



Virtual PAMPERING PARTY SYSTEM

Step 1: Invite & Customize:

1st Text to send individually via Text or FB messenger:

Hey Susie! Quick question - I just started teaching skincare with Mary Kay and I'm doing this fun challenge to pamper 30 women this month. I'd love to send you a free anti-aging facial pack! The cool part is we'd do a quick virtual session together so I can show you how to use everything. Would you be open to helping me out and treating yourself at the same time? 😊

When she says yes you say:

Yay awesome! You're gonna love it! Do you mind if I ask you a few questions about your skin so I can customize it for you?

Questions to ask:

Find out Skin Type:

Yay! Thank you so much. Let's customize your skin care samples first. Is your skin more normal to dry or oily to combination?

Find out Skin Concerns or Goals:

Great! I'd love to hear more about your skin. What are you hoping to achieve with your skincare routine, and are there any specific areas you'd like to improve? (examples: wrinkles, dehydration, texture, discoloration, acne etc)

Get mailing address:

Thank you! That really helps me to customize your packet. I'll let you know as soon as I put it in the mail! It will include a skin care line formulated for you, a microdermabrasion treatment, and detoxifying mask! What is the best mailing address to send it to?

Step 2: Book them for your launch!

Invite them to your Party!!

The next step is to book your virtual pampering session as part of my special Launch Party! 💕
It typically takes 90 mins as it's essentially a virtual girls' night with lots of product giveaways. ✨
Does * insert day and time work for you? Or Does a week night or weekend work better for you?

If they say that date doesn't work for them:

No worries!! I would still love to pamper you, what typically works best for you...a weekday or weekend? *use calendar link below in **Step 4** to see the dates I have available*

(Once you have narrowed down if they prefer daytime or evening, and weekday or weekend - then offer 2-3 dates in those time ranges, allowing 10 business days for pamper packs to arrive.)

(or: Daytimes or Evenings? Or: Tuesdays or Thursdays etc. Basically giving two options for people to choose from depending on your launch dates.)

Step 2 If you Already Held your Launch: Book them for a date!

Our next step is to pick a date for your virtual DIY facial over Zoom! It typically takes 90 mins as it's essentially a virtual girls' night with lots of product giveaways. ✨ Does a week night or weekend work better for you?

(Once you have narrowed down if they prefer daytime or evening, and weekday or weekend - then offer 2-3 dates in those time ranges, allowing 10 business days for pamper packs to arrive.)

Step 3: Confirm & Bring a friend!

Message 1: Yay! I have you down for (date and time)! Please put it in your calendar, it's typically 90mins. If anything changes, please let me know at least 48 hours ahead so I can plan around my family time 💕.

Message 2: Btw, your session includes up to 5 spots for girlfriends (18+). They'll each get their own facial kit, and since it's virtual they can join from anywhere!

If you'd like to invite a few friends, I have a super easy text you can send, want me to share it with you? 💌

Text for her to invite friends:

"Hey girl! 💕 I booked a fun virtual pampering sesh on (date & Time) and I get to include 5 friends! 🥰 It's free + comes with a skincare kit, mask & exfoliator to try at home 🧖‍♀️ Can you join that day?"

Step 4: RSVP them in your calendar:

Save the date for them and allow time to follow up afterwards

Step 5: Submit Info for Pamper Pack

Get their names and addresses submitted to me so I can send out their pamper packs!
Or you can send out yourself.

Follow-up Scripts for those that don't respond...

They haven't responded to initial text:

1st follow up - Send 3 Days After Not Responding:

Hi Susie! You crossed my mind today while I was preparing more of those pampering packages I mentioned. I'm still on my mission to pamper 30 women this month with these free facial kits. We could have a fun virtual session once it arrives - might be a nice little break from the usual routine! Would you like me to send one your way? 🤗

2nd follow up - Send 3 Days After Not Responding to text above 📩 :

Hey Susie! Just popping in one last time about that free facial kit I mentioned. Life gets so busy sometimes - I know I'm always checking messages while juggling a million things too! 😊 No pressure at all if you're not interested. I'm wrapping up my 30-person challenge this week and I'm so close to hitting my goal. Let me know if you might be up to helping me finish my goal this month? 😊

Said YES but not yet answered skincare questions...

Follow Up 1 - after 1 day

Morning Susie! Super excited you are wanting a pamper pack! I'm looking to send out some pamper packages today. Would you say your skin is normal to dry or oily to combination so I can customize it for you? 🤗 (if she responds continue with getting mailing address and booking her)

Follow Up 2 - after 3 days

Hey girl! I know we've been missing each other here... No worries! Just following up one last time for your facial package. Were you still willing to get pampered? If I don't hear from you I will just assume you are really busy right now and follow up with you in a couple months. 😊

Completed skincare questions but haven't booked...

Follow Up 1 - after 1 days

Morning Susie! Mailing out some more facial packages today and I would love to get yours included. Just need pick a date to pamper you =) I just had some openings, does daytime or evening usually work. best for you?

Follow Up 2 - after 3 days

Hey girl! My books are filling up and I would love to give you priority booking for your pampering session before I pop your facial package in the mail. How does an hour next week sound? 😊

Follow Up 3 - after 5 days

Hey Susie, we've been missing each other here... No worries! Just following up one last time for your facial package. Were you still willing to get pampered lol? If I don't hear from you I will just assume you are really busy right now and follow up with you in a couple months. 😊

Coaching Scripts to make sure they come!

Watch this video: <https://youtu.be/2HbTeEhaFZk>

Once Pamper Pack is Mailed Out:

Hey Susie! Just wanted to let you know your pamper pack is officially in the mail. It will be coming from my mentor Jessica, I will check in a few days to make sure it arrives!

(Send Picture)



2-3 Days After Pamper Pack Sent:

Hey Girl!! I wanted to check in and see if your pamper package arrived in the mail yet?

(If she says it did)

Awesome!! So glad it came. Hold on to that till our virtual session. I'll be sending you a checklist to be ready the day before! Cant wait to "see" you! LOL

7 Days before appointment:

Hi {{firstName}}! I hope you're well 😊. This is just a friendly reminder about our appointment. I'm looking forward to pampering you at your virtual facial at (date/time)! Your skin is going to feel amazing! Let me know if you have any questions 💕

3 Days before appointment:

Hi {{firstName}}! Counting down, 3 days until your virtual facial at {{custom14}} 😊. What are you most excited about, relaxing, glowing, or just feeling fabulous? 💕

Day before appointment:

Hi {{firstName}}! Here is a checklist to prepare for our session tomorrow at {{custom14}} 😊. On the appointment you'll be able to redeem your gift card 🎁. I'll send the Zoom info tomorrow morning. Looking forward to pampering you! Will you be team coffee, team tea, team wine, or team water? 😊
(Send Picture)



Morning of Party:

Hey {{firstName}}! Looking forward to our session today, {{custom14}}!
Join Zoom Meeting

<https://us02web.zoom.us/j/8232589147?pwd=cUZ4cU9YZjN4MFRGU2NoU1dmK2RzZz09>
Meeting ID: 823 258 9147 Passcode: MaryKay

Can you give me a quick 👍 so I know you got this? 💕

15 minutes before the party if you can...

See you in 15 minutes. I'll be on Zoom ready for you 🤗. Quick reminder to grab...

- ✓ Your pamper pack with samples
- ✓ Bowl of water/ or at your sink
- ✓ Wash Cloth
- ✓ Head band or hair tie
- ✓ Scissors
- ✓ Pen

P.S. If you don't already have Zoom, make sure to download the app.
Can't wait to pamper you in a few! 💕

If you she doesn't respond to coaching messages - specifically by not responding to the virtual checklist one and before sending the zoom link again I would send this message:

First Nudge (Day Before)

“Hey [First Name] 💕 I haven’t heard back from you yet and just wanted to check that tomorrow at [time] still works. Once I know for sure, I’ll send you the Zoom info! ✨”

No Response – Final Message (Day Before or Same Day)

“Hi [First Name], since I haven’t heard back from you, I’ll assume today’s session won’t work and we’ll need to reschedule. 💕 I’d still love to connect another time, so let me know what works best for you!”

No-Shows for your facial or party!

Follow Up 1 - after 5-10 minutes

Ready whenever you are =) Let me know if you have any troubles jumping on.

Follow Up 2 - after a few hours

Hi Susie! So sorry we missed you at our session today! Perhaps we selected the wrong time. I would love to set a new date with you, do you have a preference between daytime or evenings?

Follow Up 3 - next day

Hey girl, I haven't heard from you in a bit. Just wanted to make sure everything is ok!? ✨ Hope to hear from you soon.

Follow Up 4- after 3 Days

Hey Susie, we've been missing each other here... No worries! Just following up one last time for your facial package. Were you still willing to get pampered lol? If I don't hear from you I will just assume you are really busy right now and follow up with you in a couple months. 😊