

Digital Skin Care Parties

Booking a Digital Party!

How to find a digital party hostess

Sample scripts to book a digital party

Hostess coaching

How To Find A Digital Party Hostess

Do you know someone interested but hesitant to host a face-to-face party? Consider offering her a Facebook party! Suggesting a digital party can help you overcome all kinds of objections and find new potential customers.

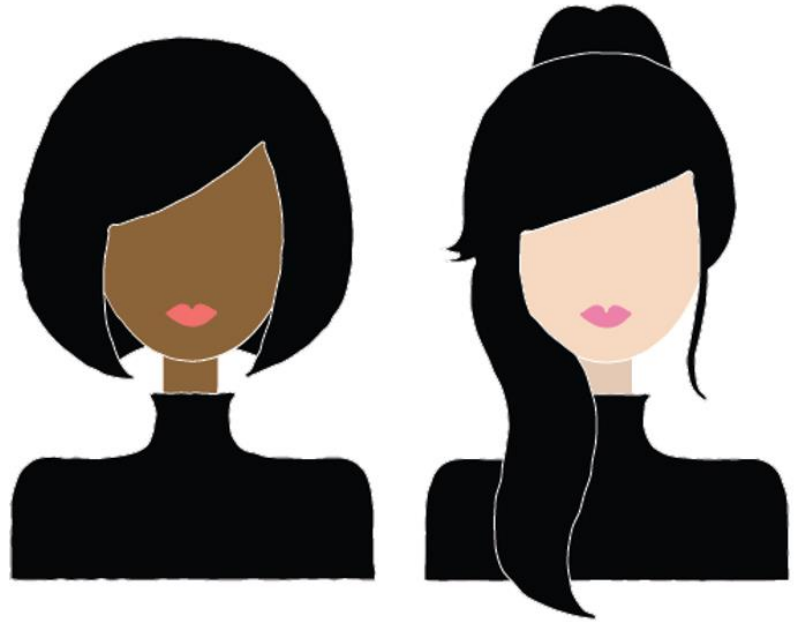
Here are some ideas to get started:

- **Your social network** – Women who are active on social media can help you achieve a successful party. Who posts and comments regularly?
- **Long-Distance Friends & Family** – This is a great opportunity to connect with friends and family who are not nearby, and to expand your business.
- **Someone who wants to try Mary Kay® products** but does not want to host an in-person party may be open to a digital party.
- **Current customers** – Revisit your customer list. Is there anyone who's never hosted a party before?
- **Past Hostesses** - Digital parties are a new reason to reach out to a previous hostess to introduce new products, in a new format.
- **Someone who purchases** during a digital party can make an excellent future hostess.

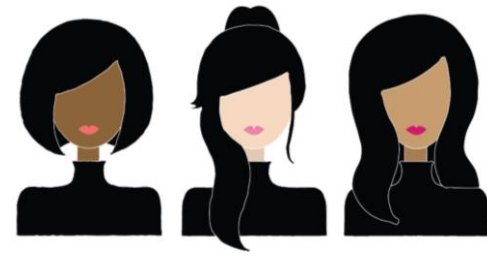
Reasons To Be A Digital Party Hostess

Here are just a few reasons to share:

- Hosts don't have to cook or clean the house.
- Guests can pop in and out of the party if needed.
- It's free to host or attend.
- Friends and family who live far away can attend.
- Everyone is on Facebook anyway. 😊
- You can party in your jammies.
- You can host or attend from any device and any location with an internet signal.



Text Scripts: Booking A Digital Facebook® Party



Stop your scroll!!! Did someone say FREE stuff? I did! Book your Mary Kay digital party with me today, and you could earn Mary Kay® products and gifts while you hang out with your friends online. I'd call that a no-brainer! Message me! #PartyPerks

Do you love earning free stuff, having fun and talking beauty? ME TOO! Let's host a Mary Kay digital party together. It's seriously too easy not to! Message me to book yours, comment your questions, and let's see what special perks you could be earning!

Fun Fact: When you host a Mary Kay digital party, you get insider tips, awesome product info, and you could earn fantastic hostess perks at the same time. Send me a message, and let's plan yours! #LoveYourSkin

Want to earn Mary Kay hostess perks while you hangout on Facebook? (That's an easy one!) Host your own party online: all of the fun, no preparation needed! Message me, or comment for more info. :) #PartyPerks

The right skin care routine can transform how you feel about your skin. Treat it well now and enjoy the confidence of beautiful skin for years to come. #Truth! Message me to book your Mary Kay digital party and find out the special skin care perks you could earn! #LoveYourSkin

Is your beauty wish list bigger than your budget? What if you could earn your favorite products by hosting your own Mary Kay digital party? PM or comment for the scoop. #PartyPerks

Hostess Coaching

Hostesses connect you with new customers, can help you find new team members, and could even join your team. During your hostess coaching, you may want to:

- Educate your hostess so she knows what to expect from a digital party.
- Build a relationship to understand her needs/wants out of the party.
- Send a welcome message to your hostess – Send a quick and personal e-mail, text, or short video prior to your party. This will show her that you are excited and invested in the party.
- Set up a time to call or FaceTime to discuss their party in detail
- Decide on a theme – Themes gives purpose and focus to a Digital Party. Themes keep guests interested and creates interest to host or to be a future guest.
- Ask her to start thinking about who they want to invite and offer suggestions for the guest list.
- Tell her that you're so excited and looking forward to partnering with her to hold a fun party!

