**“Younger Me in 2023” Party Tips & Party outline – notes from Cindy Sheppa May 2023**

**BEFORE the Party**

1. Make a list of who you want to be your hostesses – people with influence.
2. Create a “slamming” hostess reward program.

The main focus is to get in front of as many people as possible.

Example: $20/guest 18 or older without a MaryKay rep. (5 guests = $100 free). Reward what you want to happen.

1. Invite/Pick a DATE – with Hostess

“I am showcasing a revised MK skin care Party and would love your feedback” Wait for response

“It’s for busy women like you girl! It’s simple, fun and it only takes an hour. And guess what??? Wait for response “There is no makeup removal needed.” Wait for response

“Invite unlimited guests and you will receive $20 in MaryKay products for every guest 18 and older. All you need as a VIP hostess is water, a comfy couch, and countless friends. And guess what??” Wait for response “You’ll receive $20 in MaryKay products for each guest. I’ll bring the refreshments and blessing bags for everyone.”

After hostess says YES and picks a date:

-have them create a guest list

-share about the skin analyzers and get hostesses back same day

-Give free $58 microdermabrasion set for 10 Skin Analyzers received

**Next Steps:**

1. Have hostess create guest list (24-48 hrs) - names, phone #, & how they know them
2. Create Group TEXT
3. Send Invite (on Boards) - Add hostess name, date, time, and place (Ex: “Join me for fun and relaxed pampering. Try new skin care products customized for your needs without make up removal. Enjoy gifts, refreshments, and beauty expertise.” Add time, date, location.

This generates pre-orders and sales from people who are unable to attend. Also generates communication before and after the class.

1. Skin Analyzer – send info to guests to download APP. Circle all products that show up on app in LOOK book prior to party for them. Write on index card & staple to profile card for yourself.
2. MUST PRE-PROFILE ! Very important to confirm guests are actually coming and address specific skin care concerns at the party or with samples.
   * Hello – I’m \_\_\_\_\_\_\_\_, the MK consultant who will be doing the “Younger me in 2023” party next week @ \_\_\_\_\_\_\_\_\_\_\_’s house. I’d like to ask you a few questions so I can customize your blessing gift bag for the party. Do you have a quick minute?
   * What is your skin type? Dry, normal, oily, or combo?
   * If you could wave the magic wand and change one thing about your skin, what would it be? Response will depend on how they answer – can say you will talk about products to help with the issue and/or will put samples in the blessing bag.
   * May I ask? Are you on Facebook? What is your name on FB? Send friend request while on phone. Comment on: mutual friends & compliment their picture. Share what you have in common. This creates excitement to know you and attend the party. Can you accepts my request? My name again is \_\_\_\_\_\_\_\_\_\_\_.
   * We have this incredible VIP FB Beauty group (Beauty at Home and on the Go) and I just sent you a link if you want to accept. You can check us out before hand. We do Tuesday tips, Younger me in 2023, free giveaways, and so many fun events.
   * Get their address, email address, and birthday – profile filled out
   * If using MK Customer app, Input information – add to Preferred customer program (PCP)
   * Explain skin analyzer app. The app takes a biometric scan of your face. Taking a 3D image - measuring skin tone and texture. It customizes the products that your skin is thirsting for. Isn’t that awesome? And the best part is that it is FREE! Dermatology offices do similar scans @ $250/scan but MaryKay is the only app that is FREE. You can retake over and over to see how your skin is improving. Please text a list of the recommended product list to me. I will customize your blessing bag and your beauty experience with your customized results.
   * It’s that exciting? You can experience these incredible products.
   * If people are unsure they are coming, ask questions and send app. Hostess gets credit if they send app results back. Call them after the party. Share blessing bag, and ask what products they would like to purchase.
   * Before I meet everyone, I’d like to get your opinion on the MaryKay Opportunity and getting to know my mentor and her story. You will fall in love with this company and love the products even more by knowing more about MaryKay and the companyy. For giving your opinion, I’d love to give you a lashes or lips. I’ll send you a link to this group and tag you in the 3 videos. They are very short. (all consultants have Amy or Christine accept people into group). Text me in the next 48 hours when you’ve had a chance to watch the videos and I’ll call you to ask a few short questions and hear your heart. (Questions: 1. What impacted you most about the speakers? 2. What 3 things about the company make the most impact to you? 3. What benefits might you need or want from a MaryKay business now or in the future? 4. What do you vaule most in your life right now?)

**TO DO**

Put blessing bags together. Include one specific sample that came up on their app not being used in the class, fun head band, prayer card, business card, chocolate, Full size lip gloss or mascara if they watched the video and answered the questions otherwise mini-lip gloss

Prepare one roll up bag: TW Repair, MK Naturally nourishing oil, microdermabrasion, sonic brushes, extra heads, satin lips, satin hands, CC creams, facial primer, to demo at party. Optional: prepare additional roll up bags with skin care for each guest for closing.

Print out skin cycling sheets (one for each guest plus extras)

Prepare clip boards: sales receipt, the Next Beauty experience/You’ve got Dream showcase options, Pen.

To bring with:

* Extra Lip glosses & mascaras – if people watch the opportunity at the end of the class
  + Bowls for water and 2 facial cloths for each guest
  + Blessing bags – have names on them
  + Clip boards
  + 2 mirrors & extra demo roll up bags in case people want to try products not demoed
  + Name tags (optional)

What to buy:

* + Blessing bags
  + Spray bottles & small bowls & hand towel
  + Pens
  + Head bands – MK or special headband for hostess
  + Chocolate
  + Clip boards
  + LOOK books \*
  + Facial cloths \*
* Section 2
  + Profile cards \*
  + Sales Receipts\*

To print:

* + Before and after pictures (Boards)
  + Skin cycling sheets & product description cards (Visionary Leader website)
  + Description sheets of products
  + Closing sheets (laminate or plastic protector)
  + Next beauty experience / showcase options (3 per page) – cut and laminate
  + Party outline (plastic protectors)
  + Visionary Leaders Legacy Mission Statement
  + Show case
  + Career chat questions for Opportunity

**Structure of the PARTY:**

* + Satin hands and satin lips - as they arrive.
  + Hand out clip board. Have them fill out name, address, phone. Have them write down all products they fall in love with and want to know more about. Have them add FREE if they would like to receive Free products. (planting the seeds for hostesses)
  + Introductions –“Tell me one or two things about yourself and one thing you love about the hostess”
  + Introduce yourself and why you got into MK (share the Visionary Leaders Legacy Mission Statement)
  + “You are going to be one of 3 types of people”.
    1. **CUSTOMER** – I love my customers!! I’m so thankful for the love and support of my small business and my big dreams and today you will be able to take home all the products you fall in love with.
    2. **VIP HOSTESS** - You may decide that this is **SO FUN** and you want to do it with your friends too. Everyone gets a second experience. HOWEVER as a VIP HOSTESS with friends, the average hostess earns $100 - $300 or more. Who would LOVE a shopping spree?
    3. **WOW**  - I could do this!! I can do what she does. Have fun with friend sharing these amazing products while earning extra money. So I’d like you to watch the party today through the lens of imaging you can do this.

**Now the PARTY BEGINS !**

* + Go through all the sets and supplements that are NOT being done on the hands (talk about and show before/after photos)

**Demo all below on HAND (TAKE PICTURES during class to send after):**

1. **TW Repair Cleanser** – it feels like cashmere on your skin. Pass around sonic brush. The sonic brush cleans 3 layers deep for silky soft skin. Read description on product page.
2. **Microdermabrasion** – See product page. At a dermatology office, it costs hundreds of dollars and leaves skin red and irritated for days. Mary Kay’s is 37 treatments for $58 and your skin is left soft and smooth.
3. **Lifting serum**. Optional: you can add MK NURISHING OIL to the lifting serum. It smells heavenly and makes the lifting serum last longer.
4. **Talk about the eye cream.**
5. **Talk about day cream.**
6. **Apply TW Repair Night cream on hand**.
7. **Talk about** the difference in retinol:
   * + - TW Repair set (encapsulated retinol)
       - Clinical Solutions - Pure, medical grade retinol.
       - Show before and after pictures of the retinol.
       - Optional: Share information from Today Show video confirming retinol & anti-aging being needed beginning in 20’s (preventative).
8. **HOLD out & LOOK at hands.** Tell me the differences you notice.
9. **ARE YOU READY FOR AN EXPERIMENT??**
10. **Apply Foundation primer next**. (flawless finish- evens out imperfections)
11. **Apply CC cream to UNTREATED hand** (for dark pigmented skin, use light color CC cream. For light pigmented skin, use dark CC cream).
12. **Apply CC cream to TREATED hand.** (Treated hand should glide on smoothly. Untreated hand will show lines and imperfections).
13. **HOLD UP HANDS and LOOK at the difference** ! Tell me what you see! Can you see and feel the difference??
14. **Pass around** the before and after **pictures of the TW Repair**. Pictures will be available on “Boards” app.
15. **Are you ready for your magic massage? Share the sonic brush w/massage head.**

**CLOSING:**

* + - * Hand out & go over set sheet.
      * Show my best friend IDA\* roll up bag (\* I Deserve it all).
        1. holds variety of products & keeps you on track for skin cycling
        2. reduces counter clutter (vanity sanity)
        3. pouches are removable for quick use on the go and travel

**Close Group with 3 Questions:**

* + - * **Remember when I told you** **would be one of 3 types of people?**
        1. **Write # 1 to be my Customer.** If money was no object, which collection would you like? Write it on your receipt: a Cadillac, a queen, or a princess collection.
        2. **Write #2 for being a VIP Hostess** For your 2nd beauty experience, what type of experience would you like with me?

Or would you like $100 or more in products free with friends? (share the Beauty experiences from clip board). Write on your receipt.

* + - * 1. Flip over the Beauty experience card to show options. “**WOW – I could do this.** I can do what she does. Have fun with friends, share these amazing products, and earn extra money. **If that described you, Write MK Q&A on your receipt.**

You have 2 options to start your MaryKay business and one is for as little as $30. If you’d like to learn more about that, we can talk about your options when we meet individually.

For those of you who have already watched the Opportunity video, your free lips or lashes is in your blessing bag. For those of you who haven’t had the opportunity to watch the video yet, you could watch it now while we close the class and receive your free lips or lashes today.

**Individual Close:**

* + Pass out the LOOK Book with their name & products circled from the skin analyzer app.
  + “Here are the LOOK Books with your customized products circled from the skin analyzer app. I’m going to meet with each of you individually. I’ll go over your personal questions and give you your customized blessing bags. I’ll be reviewing all the products you have to take home today and can’t live without. Who would like to go first?”
  + Meet individually, do quick consultation, review skin analyzer app results with products recommended, get sale, collect money, book 2nd experience or class, book MK Q&A (if they marked this), send beauty agreement if they are interested so they can review.
    - * Highlight items purchased on Skin Cycling sheet.

**AFTER Party:**

1. Send text messages to party group with pictures and thank you (include people who missed the party)
2. Follow up on bookings from the party
3. Get hostess gifts
4. Follow up with guests who watched video and were interested in Opportunity

**Additional IDEAS:**

“Party with a Purpose” to support specific causes such as cancer. Donate a portion of the profits to a family in need. Select Hostess who has been impacted by cancer themselves or family members.

**IF ON zoom IMPORTANT** HAVE each guests TEXT a PIC of the sales ticket to “DIRECTOR AND CONSULTANT” to be in **Drawing & receive a” BLESSNG BAG”** from Consultant

This way YOU see what she *wants NOW* & wishes for as a *VIP HOSTESS*

Have them “Heart” what they “HAVE to HAVE and cant love without TODAY” & write down if money were no object what they would love to start with