

COACHING LAUNCH PARTY – POSTS FOR FB GROUP

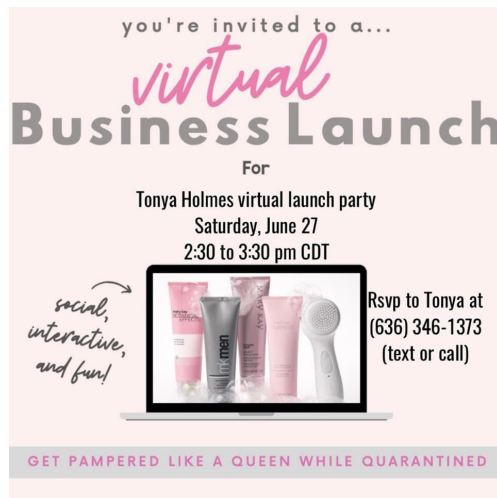
Step 1:

Create a Facebook Group – Create, Group, name group Susie's Pink Party Place, Private group, Visible

Add consultant, recruiter, director to group – use this picture as your Facebook group header



Create invitation for Virtual Launch – use Pic Collage to edit



Script to invite guests via text or private message on FB:

Hey _____!!! I am so excited! I just started my new business with Mary Kay and I am officially LAUNCHING it on _____ at _____pm! It will be LIVE and 100% virtual! I am BEYOND nervous and excited. Would you be available for an hour to hop on? We will be showing off some amazing product and doing free giveaways!

When they say 'yes' – you can send them the link to your FB group. (it's in the settings of the FB group – please also add your team member as an ADMIN)

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STREAMING THE VIDEO INTO FACEBOOK and/or YOUTUBE USING STREAMYARD

www.streamyard.com

You can create a free account at the website above. If you find you need more capabilities, there is a paid option but the free version will work for your purposes.

VIDEO training on how to use Streamyard from NSD Auri Hatheway

<https://youtu.be/3p0-IRHdaTc>

Watch Latrice's training video to learn more about creating a broadcast.

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POSTS IN FACEBOOK GROUP TO CREATE ENGAGEMENT

FIRST POST

Welcome to Tonya's Virtual Beauty Session Launch! ✍️

What is a virtual beauty session, you ask?

It's a virtual gathering of friends in a Facebook group with lots of fun posts, videos, and beauty questions to interact with, as well as prize drawings for those who participate!

🕒 The party will be Saturday, June 27 at 2:30 pm Central

🕒 In the days leading up to June 27, check in once a day for pre-session posts with a chance to enter the Pre-Session PRODUCT DRAWING 📺

🕒 The actual beauty session on Saturday, June 27 will last about 1 hour!

PRIZE ENTRY QUESTION #1 🖱️



Post a picture that you love of yourself, your family, and pets and tell us about you!

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PRIZE ENTRY QUESTION #2: Have you ever tried Mary Kay products before?

Comment below with YES or NO and if yes, tell us if you already have a consultant and/or what your favorite MK products are!



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Mary Kay just launched a FREE app that will give you a skin analysis and recommend our products that can help your skin needs 😊 It's called 'Mary Kay Skin Analyzer'

PRIZE ENTRY #3: Download the app and follow the directions to find out what YOUR customized regimen is!

When you share the results with me you'll receive PRIZE ENTRIES into the drawing and a \$5 gift card!

****To share the results, you can text me (your #) or email me (your email) to redeem your prize entries and gift card!**



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DAY OF LAUNCH PARTY

Send a text to your team member encouraging her – sample message below.

If your team member got the starter kit (or used products prior to joining), encourage her to have the following items out of the boxes for show and tell:

- Satin Hands
- Timewise Miracle set in the formula you aren't using
- Oil free eye makeup remover
- Mascara
- CC Creams

Sample text to your team member:

"Today's the day, Tonya! Excited for your launch later today. If you want to text your ladies a reminder, that would be great!


Hey friend! Thanks again for supporting my launch fb party today. I'll see you in my Pink party place fb group at 3 pm! It will take about an hour and we will have fun and you'll have a chance to earn some free goodies! "See" you soon!"

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POSTS FOR DURING THE PARTY

SAMPLE SCHEDULE TO HOLD APPOINTMENTS – USE PIC COLLAGE TO CREATE

I'm open for business and booking
Virtual Beauty Sessions on these
days 📅 📅



Monday -
7:30 to 8:15 EDT

Thursday -
7 to 7:45 pm EDT
8 to 8:45 EDT

Saturday - 3 pm EDT

(Beauty session lasts 45 minutes to
one hour)

*contact me to select the date for your virtual beauty session - I'm
currently booking for the next two weeks

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Take a picture of blank receipt and use pic collage to add text

[illegible]

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Sample Set Sheet

Repair




\$205
Counts as 4 Sets!
save \$39

Miracle




\$110
Counts as 2 Sets!
save \$14

Naturally




\$136
Counts as 3 Sets!

MK Men




\$66

Clearproof



\$45

Botanicals




\$54

50% OFF


Skinvigorate Sonic Brush with any Skin Care Set Above (Regularly \$75)

Ask me about my interest-free payment plan!




Today ONLY Deals





2 Sets **\$99**
Princess




4 Sets **\$199**
Queen
PLUS 50% off Travel Roll Up Bag!




6 Sets **\$299**
Cadillac
PLUS FREE Travel Roll Up Bag!


Spa Bar Sets




Self-Care Kit
Satin Hands Set & Satin Lips Set
\$58




Finishing Set
CC Cream, Foundation Primer & Eye Makeup Remover
\$59



Facial Peel
with Glycolic Acid
\$65

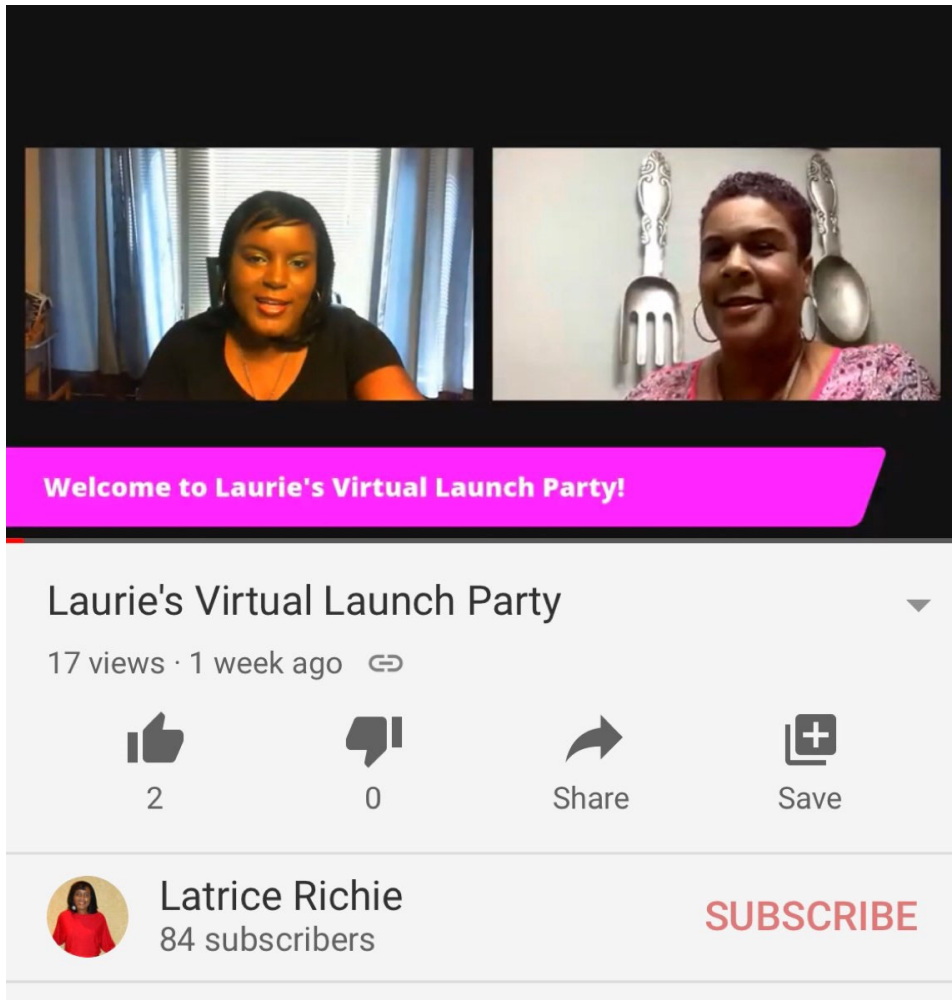


Microderm Kit
Microexfoliant & Pore Minimizer
\$55



Masking Kit
Charcoal Mask, Renewing Gel Mask & Mask Applicator
\$58

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DID SOME OF YOUR GUESTS MISS THE LIVE EVENT!?

There's power in the replay!

Sample script to TEXT to those on your invite list that weren't on live (tweak to adjust day of giveaway)

"Hey friend! So sorry I missed you this evening for my virtual launch. The playback is in my Pink Party place fb group if you'd like to get entered into the product giveaway I'll be doing Tuesday! Would you let me know once you watch it so I can get your feedback?"