORMAL THING.

**Pro Tip: Demo the products on your face whether they have samples or not. This is going to make for a more engaging session! When doing the charcoal mask, the wait time would be the perfect opportunity to tell "Your Mary Kay Story."**

**Remember to say, "Questions and comments get you tickets!"**

- **What you thought about MK before you signed your beauty agreement**
- **Why you chose to get started**
- **How the MK opportunity has impacted you**
- **Some of the ways you've seen it impact others**
- **The tribe/sisterhood**



# CLOSING OUT THE PARTY

(Go over and POST what you would normally use as a closing sheet.)

Ask them to comment - "SOLD" on what items or sets they would like"

*Thank you all so much for joining me today! I'm going to go back through the comments and will be creating your invoices to text to you. Remember that you can buy with confidence because Mary Kay always offers a 100% guarantee. That's one of the many reasons women LOVE our brand!*

*I will be personally reaching out to each of you to find out how your experience was, so if you have questions or need more information, I'd be happy to discuss when we chat!*



# FOLLOW UP & CLOSE OF THE SALE

The follow up you have will be different than an at home party. You are now fighting for their attention as they tend to their home, kids and life.

*Hi! Thanks so much for being part of the event! Okay, I just need to get your feedback! 1. Thank you for coming, did you have fun? 2. How does your face feel? There's really a difference isn't there? 3. Was this virtual format fun to do from home? As a participant tonight, you will get a gift with any purchase of a set. (insert your gift) Take a look at our set sheet... If everything was free tonight what would you take?*

**PRO TIP: it may take following up three or four times over the course of the next 4 days to figure out her order. Be patient and check back in several times.**

**Your ultimate goal is to get her to say one of three things:**

1. I want to order.
2. I want to join your team.
3. I'm not interested in anything.

You must be assertive and check back in. Set calendar appointments with them to check back in because again, they will be distracted but they are interested. Your job is to be a Professional Reminder. Be assertive. Not pushy. There is a difference.





# AFTER PARTY TIPS

FACEBOOK REFERRAL SCRIPT: She posts on her Facebook wall. Ask her to tag you.

*Hey, hey, hey Ladies! Check this out ➡ my MK (Mary Kay) girl \_\_\_\_\_ is looking for a few participants for a new virtual concept! What does this mean for you?! Wouldn't YOU love to look younger? I mean who doesn't, right?! This anti-aging skin care line is phenomenal! If you're super interested, slightly interested, or intrigued at all give me a like, a love, or drop a comment to get more information. All qualified participants will receive a variety of anti-aging products in the mail delivered to your door to try. All you have to do is give your honest feedback about the products Go ahead :-)*  
*I know you want to drop that comment. :-)* ↓↓

**PRO TIP: After the party, stay connected! Follow her on Instagram and have her follow you back, add her to your customer group, be friends on Facebook, and send her a thank you postcard!**

# Resource Page



EVERYTHING ON THIS PAGE

[DOWNLOAD FILES](#)

BOOKING & COACHING

[DOWNLOAD FILES](#)

CLOSING THE SALE

[DOWNLOAD FILES](#)

CUSTOMER PAGE

[DOWNLOAD FILES](#)

QVC TYPE PARTY

[DOWNLOAD FILES](#)

MINI SESH

[DOWNLOAD FILES](#)

WORKING WITH SAMPLES

[DOWNLOAD FILES](#)

WORKING WITHOUT SAMPLES

[DOWNLOAD FILES](#)

ADDITIONAL IMAGES

[DOWNLOAD FILES](#)

MK CONTENT CREATION  
STATION FACEBOOK GROUP  
A PLACE FOR VISUALLY  
STUNNING, FREE GRAPHICS  
CREATED BY MK SALES  
FORCE MEMBERS!

[JOIN GROUP](#)

# Thank You

## TO OUR FACEBOOK GO KIT CREW!

These women spent many hours brainstorming and creating the content for this Go Kit!



*Lily Gauthreaux*  
@NSDBLISS



*Lia Carta*  
@LIACARTA



*Diane Mentiply*  
@DIANEMENTIPLY



*Kim McClure*  
@KIMMCCLURENSD



*Heidi Goelzer*  
@HEIDIGOELZERNSD



*Hannah Redmon*  
@HREDMONMK



*Laurie Plyler*  
@LAURIEPLYLER



*Tricia Bless*  
@TRICIA.BLESS



*Jessica Youngker*  
@MRSYOUNGKER14



*Erika Osborn*  
@ERIKAGOSBORN



*Cindy Sheppa*  
@CINDYSHEPPA

