

LIVE Mary Kay Facebook Experience

What exactly is a LIVE MK Facebook Experience you ask?

It's a fun way to introduce our amazing products to an exponential number of people from the comfort of your home via your computer, tablet, or phone.

General Tips:

- Breathe! This is fun and easy!
- When hosting the LIVE party, generally wait about 5 minutes between posts so that comments can flow.
- Videos—if you post a URL in the comment box Facebook will let the video be viewed from within the post on the same page (rather than having guests navigate away to another page).
- If comments are lagging, insert a drawing or post a comment! Sometimes people just need a push.
- 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. Below is a description that you can use. All of the text can be copied and pasted directly to Facebook. This saves a TON of time typing and ensures everything is spelled correctly. The words highlighted in yellow will need to be adjusted for every party (the yellow won't paste to Facebook so you don't have to un-highlight).

If you are personally hosting your own FB LIVE party:

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 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.

If someone else is the hostess for the FB LIVE party:

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, earn free samples, and so much more!

Join me LIVE on the Facebook Wall of this event at 3 PM 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. If you go on intouch under RESOURCES→DIGITAL ASSETS→FACEBOOK COVER PHOTOS there are a handful of options.
- **Invite Script:** Here is the script that you can send via private message to the gals you're inviting or the hostess is 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.

<p>Hey lady! I'm trying something new with MK and I would love your support! If you're not working Sunday come to my virtual MK party and invite a few friends. I'm gonna chat about products I love and give away some products.</p> <p>Link to facebook party</p>	<p>Hey mamma! I'm trying something new with MK and I would love your support!! I'm hosting a Virtual MK Party on Sunday. It will last an hour and you can sit at your computer to do it....and invite a few friends. I'm gonna chat about products I love and give away some products!</p> <p>Link to facebook party</p>	<p><u>For hostesses to send:</u> Hey Amanda! I'm doing something really fun with Mary Kay and would love your support. I'm hosting a Virtual MK party on Sunday. It will last about an hour and you can sit in the comfort of your home! There's going to be lots of prizes and giveaways.</p> <p>Link to facebook party</p>
---	--	---

- **Tracking the Drawing:** Print out the page at the very bottom of the document....write their name next to a number as they comment.

When you're ready to do the drawing, use the website 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 you 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.

What exactly is a pampering party you ask?

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.

Did I forget to mention I will be giving away amazing FULL SIZE products to random guests?

REMINDER POSTS:

- **Consultant Video:** The theory is even if you can't personally connect with every guest, they can connect with you...put a face to the person posting during the party. It allows you to give them a chance to visualize what to expect and how the flow will go. You don't have to do this but it can be a nice touch.
- **Teaser MK Video:** You can post a "teaser" video a few days or hours before the event (depending how far out you have scheduled the event....FB events can have fast turnaround!) You can do more than one (for instance if the event is a week away you might post two or three teasers to build anticipation and excitement). When people comment on these they are entered into the free product drawing. Some favorites are the ones about Mary Kay Ash herself of the company....tons are available on intouch....VIDEO LOUNGE→SHARABLE VIDEOS
 - The Mary Kay Experience: <http://marykay.gallery.video?videoid=5577456912001>
 - Miracle Set: <http://marykay.gallery.video?videoid=5708125213001>
 - Hydrogel Eye Patches: <http://marykay.gallery.video?videoid=6087453537001>
 - Product Promise: <http://marykay.gallery.video?videoid=5986822662001>
- **Topic Post:** You can post one question at each party that is designed around the interests of the guests. This will help them feel more engaged in the party. You can 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?

- Skincare
- Make up
- Body care

Tell me what YOU want to learn about!

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

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

- Firming Eye Cream
- Liquid Eyeliner
- Liquid Eyeshadow
- Lash intensity Mascara

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

- **Teaser Post:** A few hours before the event post a photo of yourself with the words “T-3 hours until party time” and you can add a more descriptive text if you’d like too.
- **60 minutes out:** So excited! T minus 60 minutes till 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 favorite MK product in the comment and get another entry even before we start!!

Tonight’s prizes....almost \$100 of products being given away!!!

- Firming Eye Cream
- Liquid Eyeliner
- Liquid Eyeshadow
- Lash Intensity Mascara

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

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.

In comment section....you go first:

I’ll go first: Many of you already know me, great! My name is.....I’ve been building my Mary Kay business for.....My favorite MK product is definitely the Timewise Miracle Set!!

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 White Tea & Citrus OR Fragrance Free.

<http://marykay.gallery.video?videoid=5136950357001>

POST #3 of 12

LOVE IT!! Is this so fun???? Now we are going to dive into skincare. Did you know/ that our skin starts to break down collagen and age faster in our early 20s?! Make sure you are slowing down the process! We have 5 different skincare 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 Timewise Miracle Set if you prefer an amazing skin care regimen customized to deliver younger-looking skin: <http://marykay.gallery.video?videoid=5708125213001>

Watch this video about our Timewise Repair Set if you are seriously ready to go back in time and lift away the years!: <http://marykay.gallery.video?videoid=5589455349001>

Watch this video if fighting acne is a concern of yours: <http://marykay.gallery.video?videoid=5662389146001>

Watch this video about our Naturally line derived from nature, certified with confidence. Each product is free of parabens, phthalates, synthetic fragrance, synthetic dyes and SLS/SLES:
<http://marykay.gallery.video?videoid=6049296248001>

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

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 the **Firming Eye Cream is.....**.

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://marykay.gallery.video?videoid=6038211431001>

POST #5 of 12:

Ok you guys are AMAZING!! Ready for the next one?

This is another one of my favorite products, and one of our best sellers, the HYDROGEL EYE PATCHES!!\ Check it out: <http://marykay.gallery.video?videoid=6087453537001>

POST #6 of 12:

Okay so we are going to finish out the skincare 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 of our great foundation options:

- CC cream
- Timewise Liquid Foundation
- Mineral Powder Foundation

Which one excites you the most?

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 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 me!! If you've had fun so far today we need your help spreading the word!! So, when you message me the names and numbers of the five most MOTIVATED women you know, you will get 5 entries for FREE products!!

Post 7A:

After all those entries we've got to do another DRAWING! And the winner of the **Lash Intensity Mascara** is...._____.

In this post you can highlight a different product every party based on the comments guests left when you 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 intouch.

POST #8 of 12:

Okay, I had a special request for **liquid eyeliner**: Here it is!

I use this new liquid eyeliner almost every morning.

<http://marykay.gallery.video?videoid=6120474202001>

POST #9 of 12:

Okay we are going to finish out our product part by showing you some specials before you head out to shop!!

Open our Get Set For A Beautiful You! Today only, when you get 2 sets you will get any mascara for FREE, any 4 sets or \$200 and get the roll up bag for FREE, and if you love everything you see here, get \$96 in savings!

POST #10 of 12

Ready to start shopping? I am!! If you don't have a LookBook handy, just head to www.marykay.com/j_aiken and check it out. You can then send me a private message if you find something you can't live without! Don't forget everything is 100% unconditional guarantee.

POST #11 of 12

Okay 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 and your guests will be entered for FREE product each time you comment or post during the party (sound familiar??).
- You'll earn a custom color look FREE!
- Compact Mini FREE for having at least 8 people on live
- Mineral check color FREE for \$200 in sales
- Up to 3 shades of mineral eye color FREE for having least 3 people who book their own parties (either fb or otherwise)

POST 11A:

Time for another drawing!! And the winner of the fabulous Liquid Eyeshadow 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 (separately in private messages)

Thank you so much for coming to the 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 of your 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 also wanted to share something special I'm doing. I'm trying to get the feedback about the amazing Mary Kay opportunity from 5 amazing women and was wondering if you'd be willing to watch a short video and connect and give me your feedback. You'll get a \$25 gift card to use towards anything that you fall in love with! Can you help me out?

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

DRAWING ENTRIES

1		44		87	
2		45		88	
3		46		89	
4		47		90	
5		48		91	
6		49		92	
7		50		93	
8		51		94	
9		52		95	
10		53		96	
11		54		97	
12		55		98	
13		56		99	
14		57		100	
15		58		101	
16		59		102	
17		60		103	
18		61		104	
19		62		105	
20		63		106	
21		64		107	
22		65		108	
23		66		109	
24		67		110	
25		68		111	
26		69		112	
27		70		113	
28		71		114	
29		72		115	
30		73		116	
31		74		117	
32		75		118	
33		76		119	
34		77		120	
35		78		121	
36		79		122	
37		80		123	
38		81		124	
39		82		125	
40		83		126	
41		84		127	
42		85		128	
43		86		129	

