

MARY KAY

BOOKING YOUR VIRTUAL PARTY

How to find leads for your parties

How to party with/without a hostess

Hostess coaching

Sample dialogues to book a digital party

REASONS TO ATTEND OR HOST A VIRTUAL PARTY

Here are just a few reasons to share:

- Great opportunity for friends who live apart to connect and have fun together.
- Guests can pop in and out of the party if needed.
- It's free to host or attend.
- Messy house? No one will ever know when it's a virtual party.
- So many people use social media on a regular basis.
- You can party in your jammies.
- You can host or attend from any device and any location with an internet signal.

HOW TO FIND LEADS FOR YOUR PARTY?

Do you know someone interested but hesitant to attend a skin care party? Consider offering her a virtual party! Suggesting a virtual party can help you overcome all kinds of objections and find new potential customers and hostesses.

Here are some ideas to get started:

- **Your social network** – Women who are active on social media can attend or host. 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 attend an in-person party may be open to a virtual party. Consider sending samples prior to the party to create excitement about the products.
- **Current customers** – Revisit your customer list. A loyal customer would be a perfect hostess for a party.
- **Past Hostesses** - Virtual parties are a new reason to reach out to a previous hostess to introduce new products, in a new format. She can also provide names of friends who would be interested in trying the products, too.
- **Someone who purchases** during a virtual party can make an excellent future hostess.

VIRTUAL PARTY WITH A HOSTESS

Hostesses are your partner in helping create a successful party. Plus they 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 virtual party. Understand what she wants out of the party. Which products does she want to earn?
- 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 the party in detail
- Decide on a theme – Themes gives purpose and focus to a virtual party. Themes keep guests interested and creates interest to host a future event or be a future guest.
- Ask her to start thinking about who she wants 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!

VIRTUAL PARTY WITHOUT A HOSTESS

You can also host a virtual party without a hostess. In this case, **you** become the hostess. Simply build a guest list by posting on your business page and by sending messages through your private Social Media channels. Encourage guests to bring a friend to expand the guest list even more. It doesn't matter if guests don't know each other because it's virtual! This can be a great option when you are first starting out and may just help you find a hostess for your next party.

To get your party started:

- Make a contact list and invite everyone you know to be a guest at your virtual party.
- Set up a date and time for your virtual party so you can start inviting guests.
- Decide on a theme – Themes gives purpose and focus to a virtual party. Themes keep guests interested and creates interest to host or to be a future guest.
- Send e-mail, text or phone call to personally invite each guest. This will show her that you are excited and invested in the party.

VIRTUAL PARTY WITH YOUR TEAM OR UNIT

Hosting a party with another team member can have many benefits:

- It can be a great option for your Grand Opening if you are a new Independent Beauty Consultant and/or you are learning how to hold virtual parties.
- If you are more comfortable holding parties, you can lead the party and provide an opportunity for your fellow team members to learn.
- Allows you to set up a date and time that works for the team members participating so you can start inviting guests.
- Provide the opportunity to have even more guests with multiple hostesses which keeps the excitement and participation up.

Make sure guests know you will follow up with them as their Independent Beauty Consultant for orders and questions.

MORE LEADS = MORE PARTIES = MORE LEADS

Before the Party

Staying active on your social media pages can help you with leads for future parties. Stay in touch with your social network by commenting and liking their posts. After keeping active and engaged with friends and acquaintances, send them direct messages asking if they'd like to try the Mary Kay® product you love so much.

During the Party

During the party, play a game by asking your guests to list 5 friends they think would love the Mary Kay products they are learning about. Each person who provides 5 friends in the comments section can be eligible for either a prize of your choice or a Skin Care sample pack you've created.

After the Party

Following up individually with each guest right after the party is key to closing the sale and keeping that personal touch in your business. Mary Kay is a relationship business so when you follow up and provide Golden Rule Customer Service, your customers will be happy to recommend their friends and family to you for future skin care parties.

TRY ONE OF THESE TEXT DIALOGUES TO BOOK A VIRTUAL PARTY

Stop your scroll!!! Did someone say FREE stuff? I did! Book your Mary Kay virtual 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!

Fun Fact: When you host a Mary Kay virtual 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!

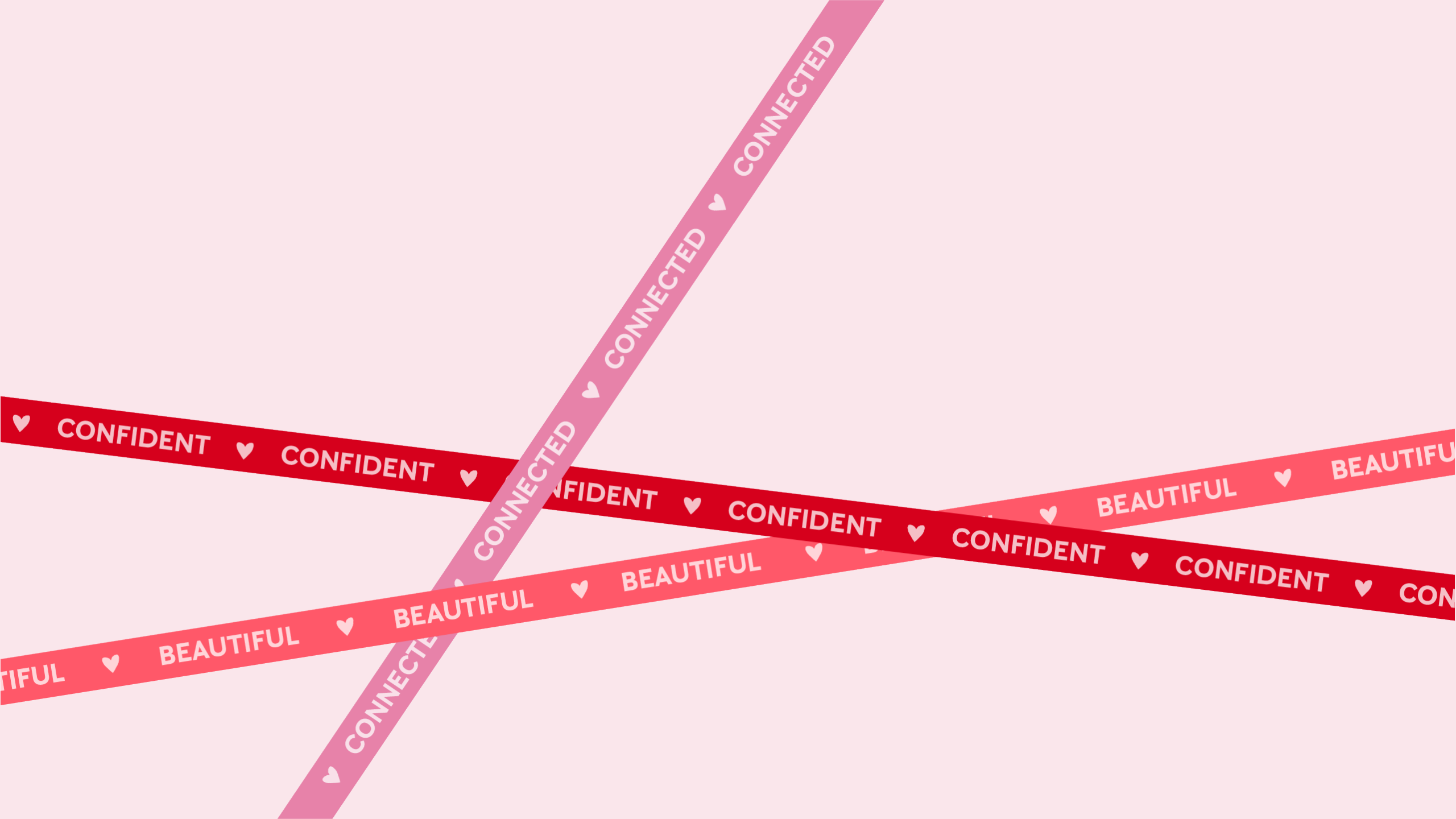
The right skin care routine can transform how you feel about your skin. Treat it well now and enjoy the confidence of beautiful skin for years to come. #Truth! Message me to attend a Mary Kay virtual party and find out the special skin care perks you could earn!

Do you love earning free stuff, having fun and talking beauty? ME TOO! Let's host a Mary Kay virtual 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!

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

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

*Reminder! These are **Commercial posts** which ask your audience to engage in business with you. You must have a business account to mention a product price or to advertise for appointments.*



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