



Virtual COLOR Event

Hi xxxx! It's Audrey! I'm so excited! I'm doing a Winter (summer/spring/fall) COLOR session!!! I'm doing a 40 minute Virtual party. You get a customized Beauty Bag of samples just for ur EYE COLOR for FREE if u can join us! My goal is to have at least 10 people. I would love for you to be one of my 10. Can I add you to my list?

Sassy Sticker www.mysassystickers.com is where I get all of my stickers that I put on the Beauty Bags that I mail out!

I use decorative bubble mailers size 6.25x9 from www.mailersusa.com or Amazon for the Beauty Bags

For your shipping needs go to www.pirateship.com or for more information check out this video <https://youtu.be/MlzPtx5v7Pg>

For labels you can try https://www.amazon.com/dp/B016CV811U/ref=cm_sw_r_cp_api_i_6ZKPEb2Q6R3KB

For a postage scale you can visit https://www.amazon.com/dp/B078SNH83F/ref=cm_sw_r_cp_api_i_pVKPEb280JNGZ

IF you are using samples, you will need this info: Name, address, phone, EYE COLOR. **This is what I send in my Beauty Bag...**

- Look Book
- Eye color card
- Eye liner sample
- Ultimate mascara sample
- Doe foot applicator
- Cotton ball
- Eye applicator
- Thank you note with the date of event
- Fabulous Friends doc-They fill out, take a picture and text it back to me
- Ship all of this in a 6x9 bubble mailer

Refer a Friend!

Recruit female friends over 18 ANYWHERE in the United States, and get prizes!

1.	
2.	
3.	
<small>3 friends = mini-mascara 6 friends = mini deluxe mascara</small>	
4.	
5.	
6.	
<small>10 friends = full priced mascara</small>	
7.	
8.	
9.	
10.	
<small>20 friends = free brand eye makeup remover + full priced mascara!</small>	
11.	
12.	
13.	
14.	
<small>25 friends = FREE mascara!</small>	
15.	
16.	
17.	
18.	

VIRTUAL REFERRAL SCRIPT

Hi! This is Mary Kathryn n we r both friends with Brandy Smith. Is this Kenzie? Yes Yayyyyy!! I'm doing a "beauty that counts" donation for cancer research. For every VIRTUAL face I do a skin care or color virtual makeover with right now, I'll make a donation...she thought u might be willing to help! :))

Yes

Great!! It gets even better!! It's SOOOO FUN!!!! You get to try our skin care and awesome microdermabrasion and charcoal mask.

Or

U get a color look to try with eyes, cheek, lip, liner and mascara

Which do u prefer?

Skin care-I'll need your address n skin type...r u dry/normal or combo to oily?

Do u need a daytime or evening appointment? It'll take about 35 ish minutes

If they respond "color", ask her eye color-Got it! I'll mail it today! You can share this with up to 6 friends! They all get Beauty Bags and can join our virtual makeover at the same time! More donations, MORE FUN and more FREE stuff for you! You just have to let me know in the next 24 hours :)))

***You can make your choice of donation to the Mary Kay Charitable Foundation at checkout on your product orders**

Coaching the guests

Begin this series of Coach the Guest text messages 4 days prior to the event

Hi Alisa! I'm so excited about your virtual color experience on xxx! Did you get the beauty bag that was mailed you? It's almost time!

YES!

Yay! Here are some tips to prepare for the VIRTUAL makeover!

ADD TIP PIC



1 day before event

Here is your link to FUN at xxx time!
See you tomorrow! (Include your
Zoom link)

10 Tips to look GOOD on CAMERA!

1. LIGHT...Diffused day light; Walk around the house to get the best light; Light down, side, behind not good; grab a lamp of needed; Ring Light is even better
2. ANGLE...NEVER EVER angle from below; get laptop on a box just above eye level; a tripod is great for this
3. From the chest up look great-front of your hair and face
4. Background-tidy up
5. Look at the camera lense NOT at yourself
6. Try not to touch your hair and face
7. Try not to have kids, animals, etc present
8. Dress top 1/2 in color-not black or white if possible
9. Assemble props prior to start
10. Prepare your thoughts



10 minutes before event, text this image

Hey gir!! It's almost time! I can't wait to SEE you!
Charge up ur device, grab ur Beauty Bag and I'll see u in 10 minutes!



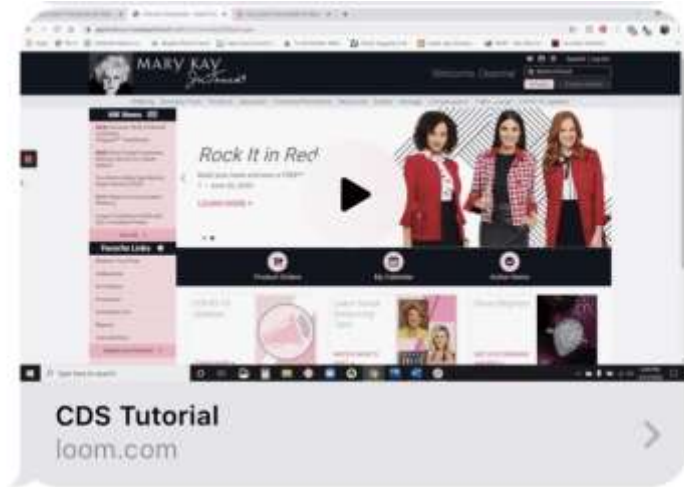
After the event TEXT or CALL



THANK YOU so much for joining me today! I hope u had fun! Don't forget ur deals for today only :))
*share 10 referrals to get a mascara 1/2 price or 20 to get a FREE mascara
*1/2 price shopping if u do a virtual event with 3 new friends
*get one of the top 3 sets n get any other set 1/2 price
*Click/shop/pay/play @ YOUR WEBSITE



Not sure how to send an order through the Customer Delivery Service?? Click [HERE](#) to learn how!! It's fast, it's easy, and it arrives beautifully packaged for your customers!



ROLE PLAY the individual CALL after a VIRTUAL PARTY featuring Mary Kathryn King and Sarah King! Click [HERE](#) for the message!

Getting REFERRALS at your VIRTUAL PARTY featuring Mary Kathryn King! Click [HERE](#) for the message!



Team Building Voxer Message with script to text!

YIPPEE!!

If u want, u can listen to this SHORT 24/7 recorded MK opinion call n get a FREE eyeshadow of ur choice during the party! It's EASY, just listen n hang up while u r on ur way home from work or while u r stuck at home!

All VIRTUAL and Mary Kay?? Listen to what's HOT PINK today in LESS than 5 minutes!
Listen to my Vox [HERE](#)

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**These scripts and ideas have been successful for me, however, I, in no way, guarantee same.*