

Facebook Party Script & Images

This section includes preapproved text and image references for you to use to host a Facebook skin care party, with a few tips on getting started. When you're ready to start partying, this chapter has what you need.

IMPORTANT NOTE:

*You may use this document to edit the text for your posts (except product claims) and to reference the images and short video clips available in the Image Library. **You should NOT use images straight from this word document.** The images here are low resolution and not made to be used for your parties. High resolution images should only be downloaded and used from the Image Library.*

Before You Dive In

Script Tips

- This script is built based on a one-hour Facebook party, which means you should use about 10-13 posts per party. Let guests comment and interact for about 3-5 minutes per post. There are additional timing options, like a Facebook party that can last several days, included in Ch. 4: Advanced Options.
- This script is meant to be flexible. You can either use the text and images exactly as they appear, or add your own personality by customizing the text on the blank templates provided in the Image Library. **Just remember not to change product claims and to adhere to the Company's Social Media Guidelines.**
- Ask your guests to send you a private message for their orders. This will help keep your orders organized and clear, and will keep guests engaged in the party and excited about what you're sharing!
- To keep customers engaged in the party group, we suggest sharing your PWS link only before and at the very end of each party. To share a link from your *Mary Kay*® Personal Web Site ("PWS"), simply find the page you want to share, and copy the PWS URL from the address bar. This ensures that the link goes directly to your PWS.
- It will help your guests if you number the posts as we've done throughout this guide. And, to help guests keep up with the pace and keep comments in the right place, pin the current active post.

Party Prep

Before you start your digital party, you should take time to organize all of your images, videos and text, so you can focus on guest questions and comments during your party. The following tips can help you organize the information you need to hold your digital party:

Create a Party Folder

Start a new folder and name it for the type of party you're planning to hold. (For example: Skin Care Party)

1. Review, edit and save this Word document with all of your post text. Add a touch of your own personality to the posts— just remember not to change any product claims.
2. Visit the Image Library and locate the images and short video files you'd like to use. Right click the images to "Save" to your folder. When saving, rename each image to correspond with the numbered posts, e.g., "Post1.JPG".
3. If you plan to create and use any prerecorded videos during your party, they should be part of your party folder too!

Customizing Party Post Images

If you plan to utilize any of the blank images provided in the Image Library, take the time to prepare your custom text before the party begins.

1. Select and save the blank image(s) you'd like to use following the steps above.
2. Download or open your favourite photo editing app (there are numerous free options available online and in mobile app stores).
3. Select the approved blank image you'd like to customize.
4. Add text to the image as needed, and save your new post to your party folder. (Remember, you should only add text to the blank images. You should not alter the colour, crop or composition of the image. You should not use filters over these images either.)

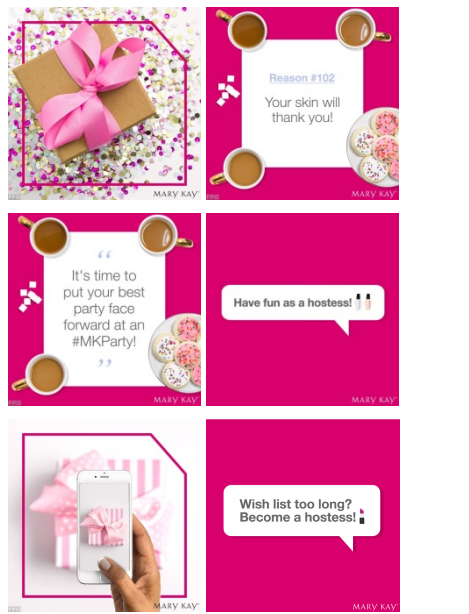
Marketing 101: Keep the Mary Kay brand in mind when customizing your image text. Select text colours, words and fonts that match the look, feel and personality of the posts provided in this guide. Your guests should see one cohesive visual story throughout the party experience.

Posts & Images

Promoting Parties/Finding a Hostess

You can use these commercial posts to promote your digital parties on your Facebook business page (or via text and email) and to help you find your next hostess.

Timing: Post anytime you're ready for bookings!

Post Image Options (mix and match)	Commercial Post Text Options (mix and match)
	<p>Stop your scroll!!! Did someone say FREE stuff? I did! Book your Mary Kay Facebook party with me today, and you could earn Mary Kay® products and gifts while you hang out with your friends online. I'd call that a no-brainer! Message me! #PartyPerks</p>
	<p>Is your beauty wish list bigger than your budget? What if you could earn your favourite products by hosting your own Mary Kay Facebook party? PM or comment for the scoop. :) #PartyPerks</p>
	<p>Fun Fact: When you host a skin care-themed Mary Kay Facebook party, you get insider tips, awesome product info, and you could earn fantastic hostess perks at the same time. Send me a message, and let's plan yours! #LoveYourSkin</p>
	<p>Who loves earning free stuff, having fun and talking beauty? ME TOO! Let's host a Mary Kay Facebook party together. It's seriously too easy not to! Message me to book yours, comment your questions, and let's see what special perks you could be earning!</p>
	<p>Want to earn your own hostess gifts while you hang out on Facebook? (That's an easy one!) Host your own party online: all of the fun, no preparation needed! Message me, or comment for more info. :) #PartyPerks</p>
	<p>"The right skin care routine can transform how you feel about your skin. Treat it well now, and enjoy the confidence of beautiful skin for years to come." #Truth! Message me to book your Mary Kay Facebook party, and see what special skin care perks you could be earning! #LoveYourSkin</p>

TIPS:

- If you are looking for a hostess, reach out to your customers who are always excited about new *Mary Kay*® products or who are loyal skin care customers.
- Do you know someone interested but hesitant to host a face-to-face party? Offer a Facebook party! Remember, sometimes someone who isn't ready to commit to an in-person party will host or join a Facebook party.
- Once you've posted to your business page, be sure to follow up with anyone who has liked or commented on your post to see if they want to host or attend your next Facebook party.

Setting Up Your Facebook Event

Now that you're ready to hold your Facebook party, you'll need to set up your private Facebook event. Get detailed step-by-step instructions from the official Facebook help center.

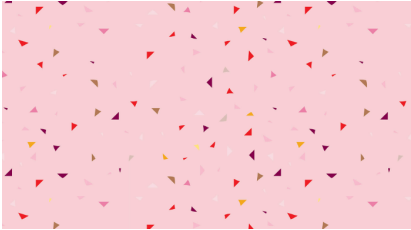

1. Log in to your personal or Business page, select "Events" from the main menu, and click the "Create an Event" button. Be sure to choose the "**Private** Event" option.
2. Upload your desired cover image from the Image Library.
3. Enter the name, location, date, start and end times, and a brief description of your party.

Note: The location in your event description should specify that the party is held on Facebook and not at a physical location.

The More, The Merrier: Once you've filled in all of your event information, make sure you've checked the box that gives guests the ability to invite others. This way, your hostess can invite her friends and attendees, and they can add other guests as well.

Facebook Cover Images & Event Descriptions

Timing: Add cover images when you create your Facebook event, so the party is branded from the beginning!



Cover Image Options (mix and match)	Event Description Text Options
	<p>Without a Hostess</p> <p>It's time for some beauty and fun from the comfort of your couch! You will have an opportunity to win prizes, learn about Mary Kay® skin care products, earn free samples, (did I mention WIN FREE PRIZES) and so much more. Join me live right here in this Facebook event at {insert date and time}, and get ready to have a blast! Learn how to take care of your skin, and explore new product info right here on Facebook. Stay tuned for updates and more fun stuff!</p>
	<p>With a Hostess</p> <p>Are you ready for some serious fun!? {Hostess Name} is hosting this Mary Kay Facebook party, and you will have an opportunity to win prizes, learn about Mary Kay® skin care products and so much more! Join us live right here in this Facebook event at {Enter date and time} 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. Stay tuned for updates and more fun stuff soon!</p>
	<p>With a Hostess</p> <p>Hey, everyone! I've teamed up with the amazing {Hostess Name} to host this online Mary Kay® skin care party! It's hassle-free; you don't have to clean your house or get dressed up, and I know you'll LOVE the skin care products and results we'll be sharing. Save the date, and RSVP right here!</p>

Prizes Not Required: Although offering a prize draw during your party can help keep guests engaged and excited, it is ultimately your choice whether to offer prizes during your Facebook parties. Be sure to read more about Prize Draw Tips in Ch. 2: Tips & Advice.

Invitation Messages & Posts

Once you've set up your Facebook event, you're ready to start sending invitations! First on your list will be to add your hostess (if you have one) to the event you've just created. She can then add guests to the event. Use these options to send private messages, to add to Facebook event invitations or to post from your business page. You also can modify for use in emails and text messages.

Timing: Once you've booked a party with a hostess or decided to hold a party on your own, start sending out the invites!

Post Image Options (mix and match)	Message & Post Text Options
	<p>Independent Beauty Consultant-Led Party: Did someone say girls' night IN? This is your personal invitation to my next Mary Kay Facebook party on {insert date} where we'll be talking about our most important accessory – skin! It's all online, so no need to leave the house. How awesome is that? Save the date, and RSVP right here: {Insert event link} PLUS, I'll follow up to offer you a FREE personal consultation after the party, so you can try all the great products! :) #YoureInvited</p>
	<p>Hostess-Sent Invite Hey, girl! I've teamed up with Mary Kay Independent Beauty Consultant {insert IBC's name} to host a Facebook party all about amazing Mary Kay® skin care, and I'd LOVE for you to come! It's all online, so no need to leave the house or anything. Are you in? Oh, did I mention there will be prizes? :) Hope you can make it, and let me know if you have questions. Save the date, and RSVP right here: {Insert event link} (Oh, and stay tuned for your exclusive invite for a free follow-up to try the products in person!) #YoureInvited</p>
	<p>Sales Director-Led Party Want to party without leaving your house? The amazing Mary Kay Independent Sales Director {Insert name} is hosting a Mary Kay Facebook party! You will have an opportunity to win prizes, learn about Mary Kay® skin care products, (did I mention WIN FREE PRIZES) and so much more. So get ready to talk MUST-HAVE skin care, and save the date. You can RSVP right here: {Insert event link} #YoureInvited</p>
	<p>Open Invitations From Your Business Page:</p> <p>Option 1: Join me for a girls' night IN on {insert date} where we'll be talking about our most important accessory — skin! No need to leave the house, and you don't have to dress up! How awesome is that? Save the date! {Insert party details or link}</p> <p>Option 2: It's time to celebrate your skin! Join me for an exclusive online party on {insert date} where I'll be sharing skin care tips and tricks and talking fabulous, must-have products. We'll also address your unique skin care issues. Comment below, and I'll add you! {Insert party details or link} #YoureInvited #LoveYourSkin</p>

TIPS:

- Don't forget to include party details like time, date and Facebook event link.
- You also can encourage your hostess to use this invitation to invite her friends to a hostess-led party. Make sure she tags you in her post!
- You can start getting guests excited about follow-up bookings as early as the invite! Let guests know about their complimentary in-person consultations, so they are ready when you contact them after the party.

Preparty Posts



There are lots of topics that can help build excitement and brand awareness before your party starts. Depending on how far out your party is booked, it may be best to aim for one post every 2-3 days leading up to the party countdown. The farther away the party date, the longer you should wait between posts.

As you become more comfortable holding online parties, you also can use preparty posts to poll guests and discover specific product needs, so you can tailor your party and tag specific party attendees when you post about specific products. Learn more about prepolling in Ch. 4: Advanced Options.

Party Introduction Post

Many guests may be new to the online party experience – and every Beauty Consultant may choose to run her parties in the way that works best for her. Talk to other team members, experiment and find out what works best for you!

Timing: Once your event is set up, post this image so everyone knows how your party will work.

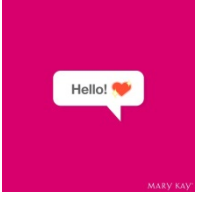
Post Image Options	Post Text
<p>Image Option 1:</p> 	<p>So, who has been to a Facebook party before? If not, no worries; it's super easy. Just sign on to this Facebook event on {insert date and time}, and I'll take care of everything! I'll be showing off ALL of the fabulous Mary Kay® skin care products. Shop from the comfort of your computer (or mobile), and you even have a chance to win special giveaways! The more you comment, the more chances you will have to win. Any questions at all, I'm right here to answer.</p>
<p>Image Option 2:</p> 	<p><i>Here's an example of what a custom image or step-by-step post could say:</i></p> <p>How the Party Works:</p> <ol style="list-style-type: none">1. Hear all about my favourite skin care, the TimeWise® Miracle Set®.2. Watch the videos, and comment for entries into my giveaways.3. If you like a product I post, send me a private message to buy.4. HAVE FUN and ENJOY YOURSELF!

TIPS:

- Make sure guests know the best way to contact you before, during and after the party.
- Everyone loves a giveaway! Remind guests about giveaways often, and be clear on what they need to do to be entered. Get more Prize Giveaway Tips in Ch. 2: Tips & Advice.
- Include specifics about the products you'll be sharing and any of the amazing prizes you'll be giving away.

Welcome/Icebreaker Post

Timing: Shortly after the party is set up or 5 days prior to the party, if time permits.

Post Image Options	Post & Comment Text
 <p><i>You also can post a selfie image, a prerecorded video or use Facebook Live.</i></p>	<p>I am SO excited about our upcoming Facebook party! To kick things off, I'd LOVE to know more about all of you. I'll start, then tell us about yourself in the comments. Remember, your comment is another entry in my prize draw! You'll get two entries if you add a selfie!</p> <p>COMMENT 1: <i>{insert your I-story}</i></p> <p>COMMENT 2: Now I want to hear about you! Post a selfie, and I'll put two entries for you into our first draw!</p>




TIPS:

- You can use the comments section of your posts to expand on what you want to say without overwhelming everyone in the first post. On the next few pages, when you see "Comment 1" and so on, just know that you can add these in to keep the conversations rolling and to break up the information you want to share.
- Forming a bond with your guests is essential, especially in an online setting. Here are a few options to consider to start:
 - Post a selfie image with your intro, and ask guests to do the same as they introduce themselves in the comments. This is a great icebreaker and gets everyone involved. You can even offer an extra entry into the prize draw for those who comment with a photo.
 - Open the party with a prerecorded video so they can hear your voice AND see your face! Video lets your personality really shine and can help get everyone excited about the online party experience.

Get more Video Tips in Ch. 2: Tips & Advice.




About Mary Kay Posts

Timing: 4 days prior to party

Post Image Options (mix and match)	Post Text Options
 <p>MARY KAY</p>	<p>Here's another thing I LOVE about my Mary Kay business: the story of Mary Kay Ash. She was a true pioneer! Mary Kay Ash broke boundaries by putting women (like me) in control of their own future. And the house that she built, the one with the broken glass ceiling, has stood the test of time for 60 years. Thanks to her vision, I'm able to own my own Mary Kay business!</p>
 <p>MARY KAY</p>	<p>Let's get to know Mary Kay! You might already know that it's a company built by a woman for women. And that is HUGE for me! At Mary Kay, there's a dedication to irresistible products, a rewarding opportunity and positive community impact. That's why we say these are "products with a purpose." It's all about making women feel confident, beautiful and connected.</p>
 <p>Remember that you can never obtain riches until you begin to enrich the lives of others</p> <p>- Mary Kay</p>	<p>OK, so if you don't know much about Mary Kay (or even if you do), here's why I am so in LOVE with what I do and the products I offer: Mary Kay believes that a lipstick can change the world and that a compact can hold more than makeup – it can be filled with dreams! And Mary Kay has been giving back to make the world a better place for 60 years!</p>


Countdown Posts

Timing: 1-3 days prior to party

Post Images	Post Text
	Countdown to fabulous skin! Just 3 days until our Facebook party! Are you ready to revamp your skin care routine? Check out my website to get a sneak peek at the products, and let me know in the comments if you have any specific skin care concerns or topics you want to cover. {Insert Personal Web Site URL} See you on {date and time} . I'm so excited!
	Just 2 more days until I get to share my FAVOURITE skin care solutions for your unique needs! (And all from the comfort of your couch.) See you on {date and time} . PS: Did you invite a friend to join us? When you do, I'll add another entry into our first draw!
	Only 1 more day until we talk game-changing skin care. I can't wait to get started! If you want to make sure you're always getting the latest updates, give my Facebook page a quick like. See you on {date and time} .

The Look eCatalog Post

Timing: Day of/several hours before party

Post Image Options	Post Text
	Are you as EXCITED as I am about our party tonight? Take a peek at the latest issue of The Look eCatalog to see some of the awesome skin care we'll talk about later and some gorgeous colour too! {insert PWS link}

TIPS:

- Be sure to include a link to the eCatalog on your *Mary Kay*® Personal Web Site in the post caption.

Party Posts

And now, the fun part: holding your party!

The post topics, order and images on the next pages were created and compiled to be an easy, ready-to-use skin care Facebook party for beginners and for skilled digital divas looking for a quick solution. Once you're more experienced or as your customers request specific topics or custom parties, you can use this basic party setup and the additional posts in the Image Library to build the parties that suit your needs.



Over the next few pages, you'll see posts and images for:

1. Intro
2. Satisfaction Guarantee
3. Satin Hands® Pampering Set®
4. TimeWise® Miracle Set®
5. Additional Skin Care Options: Botanical Effects®/TimeWise Repair®/Clear Proof®/TimeWise®
6. Prize Draw
7. Skinvigorate Sonic™ Skin Care System
8. Mary Kay® Foundations
9. The Mary Kay Opportunity
10. Referral Request
11. Prize Draw
12. Closing & Personal Promotions
13. Thank You


If you plan to open your party with a video, check out the Video Tips in Ch. 2: Tips & Advice.

Party Posts 1 & 2



Timing: We recommend posting once every 3-5 minutes, depending on engagement and guest interaction. Your goal should be to keep the party to about an hour in length. Remember to pin your active post to the top of the page!

Post Image Options	Post Text
 <p><i>You also can post a selfie image, a prerecorded video or use Facebook Live.</i></p>	<p>Post 1: Hi, everyone, thanks for joining me! I'm SO excited to get this party started. We're going to look at some amazing skin care made to keep you looking beautiful and feeling confident. I want to hear from you as we go along, so please ask questions or share your thoughts in the comments at any time.</p> <p>I also plan to give away some AWESOME PRIZES! Every time you comment, your name will be entered in my draw for a chance to win. Pretty easy, right?</p>
	<p>Post 2: I'm about to highlight some AMAZING Mary Kay® products, and before I do, I want you to know that Mary Kay stands behind its products 100 percent. If you're not completely satisfied with any Mary Kay® product purchased from me, it will be replaced without charge, exchanged or the full purchase price refunded when you return it to me. You can always find more details on marykay.ca. Now let's talk skin care!</p>



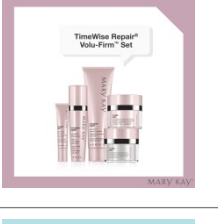
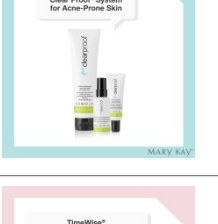

Party Post 3

Post Image	Post Text & Comment Options
 The image shows three skincare products from the Satin Hands Pampering Set: a green tube, a green pump bottle, and a white tube. A speech bubble above the products says "Satin Hands Pampering Set". The background is white with a pink border.	<p>Post 3: First up is the super popular Satin Hands® Pampering Set. This best-selling set recently got a revamp, and it's better than ever with indulgent shea butter. Whether you choose Fragrance-Free or the White Tea & Citrus scent, this is a wonderfully pampering treat. Message me if you want to add this to your order! (See more in the comments.)</p> <p>COMMENT OPTION 1: Watch the video! [Insert link to current/relevant product video if available. If no video available, delete this comment and update comment numbering]</p> <p>COMMENT OPTION 2: This set is a favourite gift item – especially for brides to be, new moms, teachers and more!</p> <p>COMMENT OPTION 3: {cannot be changed as written} Why You'll LOVE It: -Spa-like indulgence -Your hands will instantly feel moisturized, soft and smooth. -Your skin will feel renewed, look rejuvenated and instantly look healthier.</p>

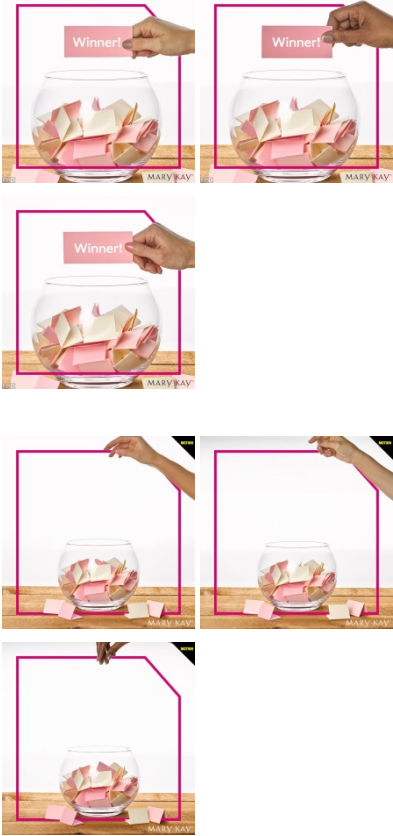
Party Post 4

Post Image	Post Text
	<p>Post 4: Now let's talk about MY favourite: the revolutionary, three-dimensional TimeWise® Miracle Set®! This is made to target early-to-moderate signs of aging (see more about that below) and includes four skin-loving products: 4-in-1 Cleanser, Antioxidant Moisturizer, Daytime Defender SPF 30 and Nighttime Recovery Night Cream. Watch this video, and let me know what you think in the comments!</p>
Comment Image Options	Comment Text Options
	<p>COMMENT OPTION 1: {cannot be changed as written} So, what does “early-to-moderate signs of aging” mean? If you're concerned about fine lines and wrinkles, uneven skin tone and protecting your skin from developing more signs of aging, this is THE set for you!</p>
	<p>COMMENT OPTION 3: {cannot be changed as written} The Miracle Set® uses exclusive skin technology: Age Minimize 3D™ complex to defend with double the antioxidant protection, delay the look of premature skin aging, and deliver visible improvement of multiple signs of skin aging. Choose your formula: Normal/Dry or Combination/Oily</p>



Party Post 5

Post Image	Post Text
	<p>Post 5: CALLING ALL SKIN CARE NEEDS! Because everyone is unique, Mary Kay has three more skin care systems and some amazing targeted add-ons based on YOUR skin's unique needs. From acne-fighting to age-fighting, I've got you covered! Check out the videos and product benefits in the comments, and select the one that matches your skin care concerns. Make sure you comment on the video you watch, so I can enter your name into our draw!</p>
Comment Image Options	Comment Text Options
	<p>COMMENT OPTION 1: {Botanical Effects: cannot be changed as written} Superfruit, super cute! This Botanical Effects® line gives you an antioxidant-packed dose of goodness with dragon fruit and aloe extracts. If you like to keep things simple and you're not worried about aging yet, this is your skin care match!</p>
	<p>COMMENT OPTION 2: {TimeWise Repair: cannot be changed as written} Are you ready to go back in time and LIFT away the years? (Who isn't, right?) If you're concerned about advanced signs of aging, like deep lines and wrinkles or loss of firmness and sagging, the TimeWise Repair® Volu-Firm® Set was made just for you!</p>
	<p>COMMENT OPTION 3: {Clear Proof: cannot be changed as written} Bad news: Acne and breakouts can strike at any age. Good news: You can fight back with Clear Proof®! Whether you need the whole line for daily use or just a few of the products for occasional breakouts, these products will be your acne-fighting sidekick!</p>
	<p>COMMENT OPTION 4: {TimeWise Supplements: cannot be changed as written} If your specific skin care concern is about your eyes, lips, deep wrinkles, clogged pores, dry skin, oily skin – you name it – I bet I've got a product to help you solve it. Comment, and let me know!</p>
	<p>COMMENT OPTION 5: I'm taking orders! Private message me if you want to add any of these to your order!</p>


Party Post 6

Post Image Options	Post & Comment Text
	<p>Post 6: I think it's time for a prize, don't you? Simply for being so amazing and involved, you've been entered for a chance to win something special. Comment or like this post right now to get an extra spot in the draw. Good luck, everyone, and check the comments to see if you've won.</p> <p>COMMENT 1: Our first winner is {insert name/tag attendee}. Congratulations! You've won {insert prize description and/or photo}</p>


Party Post 7

Post Image	Post Text
	<p>Post 7: All you need is 60 seconds for a superior sonic clean! This rechargeable device removes four times more dirt, oil, impurities, makeup and pollutants – including tiny pollution particles known as PM2.5 – than hand cleansing.* It cleans hard-to-reach places and is suitable for twice-daily cleansing on all skin types, including sensitive skin. (*Results based on a one-day independent clinical study during which 21 women used cleanser with the Skininvigorate Sonic™ Skin Care System + Skininvigorate Sonic™ Facial Cleansing Brush Head for 15 seconds)</p>
Comment Image	Comment Text
	<p>COMMENT OPTION 1: This affordable, lightweight, three-speed power brush is the ULTIMATE true-clean skin care tool.</p>

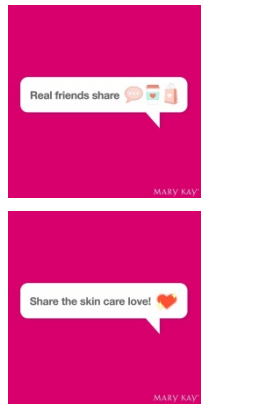
Party Post 8

Post Image	Post & Comment Text
 <p>MARY KAY</p>	<p>Post 8: There's one last step in your skin care routine: your foundation. You might think, "How is that skin care?," but it can be if you choose the right brand! Mary Kay® foundations have skin-perfecting benefits and are available in all of the shades, finishes and coverage levels you need to complete your WOW-worthy skin care routine. It's all about building that beautiful canvas (otherwise known as your beautiful face)!</p> <p>COMMENT OPTION 1: Learn more about foundation options: [link to current/relevant product video if available]</p> <p>COMMENT OPTION 2: You probably use your foundation every single day, but do you really know what you're getting? Or if the shade is really a match? How many of you have used a foundation once before it started to collect dust in the bottom of your makeup bag? Here's one of the many things that sets Mary Kay apart: you get ME! ;) My goal is to help every woman find the right foundation shade, formula and coverage. From CC cream to full-coverage liquid foundation, my selection and personal consultation means you can find what works for you the first time!</p> <p>COMMENT OPTION 3: If you're looking for more from your foundation, let's talk during your individual consultation. I'll even do a personalized shade match at your follow-up appointment. Earn an additional entry into my prize draw if you private message me for an appointment now!</p>


Party Post 9

Post Image Options	Post Text & Comment Options
	<p>Post 9: OK, ladies, we're getting closer to the end of our party. I LOVED sharing Mary Kay® products with you, but I also love to share why I love my Mary Kay business. They say if you love what you do, it won't even feel like work, so if you have any questions about my business, feel free to ask now. You'll earn an extra entry into my next draw for each question. See the comments for my favourite highlights and answers to your questions!</p> <p>COMMENT OPTION 1: This video sums up a lot of my favourite things! { link to relevant video if available }</p> <p>COMMENT OPTION 2: Income! Mary Kay Independent Beauty Consultants have open-ended earning potential. Imagine what that can do, how you can start enjoying the things you love in life, from spending time with family to traveling and shopping to pursuing your passions.</p> <p>COMMENT OPTION 3: Recognition! Who doesn't like rewards and being recognized for all of your hard work? HELLO!</p> <p>COMMENT OPTION 4: The Company! Mary Kay is dedicated to making the world a better, happier, more beautiful place for everyone. That means empowering women around the world to own their own businesses, earth-friendly initiatives like zero-landfill site status at the Mary Kay Global Manufacturing facility, continuing support for charities that benefit woman and children worldwide and SO much more!</p> <p>COMMENT OPTION 5: Cars! It's true! Mary Kay Independent Beauty Consultants have the opportunity to earn the use of a Mary Kay Career Car. { Enter the number of cars you have earned }</p> <p>COMMENT OPTION 6: Making Women Feel Important! I ADORE the sisterhood my Mary Kay business gives me and all of the encouragement, support and celebrations.</p> <p>COMMENT OPTION 7: I could go on and on, but I want to know YOUR questions. We'll draw next for some prizes, so let me know your comments!</p>

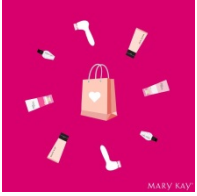
Party Post 10

Post Image Options	Post Text
	<p>Post 10: Who wants more chances to win? Let's keep this good thing going! Do you know friends who'd enjoy an online skin care party? Send me a private message with their info, and you'll get FIVE more entries into the next draw!</p>

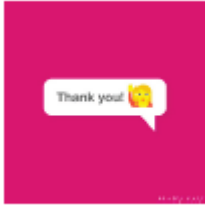
Party Post 11

Post Image Options	Post & Comment Text
	<p>Post 11: Get ready! It's time for one LAST draw! I'll give you a few more seconds to comment, ask a question or send a referral before I draw...</p> <p>COMMENT 1: Our winner is {insert name/tag attendee}. Congratulations! You've won {insert prize description and/or photo}</p>

Party Post 12

Post Image	Post Text
	<p>Post 12: Ladies, I cannot tell you how much FUN this has been! We're wrapping things up, but before saying goodbye, I have a few special promotions to share. PM me if you'd like to add any of these before I finalize your order. Take a look: {Insert Your Personalized Closing Information/Special Offers}</p> <p>Remember the Mary Kay® Satisfaction Guarantee we talked about! I will make sure you are always satisfied with the products you purchase. I want you to absolutely LOVE what you buy!</p>

Party Post 13

Post Image	Post Text
	<p>Post 13: LAST POST! What a FABULOUS party this has been! Thanks so much for joining me. Don't forget to private message me your name, address and phone number with your order, so I can deliver your products and set up your complimentary personal consultation!</p> <p>Thank you again for being a part of our Facebook skin care party! If you had as much fun as I did or if you'd like to host a party yourself, comment or private message me. I'd love to tell you more! I'll stay here to answer any additional questions you may have.</p>

After-Party Messages

Once the party has ended for your guests, you still have a few follow-up items to take your party success to the next level. Following up with guests personally and individually could help increase order size, the likelihood of booking another appointment or party, and it really shows off your Golden Rule customer service!

Personal thank-you messages or phone calls should include an opportunity for your guest to book her promised follow-up consultation for foundation, personalized skin care or colour. If a particular guest is interested in booking, you also can suggest adding some friends to make it an in-person party!

Message Text or Phone Call Script Options:

Hi, {name}!

Thank you so much for coming to my Facebook party! I hope you had as much fun as I did and learned a lot too!

- *Option 1: If your guest asked a lot of questions about a particular product, reference that in your email or private message, and ask for an appointment to let her try before she buys!*
- *Option 2: Remind her that you mentioned you would be booking individual appointments and would like to set hers up. She can invite a few friends, make it a party and earn products!*
- *Option 3: If she bought products, ask her when would be a good time to deliver. This also is another opportunity to set up her one-on-one consultation or turn it into a party!*

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

Be sure to read the digital parties guide for more tips, advice and additional post images.