

MAXIMIZING VIRTUAL EVENTS/APPOINTMENTS

Thank you, Ind. Sales Director Karen Saphos, for creating this tool!

1. We have some amazing Virtual events for you to take advantage of! FIRST, you have to make a decision... Am I going to.....

A. Offer \$13 product (Hand Cream, Mint Bliss, Satin Lips Scrub, Satin Lips Balm..) for them to purchase and their gift is an invitation to our virtual event and all the samples they will need to follow along.

*The profit from your \$13 sell will pay for your samples.

B. Give them the samples to use FREE for their virtual event

C. Have them watch the virtual event with out samples QVC style

2. Getting the supplies and putting the kits together:

A. Paperwork for Hydra Session, Pink Love (skin care), Glam Pack (advanced glamour) available at www.jeanietamborello.com (www.adventurenationalarea.com) Password - iholdthekey then click on education, Then Virtually Awesome...

B. Order the samples you need.

C. Print paperwork you will need

3. Start making your guests list: Facebook friends, customers, family (I would even add non-MK peeps you follow on Instagram).....

Use a tracking sheet to know who you have invited, who accepted, did you send the packet, did you remind them, did they get on and did you follow-up.

4. Inviting by PM, IM, DM, texting, video inviting and/or calling,..... I have found that it takes multiple ways of reaching them to find out if they want to join us. Surprised that some said no, when they have no where to go. Remember, we are all at different places during this stay-home season. Some are in valleys and don't want to do anything, others are bored and anxious to join us, everyone is at a different point in this journey.

What to say if you're inviting guests + offering \$13 HydraPacks:

(parenthesis are emojis - Things underline need to be customized)

(flower) Hey, Beauty! It's Jeanie, your Mary Kay Girl! (blowing kiss) First, I wanted to check in & see how you're doing! Second, I want the honor of "being the light (lightbulb) + the laughter (lol face) for YOU right now. I'd (heart) love to share some fun + pampering with you. My Mary Kay team is holding a live, virtual HydraSession this _____ {day/time}! I'll just add you to our private FB group; then we'll walk you through our version of a really popular & expensive appt @ a spa that involves deep exfoliation, gentle pore de-clogging + extreme, healthy, nourishing hydration. I promise you'll have fun + feel like you were pampered @ the spa! You can either just watch + learn along with us + have the chance to win fun prizes (present) OR you can get a HydraPack from me ASAP that includes your choice of a full-size Hand Cream OR Sugar Lip Scrub OR Shea Butter Lip Balm + a \$20 coupon off a set & a free packet of ALLLL the samples you need to experience the FULL benefits of the HydraSession! It's only 13 for the HydraPack & I'd get it in the mail or on your porch in the next 24 hours or so...You in (smiley face wink)?

AND, is there anyone you'd like to ask to join us? I can get her packet out asap, too (smiley face)!

If you're inviting guests + offering FREE HydraSession samples:

(flower) Hey, Beauty! It's Jeanie, your Mary Kay Girl! (blowing kiss) First, I wanted to check in & see how you're doing! Second, I want the honor of "being the light "(light bulb) + the laughter (lol) for YOU right now. I'd (heart) to share some fun + pampering with you. My Mary Kay team is holding a live, virtual HydraSession this _____! I'll just add you to our private FB group; then we'll walk you through our

version of a really popular & expensive appt @ a spa that involves deep exfoliation, gentle pore de-clogging + extreme, healthy, nourishing hydration. I promise you'll have fun + feel like you REALLY were pampered @ the spa! If you're IN...I'll get your freebies in the mail or on your porch in the next 24 hours or so...so you can experience the FULL benefits of the HydraSession on me for free (lip kiss) ! AND, is there anyone you'd like to ask to join us? I'd get her freebies out asap, too (smiley face wink) !

(If not sending samples – just let her know it will be a fun show + tell, QVC style & don't mention samples!)

5. Creating a video to send to guest to invite them to a virtual event...

Make sure you have good lighting and sound. Keep your video short. Then be sure and let them know it is an invitation from their favorite MK gal! Some of mine were afraid to open them without me telling them what it was!

6. Invite to FB group Pop Beauty - First be sure and ask your Director to add you to the group. When your guests says she wants to participate, be sure and invite her to the Facebook Group THEN. Do not wait till the day of the event. The administrators will need time to approve guests and the morning or night of the event is too busy - don't procrastinate!

7. Reminders!

A. The Night before I texted a picture of the invitation and "Super excited for tomorrow's 10AM event on Facebook group "Pop Up Beauty"! Tips - Be sure and get on a little before 10AM, Open all the products, pull your hair back, have your wash clothes ready.... And have FUN!!!!

B. 20 mins before the event, I sent the following text - Please text me if you have any problems getting on. (Tip for Consultants - if you have the option to use a different device besides your phone to log into Facebook, this will leave it free to text anyone that may need your help! Encourage guests to watch on a different device than their phone, if possible.)

8. Log their comments: I logged who got on, I (heart) their comments. Wrote down questions or interest they may have, so I could follow-up. Saw who was on till the end!

9. Follow-up after the event—THIS is one of the most important steps!

The Biggest thing to having success with the Facebook parties is the individual follow up: This is how I follow up with my guests. The questions below apply to any appointment but are ESPECIALLY important after a virtual event! THIS is our chance to CONNECT voice to voice with her immediately after a virtual appointment. Of course, at a face-to-face appointment we'll be connecting with every guest at the end of the event!

Follow up with a call to each person that was at/on the event.

1. Did you have a good time?

2. Did you have any questions about any of the products or what you learned?

3. Out of all of the products that you learned about--which were your favorites?

4. Out of everything you tried, is there a set you would you like me to put together for you? (Let them know you'll text later with their total. This allows you to call all guests and get their orders more quickly.

5. We had so much fun today! You know I treat my new skin-care customers to a 1/2 price-shopping spree at your follow up appointment when you share it with friends. We'll have just as much fun as we did today. Is there any reason you wouldn't want to share your follow up with some girlfriends? We'll pamper them + you can get everything on your wish list @ 1/2 off!

6. Hypothetically, if you were to consider starting your Mary Kay business, what would you love the most?

7. On a scale from 1– 10 what is your interest level today? 1 being you'd never consider, 10 being you're ready to get started...and no 5's - too middle of the road (lol). Is there any reason we couldn't have a little "date" to answer your questions + help me learn? It's part of my education as a beauty consultant + you'll go in a drawing for a great prize as a thank you for your time.

At a live party, you'll have these conversations face to face! But at a virtual event, let them know you'll be calling when the event ends. If you can't reach them by phone immediately after, text them and let them know how thankful you are that they got on and you have just a few questions for them. Ask the questions one at a time, waiting for them to answer before sending the next question.

What's in a Packet?

Here is a list of the Sect. 2 samples that you will want to include in your guests' packets.

Paperwork can be found at www.jeanietamborello.com (www.adventurenationalarea.com) password (iholdthekey) then click on education, Virtually Awesome.

Section 1 - Be sure and look at the closing sheet for each session to make sure you have the products featured!

Pink Love—Skin Care

Include 1 sample from each category

1. Miracle Set 3D Combo/Oily

Miracle Set 3D Normal/Dry

TimeWise Repair Volu-Firm samples

2. Clear Proof Deep Cleansing Charcoal Mask

Microdermabrasion Refine & Pore Minimizer

Moisture Renewing Gel Mask

Revealing Radiance Facial Peel

Optional Items

TimeWise 3D Foundation Luminous

TimeWise 3D Foundation Matte

Ultimate Mascara

Nourishine Plus Lip Gloss

*Be sure and include your Pink Love paperwork!

Glam Pack (Advanced Glamour)

1. Include 1 eye card for your guest

Blue Eyes Color Card

Brown Eyes Color Card

Green Eyes Color Card

Optional Items:

Disposable Eye & Lip Applicator

Ultimate Mascara

Lip Gloss Sample

Disposable Eye Liner

Disposable Lip Liner

*Be sure and include your Glam Pack paperwork!

Guests have the option to purchase 1 brush set for ½ off in advance – you can send with their samples or pre-purchased glam pack!

Hydra Pack:

1. TimeWise Volu-Firm Repair Foaming Cleanser

2. Microdermabrasion

3. Clearproof Deep Cleansing Charcoal Mask

4. TimeWise Revealing Radiance Facial Peel

5. HydrogelEyePatches

6. TimeWiseMoistureRenewingGelMask

*Be sure and include your Hydra Session paperwork!

*I also like to include a Beauty Book + one piece of team-building literature in each packet! AND, if leading my own events with a hostess OR if someone attending one of my events invited/referred more girlfriends to attend with her, I treat her to a \$2 (while supplies last) Mary Kay headband from Section 2 for HydraSession and/or Pink Love skin-care events/appts.

*And if the glamour is a follow-up appointment, I include a cute makeup bag (\$1 ea at Dollar Tree – I bought a case of 72 for \$72 and free shipping).

+ I include a handwritten note in each packet + order that leaves my home.