

WE Go Virtual

WHAT TO DO BEFORE THE VIRTUAL BEAUTY SESSION



Reach out and book her: Choose your medium- FB Live, Zoom, FB Msg App, Streamyard, etc

- *"So Susie, I have a favor to ask you. As you know, everything is virtual these days and I'm working on a new facebook party format. I'm a little nervous and I'm calling you because I just knew you could help me out. Would you be so sweet to host one of my first Facebook live parties? You and all your guests will get pampering packs mailed to you with everything for the facebook party and then we walk thru everything together in a private group. I promise it will be fun and you'll have a great time- and you'll even get double hostess credit being one of my firsts!"*

Set the date and time: If she gets you names, addresses and cells w/in 24 hours, give her a gift.

Preliminary Hostess Coaching

- Set up the Facebook group- can be done 2-3 weeks out
 - *"Susie, great news! Your party Facebook group is up. I invited you to it, but here's the link below to just click to join."*
- Create a cover photo of her, make her an admin of the group and text her the link so she can start inviting people
- Coach her that a personal text or FB DM is important- there's a lot of noise on facebook!
 - *"Susie, now the fun begins. You get to invite all of your family and friends! What I have found is that if you personally text or DM them and let them know that you're having a fun Mary Kay party and that they are going to get a pampering package in the mail and share the link, they will join. You know..... sometimes when you just click "invite, invite, invite" in the party group, people don't even know they're invited. So this ensures they know and can join!"*
- Coach her and give her some words on how to invite her family and friends- don't give her a script b/c you don't want it to SOUND scripted.

Guest Interaction

- **First direct contact:** Once the guests are in the group, friend request them and DM them for their contact info
 - *"Hi Elisa, my name is Jane. I am the beauty consultant doing Susie's party on February 10 at 7 PM. I would love to send you a pampering package full of samples that you'll be able to use during the Facebook live event! Can I please have your address and your skin type: normal/dry or combination/oily?"*
 - If they do not respond in 24-48 hours, ask hostess to get info for you
 - In your first engagement post, tag everyone in the group.
- **Second direct contact:** 1 hour before party, text to make sure she got the Pampering Pack and to remind her of the event and the time. RESEND the link.

WE Go



Pampering Pack Contents:

- Miracle Set or Repair Set Samples, Charcoal Mask sample, Look Book, Tic Tac Toe & Bus Card
- mail as cheaply and nicely as possible

Posting in Group- Pre Party

- Posts start 10 days to 1 week out
- Each day- 1 engagement post, 1 product post
- Comments earn "raffle tickets" for prizes- keep track of comments with hash-marks
- Ask your hostess (and maybe her bestie?) to comment and engage to help with the algorithm.

Go Live in the group TWICE before the party

- 1st live- day after group set up- introduce yourself, tell them what to expect
 - *"Hi everybody! My name is Jane Smith! I wanted to introduce myself as the beauty consultant who's going to do Susie's party! So, what can you expect so on February 10? I'm gonna come live right here in this group! You're going to be in your home, I'm gonna be in my home and I'm gonna walk you through all the great samples in your pack pampering package. I'm gonna put them on my face and you're gonna put them on your face- it's going to be like we're all going to the spa! So if you haven't gotten me your address or your skin type yet please comment below or send me a private message ASAP so I can go ahead and send you your pampering package!"*
- 2nd live- 1 day before the party-
 - *"Hi ladies! It's Jane! Happy day! I'm so excited to pamper you all tomorrow night! Hopefully you've all gotten your pampering packs! We are going to go to the spa!- LOL- so tomorrow night 7 PM come back to this group, hit refresh, have your pampering package, scissors to open the packets, grab a face cloth or two, maybe a little bowl of water and your favorite beverage! It might be the best 45 minutes of your week! It's gonna be so much fun and you guys will all be able to see me walking you through the spa session! And even though I won't be able to see you, I CAN read your comments, so ask questions, give me feedback and don't be shy! I can't wait until tomorrow night! See you at 7pm right here! Bye!"*

Day of the party

- In the morning, have hostess message everyone to remind
- 1 hour before- PM guests to ensure they have their pampering pack and they're ready for 7pm!
 - *"Hi Elisa, i'm just checking in to make sure you got your pampering package and will be able to be on the live tonight at seven. Here is the party link for Susie's party."*
- 5 minutes before-text "Going live in 5!" **And resend the link.**