

May 4-9, 2020

Hey! I'm checking in to see if you'd be my guest on one of my fun live events this week? We are launching some fun new MK products including 'FANORMA' mascara and other hot summer goodies...and we will also feature some crowd favs like the charcoal mask and other self-care goodies. You can comment to get entries for our drawings AND if you want to try anything I'll hook you up after (we have samples or a 100% guarantee on anything you think you'd like). But truly I'm just working to get 10 women on one of the events this week! Would wedn night or thursday be a better option for you?

She answers>WEDN:

Okay, well wedn is our FB live event in our "Life Enrichment" group! It will be a mix of lives and fun interactive videos and posts. You can watch, get comfy with a drink of choice and have a little fun finding out what's hot in self care. You can come on just you, or I can help you get a few free stuff if you're open to asking a few gal pals to join you too? Either way I'm super grateful! Could I tell you about the 'free stuff' plan, or would you like to just pop in with my solo?

She answers>THURS:

Okay, well Thursday is a super fun live youtube link of my director's "Real Girlfriend's show" it's a live chat with her girlfriends and they share what they love, use and will be spotlighting the summer line too. It's very funny and definitely lives up to it's 'real' name. So I'd send you the link they you can pop on, and you get entries when you comment and fill out the feedback form at the end. Is there a chance anyone else comes to mind that might like to get the real girlfriend scoop--or even want to host a watch party (virtually) and get more free?

IF she wants to invite friends:

Once she has accepted membership into the 'Life Enrichment' group she can use this suggested script to invite:

Hey %FirstName%!

I'm checking in cause I know it's a crazy time. I've decided to do something fun and give others an excuse to put your feet up, grab your fav drink, and get some virtual pampering! I'm inviting you to a group: Life Enrichment—a little lipstick & a lotta what we love...

I will be hosting a girlfriend FB beauty bash from this group—My consultant ____ has included me and allowed me to share this with some friends! Her director, Melissa, is going to give us the scoop on some of the great MK products but also a new product launching: Fanorama Mascara!

Will you accept the group invite? I get credit just for your participation (think 'likes and comment') but if there's anything you want to try (you can request a personal pamper package)

or buy (100% guarantee makes it safe to try AND buy). I am confident it will be fun...and there will be prizes, plus I would just love to pause together! Tis the time—you deserve it!

Thanks,

As for the virtual hostess plan>>

I am partial to keeping it simple with the goal of 5 gals participating. BUT you want to get her list of at least 20 women she's inviting. She can email, shoot a pic or PM you with their names AND numbers. I would give her a gift (something you're long in your inventory--or OF eye makeup remover, gloss, even charcoal mask) A list of 20 'warm leads' is valuable beyond this evening...plus this way you can send out a reminder and it would be especially important if she was hosting a 'watch party' with the girlfriend show cause they are not added to a 'group' per se.

\$75 for \$35 (remember this costs you \$2.50 out of pocket)

>5 women who actively participate and/or \$100 in sales

>With every woman who books a beauty experience with her and friends after she will get 1 ½ price item.

>If she has \$300 she gets \$75 for \$15

>If she has \$500 in sales she gets her \$75 FREE!

I adapted this idea and have it in a graphic as well...it's not exactly this, but it's similar.