

# Party Page

## Party Information

Hostess Name: \_\_\_\_\_

Party Location: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Date

Time

☐ Virtual

☐ In-Person

## Step 1 Party Prep

## Hostess Coaching

- ☐ Invite Sent Guest List Received
- ☐ Review Hostess Packet/Program with Hostess
- ☐ Pre-Profile Guests
- ☐ Arrive 30+ Minutes Before the Party to Set Up
- ☐ Prep a separate area for closing each guest

- ☐ Provide Guest List in 48 hours of Booking
- ☐ 5+ Guests 21 & Older & Do Not Have a Consultant
- ☐ 2 Future Party Bookings
- ☐ Outside Orders
- ☐ Booked 2nd Color Appointment
- ☐ Virtual Party Sample Packs Sent

Mary Kay's 4-Point Recruiting Plan

**1**

**Ask your Hostess**

Before every skin care class, ask the hostess "what's coming today that might be good for what I do?"

**2**

**Share your Story**

Present your heart-felt story. Be sure to include why you began your Mary Kay business and what it means to you.

**3**

**Choose Someone**

Select at least one person at every skin care class and offer her the first opportunity to make her money in real life. Mary Kay is making a decision that day, and her hostess with more info & set a time to follow up.

**4**

**Special Gift**

The hostess will know her guests the best. Offer her a special gift for any person she suggests who joins your team.

## Step 2 Collect Guest List & Pre-Profile

| NAME & PHONE | TRIED MK? | SKIN COLOR<br>Ivory, Beige or Bronze | SKIN TONE<br>Normal/Dry<br>Combo/Oily | THINGS TO<br>CHANGE | NOTES |
|--------------|-----------|--------------------------------------|---------------------------------------|---------------------|-------|
| 1.           |           |                                      |                                       |                     |       |
| 2.           |           |                                      |                                       |                     |       |
| 3.           |           |                                      |                                       |                     |       |
| 4.           |           |                                      |                                       |                     |       |
| 5.           |           |                                      |                                       |                     |       |
| 6.           |           |                                      |                                       |                     |       |
| 7.           |           |                                      |                                       |                     |       |
| 8.           |           |                                      |                                       |                     |       |
| 9.           |           |                                      |                                       |                     |       |
| 10.          |           |                                      |                                       |                     |       |
| 11.          |           |                                      |                                       |                     |       |
| 12.          |           |                                      |                                       |                     |       |
| 13.          |           |                                      |                                       |                     |       |

## Great Scripts to Use:

Hey(guest)! I'm super excited to meet you on (date & time)! Do you want more makeup or skin care? Also, if you could answer a couple questions: 1) Have you ever used Mary Kay before? 2) Is there anything currently going on with your skin that I can help you with? 3) What type of skin do you feel you have? Normal/Dry or Combo/Oily?

After she responds, thank her ahead of time for attending.  
Let her know she can bring a friend or two!



# Checklist for After Skin Care Party



- ☐ Input Profile Cards into MyCustomers on InTouch or in your MyCustomers+app.
- ☐ Deposit cash & checks. Transfer payments via Venmo or ProPay.
- ☐ Input sales to your Weekly Accomplishment Sheet (WAS) on InTouch: this will calculate your 60/40 reinvestment & profit split. Text Christi what you're spending your party profit on or what you're saving for! So fun!
- ☐ Replenish inventory/order products you were not able to fulfill at the party. (Decide if you will personally deliver or utilize CDS).
- ☐ Add new bookings to your datebook if you haven't yet and schedule Hostess Coaching touches in your datebook.
- ☐ Note 2+2+2 reminders in your datebook or via InTouch.
- ☐ Mark your team building appointments in your calendar.
- ☐ Send Thank You cards.
- ☐ Record mileage & clean tablecloth.
- ☐ Repack to be prepared for your next party.
- ☐ Text each guest the next morning: Heyyyy! Thank you again for coming last night! I loved meeting & pampering you. How does your skin feel today? Also, here are some places to save so we can keep in touch...I'm excited I get to be your go-to Mary Kay girl! Xoxo, Christi (add your links to your social media info)

## Manage your Post Party Money \$\$\$

### Hostess Credit Earned:

|                                                            |                                            |
|------------------------------------------------------------|--------------------------------------------|
| 2 Future Bookings (\$25 free)                              | \$ _____                                   |
| Party Orders<br>\$250 = \$25 free<br>ex: \$500 = \$50 free | \$ _____                                   |
| VIP - 5+ adults at party (\$25 free)                       | \$ _____                                   |
| Held Party on Exact Date (\$25 free)                       | \$ _____                                   |
| Outside Orders<br>\$100 free for every \$100 orders        | \$ _____                                   |
| <b>TOTAL RETAIL FREE PRODUCT EARNED:</b>                   | <b>\$ "YOU SAVED"</b>                      |
| wholesale value of free product (retail / 2)               | \$ _____ <b>C</b><br>hostess credit w/sale |

### In-Party Numbers:

|                                              |                   |
|----------------------------------------------|-------------------|
| <b>TOTAL Party Sales (Retail)</b>            | \$ _____          |
| <b>Party Sales / 2 = (wholesale)</b>         | \$ _____ <b>A</b> |
| <b>Special Deals / Giveaways (wholesale)</b> | \$ _____ <b>B</b> |

Party "Profit" \_\_\_\_\_ **A**  
 Hostess Credit - \_\_\_\_\_ **C**  
 Special Deals/Giveaways - \_\_\_\_\_ **B**  
 = \_\_\_\_\_ **D**  
 ("PROFIT - GIVE AWAYS") \_\_\_\_\_ **D**  
 -10% (EXPENSES)- \_\_\_\_\_  
 ACTUAL PROFIT = \_\_\_\_\_

|                                            |                   |
|--------------------------------------------|-------------------|
| <b>Party Wholesale (order this amount)</b> | \$ _____ <b>A</b> |
| <b>Party "Profit"</b>                      | \$ _____ <b>A</b> |

ACTUAL PROFIT \$ \_\_\_\_\_  
 / # HOURS \_\_\_\_\_  
 = PROFIT PER HOUR \_\_\_\_\_

|                                             |  |
|---------------------------------------------|--|
| <b>Interviews / Sharing appts scheduled</b> |  |
| <b>Referrals</b>                            |  |
| <b>Future Bookings</b>                      |  |