

# LIVE Mary Kay Facebook Experience

Adapted from Elissa Martin's notes by Claire Mason 3/25/14

## GENERAL TIPS:

- Generally, about 5 minutes between posts but let the comments flow help judge.
- Videos – I don't like having the guests navigate away to another page to view the videos. Instead, if you post a URL in the comet box Facebook will let the video be viewed from within the post on the same page. This keeps guests focused on one page and less likely to navigate to their email etc.
- Links—I like my parties to be as clutter free as possible...and I'm also a technology junkie. When posting links I like to "shorten" them with a website called [www.Bitly.com](http://www.Bitly.com) which is free and totally "in style" right now. If you haven't used it before, navigate to the website, paste the supppppper long, ugly URL into the page at the top and click "shorten." Boom! Cute baby link for guests to click.
- If comments are lagging, insert a drawing or post a comment! Sometimes people just need a push.
- You don't HAVE to answer every single question. Allow other guests & consultants answer too...it adds to the energy!
- To help guests keep up with the pace, "Pin" the post that you are working on. To do that, paste the post, hit "post". Once it's up there, you'll see a subtle downwards "v" in the upper right hand corner of that post. Click on that drop down menu and click "Pin Post". You can only have one post pinned at a time so you have to unpin the previously pinned post before you can pin the new post.
- Have fun & be flexible! You will experience an insane adrenaline rush from the success of these! It's crazy!

## SETTING UP THE FACEBOOK PARTY AND INVITING GUESTS

- **Create an event** under Events on Facebook. This is the description I typically use. All of the text can be copied and pasted directly to Facebook. This saves A TON of time typing and ensures everything is spelt correctly. The words highlighted in yellow will need to be adjusted for each party (the yellow won't paste to Facebook so you don't have to un-highlight).

Join me for my very first LIVE Mary Kay Facebook party where you will have an opportunity to win TONS of prizes, learn about the products, earn free samples, and so much more!

Join me LIVE on the Facebook Wall of this event at **3 PM Central** to have a blast!

Learn how to take care of your skin, and explore new product info from the comfort of your computer or phone!!!

Participate in drawings for FREE products! Comment on posts to earn free samples. Stay tuned for updates on exact product giveaways.

Join **Amanda** for her very first LIVE Mary Kay Facebook party where you will have an opportunity to win TONS of prizes, learn about the products, and so much more!

Join us LIVE on the Facebook Wall of this event at **3 PM Central** to have a blast!

Learn how to take care of your skin, and explore new product info from the comfort of your computer or phone!!!

Comment on posts to be entered into drawings for FREE products! Stay tuned for updates on exact product giveaways.

- **Event Banner:** Make sure to pick something fun for the image that will appear on the Facebook event. This is one of the only images your guests will see when they are deciding if they will attend, so make sure it's eye-catching. I like these banners:

# I love mary kay.

<http://bit.ly/1f9zqKg>



<http://bit.ly/QnGsoO>



<http://bit.ly/QnGsoO>



<http://bit.ly/QnGsoO>

- **Invite script:** Here is the script that used to send via private message to the gals I am inviting. Private messaging is a great way to reach out to potential guests. NEVER group message. People hate all the notifications and it really doesn't feel special.

Hey lady! I'm trying something new with MK and I would love your support!! If you're not working <b>Sunday</b> come to my virtual MK party and invite a few friends. I'm gonna chat about	Hey mamma! I'm trying something new with MK and I would love your support!! I'm hosting a Virtual MK Party of <b>Sunday</b> . It will last about an hour and you can sit at our computer to do	Hey beau-ful! I'm trying something new with MK and I would love your support!! If you don't have plans <b>Sunday</b> come to my virtual MK party and invite a few friends. I'm gonna chat about	I'm trying something new with MK and I would love your support!! If you don't have plans <b>tomorrow</b> come to my virtual MK party and invite a few friends. I'm gonna chat about
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products I love and give away some products. <a href="https://www.facebook.com/events/564434317003128/">https://www.facebook.com/events/564434317003128/</a>	it... and invite a few friends. I'm gonna chat about products I love and give away some products. <a href="https://www.facebook.com/events/564434317003128/">https://www.facebook.com/events/564434317003128/</a>	products I love and give away some products. You can wear your jammies, promise! <a href="https://www.facebook.com/events/564434317003128/">https://www.facebook.com/events/564434317003128/</a>	products I love and give away some products. You can wear your jammies or work on homework in the background, promise. <a href="https://www.facebook.com/events/564434317003128/">https://www.facebook.com/events/564434317003128/</a>
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- **Tracking the Drawing:** Print out the page at the very bottom of the document... numbered 1 through 100...write their name next to a number as they comment.

When you're ready to do the drawing, use the website [www.randomnumbergenerator.com](http://www.randomnumbergenerator.com) and their random number generator to pick a number...whoever's name is by the number is the winner. At the end of the party, send them a private message requesting their address so I can send them the prize.

- **First Post:** Get guests engaged and excited even before the official party. Post an explanation of the party so they know what to expect.

<p>What exactly is a pampering party you ask?</p> <p>Well, it's a way to learn about some of the wonderful products Mary Kay offers through the power of the interwebs without having to leave the comfort of your home. No need to dress up, come as you are. If you like what you see, let me know and we can meet up or I can send you a complimentary Facial-In-A-Bag for you to try on your own.</p> <p>Did I forget to mention I will be giving away amazing FULL SIZE products to random guests?</p>	<p>What exactly is a pampering party you ask?</p> <p>Well, it's a way to learn about some of the wonderful products Mary Kay offers through the power of the internet without having to leave the comfort of your home. No need to dress up, come as you are. If you like what you see, let me know and we can meet up or I can send you a complimentary Facial-In-A-Bag for you to try on your own.</p> <p>Amanda was so excited to share the products with you that she decided you should be invited to her party! Amanda is working to earn a FREE Custom Color Look so make sure to ask her about it.</p> <p>Did I forget to mention I will be giving away amazing FULL SIZE products to random guests?</p>
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## REMINDER POSTS:

- **Consultant Video:** The theory is even if I can't personally connect with every guest, they can connect with me...put a face to the person posting during the party. I wanted them to "know me". And it also allowed me to give them a chance to visualize what to expect and how the flow will go. I don't always do this but sometimes it is nice.
- **Teaser MK Video:** I post a "teaser" video a few days or hours before the event (depending how far out I have scheduled the event...FB events can have fast turnaround!) Sometimes I do more than one (for instance if the event is a week away I might post two or three teasers to build anticipation and excitement). When people comment on these they are entered into the free product drawing. My favorites are the ones about Mary Kay Ash herself or the company...tons available on the Mary Kay YouTube channel!
  - Discover what you love: <http://bit.ly/1r7XqCG>
  - Mary Kay Ash: <http://bit.ly/1nhKLzK>
  - Miracle set: <http://bit.ly/1nzDPuZ>

o Company Overview: <http://po.st/Zilh68>

- **Topic Post:** I have one question at each party that is designed around the interests of the guests. I find this helps them feel more engaged and active in the party because I listened to them. I post this 3 days before the party with a Mary Kay related picture.

The fun is only **3 days** away and I'm busy getting everything prepared! What are you most interested in learning about?

- Skin care?
- Eye color?
- Mary Kay Play?

Tell me what YOU want to learn about!



- **Prize Post:** This is really the reason everyone is coming to the party so I post it about 24 hours before. I like to make a BIG deal about the prizes because they really are great and it is what the guests are probably looking forward to most! And of course, include a picture.

Curious what the prizes are for tomorrow afternoon's event? Well here they are!

- Firming Eye Creme
- Dark Denim Eyeliner
- Metallic Taupe Creme Eye Color

Join me HERE at **3pm central** to have a chance to win these products and learn about SO many more!



- **Teaser Photo:** A few hours before the event I like to post a photo of myself with the words “T-3 hours until party time” and you can add more descriptive text if you like too. I find this helps with confusion surrounding time zones. Even if they are confused what time zone they are in, guests know that it starts in 3 hours form when they see your photo.

Here’s one of my photos. I have a few to cycle through so it’s not the same every party. I opened the image with MS Powerpoint and added the pretty text and description. When you are ready to save, select Save As and choose JPEG file form the drop down.



- **60 minutes out:** So excited! T minus 60 minutes til PARTY TIME! Check out the prizes for the product drawing!!! All the guests who RSVP’d to the event already have their name in once for the drawings!! Tell us your fave MK product in the comment and get another entry even before we start!!!

Tonight's prizes...almost \$60 of products being given away!!!

- Eye liner
- Crème Eye Shadow
- Firming Eye Crème

- **10 minutes out:** Almost! Get ready for some serious FUN! Just 10 minutes to go!!

**FACEBOOK PARTY POSTS:**

**POST #1 of 12:** Here we go!!! Welcome everyone! I'm so glad you've joined us for our LIVE Online Mary Kay Facebook Experience!!

One key to keep up will be to continuously "refresh" the page you are seeing so you see the newest posts as they appear! It can get fast & furious so don't stress if you don't read EVERY single comment! We'll have a new post about every 5-ish minutes and the newest post will be the pinned post at the top of the page. When in doubt, scroll to the top!

Oh! And when you participate you will be entered to win some fun FREE full-sized products! To start with, I'd love to know who is here and what you already know and/or LOVE about Mary Kay. BTW—you'll get an entry into the free product drawing each time you participate by posting a response or a question! Consultants, if you could encourage our guests by liking their posts that would be awesome!

***In the comment section...you go first:***

I'll go first: Many of you already know me, great! My name is Stacey Quinn, and I've been building my Mary Kay business for just over three months. I'm currently a STAR Consultant as well as a certified Advanced Color Consultant. I live in Waco, TX & LOVE having the ability to build my business around my life. How crazy is it that I can still reach out to all of you from a completely different state. Great!! My favorite MK product is definitely the Satin Lips!!

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**POST #2 of 12:** Thanks everyone! It is really nice to get to know you all!

Now let's get down to business. I am going to post several short videos about our most popular products. Watch and comment to earn tickets in the drawing!

First up is our most popular gift item...perfect gift for any occasion! Satin Hands...in peach OR fragrance free.

<http://bit.ly/1gLRv1t>

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**POST #3 of 12:** LOVE IT! Is this so fun??? Next we are going to dive into skin care. Did you know that our skin starts to break down collagen and age faster in our early 20s?! Make sure you are slowing down that process! We have 4 different skin care systems based on your needs...from Acne-fighting to Age-fighting...we've got you covered! For today...choose which to watch based on your needs!

Watch this video about our Botanical Effects Skin Care if you're looking to keep it really simple and are not yet concerned about the signs of aging: <http://bit.ly/1lqRAuE>

Watch this video about our Miracle Set if you prefer an amazing skin care regimen customized to deliver younger-looking skin: <http://bit.ly/1i7zfPq>

Watch this video about our Timewise Repair Set if you are seriously ready to go back in time and lift away the years!: <http://bit.ly/1iC1LgN>

Make sure to comment back here when you are done for entries into the drawings!

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**POST 3A:** You know what? I can't wait another second. We've got to do our first DRAWING! Who's feeling lucky? Drum roll please.....and the winner of our MK @ Play Eye Crayon is....

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**POST #4 of 12:** Alright let's keep on going.... Here it is! One of my newest favorites!! The Skinvigorate Brush!! LOVE!!!! Remember to keep commenting for more entries! <http://bit.ly/1kSIFX0>

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**POST # 5 of 12:** Ok you guys are AMAZING! Consultants... some of you are already doing it but please DO feel free to help me answer questions as they come in!! Typing like a crazy person!

Ready for the next one???

This is another one of my favorite products, and one of our best-sellers, the MICRODERMABRASION SET! It's an instant gratification, like a face lift in a bottle! Check it out: <http://bit.ly/1h20K0Z>

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**POST # 6 of 12:** Ok so we are going to finish out the skin care part with the final step in our skin care routine...anyone know what that is?

It's foundation! Lots of people think it is color but it's really skincare. Here are some great foundation options: <http://bit.ly/1gLRGd1>

You can also learn about one of our newer products CC Crème here: <http://bit.ly/1fdOwye>

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**POST #7 of 12:** Whew! It's a good thing I type fast!!! You are asking GREAT questions and thanks for sharing all those great comments! Are you having fun?

I want to give you a couple of chances to get a ton of entries for the drawing! Go ahead and pull up your private message on your Facebook page and create a message to your consultant! (If you're thinking... "Who IS my consultant?" go ahead and message me! I'm your Personal Beauty Consultant now!) If you've had fun so far tonight we need your help spreading the word!!! So! When you message your consultant the names and numbers of the five most MOTIVATED women you know, you will get 5 entries for free product! And don't worry...she won't call your friends without your permission!

Consultants post here when your guest has messaged you and we'll get her into the drawing!

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**POST 7A:** After all those entries we've got to do another DRAWING! And the winner of our **Mary Kay Crème Eye Shadow** is... [\[redacted\]](#)

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**In this post I highlight a different product every party based on the comments guests left when I asked what they wanted to hear about. This makes the party feel personalized, special and gives them the information they want! There is a video for nearly every topic on Mary Kay YouTube.**

**POST #8 of 12:** Ok, I had a special request for **eye color**. Here it is!

I use this crème shadow almost every morning. If you don't think you have time for makeup, this little jar will change your mind. Two swipes with your finger and done!

<http://bit.ly/1eNvfJ4>

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**POST #9 of 12:** Ok we are going to finish out our product part by showing you some specials before you head out to shop!

Open our BUILD-A-BAG sheet & notice that when you pick any two sets you are a LADY-IN-WAITING and get any mascara for FREE, any 4 sets you are PRINCESS OF-QUITE-A-LOT and get a FREE roll up bag, and any 6 sets you are the QUEEN OF EVERYTHING and get a FREE mascara, roll up bag PLUS 50% off a 7<sup>th</sup> set! Comment below whether you feel like a Lady, a Princess, or a Queen!

And then attach this photo to the post. Some people like to use this link, but again, I don't like letting my guests navigate away from the party if I can avoid it. I also think it's less cluttered to have everything in one place that they can look back at after the party without all these crazy links. I can email you the JPEG file of this.

**CUSTOMIZE YOUR OWN MARY KEY COLLECTION!**

- TimeWise Repair™/Voila Firm™, from \$199**
  - TimeWise Repair™ Eye Firming Cream
  - Voila Firm™ Firming Cream
  - Voila Firm™ Day Cream
  - Serum
  - TimeWise Repair™ Firming Serum
- Ultimate Miracle Set™, from \$190\***
  - TimeWise Microdermabrasion Set
  - TimeWise Firming Eye Cream
  - Four shades of Mary Kay Foundation, from \$18-\$20\*
- Miracle Set™, from \$90\***
  - TimeWise Day 1 Cream
  - TimeWise Microdermabrasion Set
  - TimeWise Firming Eye Cream
  - TimeWise Firming Serum
  - TimeWise Firming Serum
  - TimeWise Firming Serum
  - TimeWise Firming Serum
  - TimeWise Firming Serum
- Botanical Effects™ Skin Care, \$58**
  - Each Formula includes cleanser, hydrator, moisturizer and SPF.
  - Formula 1: Dry Skin
  - Formula 2: Normal Skin
  - Formula 3: Oily Skin
- Clear Proof™ Acne System, \$45**
  - Clear Proof Clarifying Gel
  - Clear Proof Blemish Control Cream
  - Clear Proof Acne Treatment Gel
  - Clear Proof Oil-Free Moisturizer for Acne-Prone Skin
- TimeWise Microdermabrasion Set, \$50**
  - Step 1: Buff
  - Step 2: Rehydrate
  - Step 3: Replenish
- Foundation Essentials Set, \$44 or \$46\***
  - Foundation Primer
  - Four shades of Mary Kay Mineral Powder
  - Mineral Cheek Color
  - Mineral Eye Color
  - Mineral Lip Gloss
- Eye Essentials, \$45**
  - Mary Kay Mascara in either Liftaway or Lash-Lift
  - Mary Kay Oil-Free Eye Makeup Remover
  - Mary Kay Lash Primer
- Satin Set, \$52**
  - Satin Smooth Prepping Gel
  - Satin Smooth Prepping Gel
  - Satin Smooth Prepping Gel
- Dash Out the Door, \$54**
  - 2 Mary Kay Mineral Eye Color
  - 1 Mary Kay Mineral Cheek Color
  - 1 Mary Kay Lip Gloss
- Mary Kay @ Play, \$40**
  - 1 Mary Kay At Play Bold Lip Eye Tint
  - 2 Mary Kay At Play Lip of Eye
  - 1 Mary Kay At Play Lip Gloss
- Mary Kay Compact, from \$69\***
  - Mary Kay Compact
  - Mary Kay Mineral Eye Color
  - Mary Kay Mineral Cheek Color
  - Mary Kay Lip Gloss
  - Mary Kay Lip Gloss
  - Mary Kay Lip Gloss
  - Mary Kay Lip Gloss

**LADY-IN-WAITING:** Select 2 sets & receive a FREE mascara of your choice - a \$20 value!

**PRINCESS OF QUITE-A-LOT:** Select 4 sets & receive a FREE Roll-up Bag - a \$25 value!

**QUEEN OF EVERYTHING:** Select 6 sets & receive a mascara, the Roll-up Bag (val. \$25) & 50% off a 7<sup>th</sup> set at \$25.00!

discover what you LOVE

Cash, check, debit or credit cards accepted

Visa Mastercard American Express Discover

**POST #10 of 12:** Ready to start shopping?! I am! If you don't have a LookBook handy, just head to <http://bit.ly/1cpAqrm> and check it out. You can then send your consultant a private message if you find something you can't live without!

**POST #11 of 12:** Ok the last part of our event is all about party time! I'm going to tell you how to host your own fabulous event, just like this, and share our products with your friends! You'll get an entry for each question you ask and I'll choose some of them to answer here. Ready??

Here's how it works! We'll schedule your own private event, and I'll give you all the scripts to invite guests. What's in it for me is that I get to "meet" your friends! Here's what's in it for you (besides the fun ☺)... So let me know what you think!

-You & your guests will be entered for FREE product each time you comment or post during the party (sound familiar??).

-You'll get to earn a Custom Color Look FREE!

---Compact Mini free for having at least 8 people on live

---Mineral Cheek Color free for at least \$200 in sales

---Up to 3 shades of Mineral Eye Color free for having at least 3 people who book their own parties (either fb or otherwise)

**POST 11A: Time for another drawing!! And the winner of the fabulous Firming Eye Crème is.....**

**POST #12 of 12:** Wow you guys asked some great questions! I do want to answer all your questions so I promise to do that as soon as we close out here because I do want to honor your time.



Thanks again for being part of one of my first Facebook Experiences! Even though we are officially done, I will be available here for the next 30 minutes to answer any questions you have while you continue to shop the beautiful LookBook. Feel free to post or personal message me if you have any questions or are ready to bring some wonderful Mary Kay products into your beauty routine.

Thanks again everyone! Have a great night! Stay safe!

## POST-EVENT MESSAGE:

After the party, send this out to all the guests who attended.

Thank you so much for coming to my first FB party yesterday! I hope you had a great time learning about the products, I know I had a wonderful time being online with such interactive women! What was your favorite thing we talked about?

I wanted to make sure any and all questions you had were answered. I'm here to help you with any unanswered questions or things that may have popped into your mind after we logged off. I remember you talked a lot about \_\_\_\_\_, one of my favorites!

Thank you again for taking the time out of your day to join the party!

Thank you so much for coming to my first FB party yesterday! I hope you had a great time learning about the products, I know I had a wonderful time being online with such interactive women! What was your favorite thing we talked about?

I wanted to make sure any and all questions you had were answered. I'm here to help you with any unanswered questions or things that may have popped into your mind after we logged off.

I will be putting in an order soon so that you will get the products you ordered in a jiffy. Thank you again for taking the time out of your day to join the party!

## DRAWING ENTRIES

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