

EVERYTHING YOU NEED TO KNOW FOR GUEST EVENTS:

DRESS: For all guest events is MK Professional (a skirt or a dress...the Beauty Coat is a great option), SLAMMIN Hair and Makeup.

ARRIVAL: Please arrive at least 20 minutes early to set up and pre-prepare for your guests. Greet your Sister Consultants and Director with a Smile and Great attitude, no matter how you feel or the day you had! Always, personally introduce your guest to your Director when you arrive!

SNACK DONATION: At this time we do not have a weekly meeting fee! Please contribute by bringing either a Bulk size snack that can be shared all month long or a case of water/drinks.

SIGN IN: Please sign in for every meeting, where your name tag and sign in all of your guests (include a phone number).

EVENT PRIZES: Please bring at least 1 wrapped gift for the ticket game for every 3 guests you have attend. (The mini's are a great option, goody bags with samples etc.)

LEAVING THE STUDIO: Show your gratitude for our Studio space. There is usually some clean up and we know "many hands make the work light". Ask a Red Jacket what you can do to help clean up. Your Director's job is to be with the guests!

WHAT TO BRING:

Your Starter Kit to demo from. Please bring everything you would need if you were conducting a Skin Care Party! Products in Starter Kit should be out of boxes & have your reorder labels on them. It is recommended you label all demo products and your mirrors/trays so you products do not get confused with others at the studio!

Supplies to bring for EACH guest:

- CLEAN Mirror and Tray
- Close Sheets
- Head band or hair clips
- Sales Ticket
- Party Sheet
- Facial Cloth
- Pen
- **One beautifully wrapped gift (gift should be Mary Kay product Mini hand creams, look cards, discontinued products valued at \$5-10 are great choices. - MAX 3)**
- Camera for before and after pictures

IF GUEST EVENT WITH COLOR ALSO BRING:

* Full size mascara from your kit and wand (or mascara sampler)

* Color Look card with lip liner and eye liner demo pencils (or purchase for \$2) and gloss sample with applicators or Brush set.

OR

*Dash out the Door Look (Bronzer, Cream Eye Shadow and Lip Gloss)

* MK Brush set (bring one set for demo if you have more than one guest you are given the other ones from studio)

SETTING UP FOR SKIN CARE GUESTS: Set up the mirror with tray inserted. Fill the tray with all the products as shown in the Tray Diagrams.

GUESTS WILL TRY THE FOLLOWING PRODUCTS: Satin Hands and Satin lips, Skin Care appropriate for their Skin Type, eye cream, foundation primer, CC Cream! If it is a guest event with color guests will also do either a Dash out the Door Look, Color Card or New Product Launch!

INVITING GUESTS:

Monday Night Live Face Model Sample Teaser Text (You can also send a private message and ask to add them to the Facebook invite):

Hi, quick question for you...I would love for you to be a face model for me at one of my events (you get a gift just for helping me)! Are you interested?

PRE-PROFILING:

The Secret is Pre-Profiling

Coach ALL of your Bookings and Pre-Profile ALL Your Guests to build a relationship with your guests

before they come to their appointment. Appointments will cancel if you skip this step, so it's the MOST IMPORTANT step.

Send this text to your guest to Pre-Profile 3 days before the event:

Hi Juliana, I'm super excited to see you on Saturday at 4pm. Can I text you a few quick questions about your skin to be prepared for your Pampering Session?

1. Have you ever tried Mary Kay before?
2. What are you currently using for your skin care?
3. What type of skin do you have dry, normal, combo or oily?
4. What would you change if you were to change anything about your skin- fine lines, dark circles, uneven skin tone, smaller pores, blemishes?
5. I want to be sure to choose the best products for your skin - what is your age-range 18-25, 26-40, 40-60+? 😊🔒