

Brady Bunch Beauty Sessions

I want to say thank you to SSD Brianna Joo and Consultant LeAnna Easterday for all your collaboration, thoughts, additions, and all things.

Results may vary as we are independent contractors.

Things to Remember When Deciding What You Will Offer:

1. Choose samples that excite you. You don't have to have everything... For example, choose 1-2 blushes, 3 eyeshadows and 3 lipsticks that you love. Or your favorite spa treatments. See below for recommended session samples.
2. When booking appointments with samples, make sure you give enough time for the samples to arrive.
3. Be flexible. You may need to be creative on how to get product to people. You may need to demo more on your face. Remember to think... how can I?
4. People love watching other people do their makeup. (Think youtube tutorials). You can be that person for them.

What you need:

- Smartphone
- MyCustomers+ App (you can have them pre-register for simplicity)
- ECatalogs App or pictures of products in your phone
- Saved Before/After Pictures of products in your phone
- Facebook account
- Optional: facial outline
- Optional: a ring light or something to help with lighting

Samples:

- See below for recommended session samples
- 6 X 10 mailers
- Paint strip containers/5 gram plastic jars /mylar foil bags (any container like this)
- Packaging Tape
- mystamps.com account OR pirateship.com printer and ink, paper, and food scale OR mail at the post office
- address labels, half sheets
- printer and ink
- Optional: stickers
- Optional: little organza bags

Digital Tools:

Google Forms

- For closing, having a google form they can fill out during the "table close" (group part) is best, then you go over her answers one on one.
- Until I can make one, here is a great guide on creating a google form: <https://support.google.com/docs/answer/2839737>
- See www.amandanieman.com under "working virtually" for an example

Pictures

- For sharing the opportunity and product photos, I prefer powerpoint so you can screenshare and it looks the most “clean”. I alternate back and forth to break up time people are staring at my face :-)
- Here’s a great guide on how to use powerpoint: <https://support.office.com/en-us/article/basic-tasks-for-creating-a-powerpoint-presentation-efbbc1cd-c5f1-4264-b48e-c8a7b0334e36>

Beauty Sessions and Order of Product:

NOTE: if you do not opt for samples, you can demo these in the video. You can also do a mix of sample and demoing. (For example, sample the skin care, demo the contouring)

Spa Experience

skincare
charcoal mask
moisture mask
toning lotion
mint lotion

Pore Perfection

skincare
microdermabrasion
satin lips
toning lotion

Skincare 101

skincare of choice
skinvigorate brush
charcoal mask
toning lotion
satin lips
eye makeup remover

Flawless Foundation

skincare of choice
foundation primer
foundation of choice
liquid foundation brush
under eye corrector
perfecting concealer
translucent powder
finishing spray

Eyes 101

eye primer
under eye corrector
rose gold and cinnabar eyeshadow
eye liner
all over eyeshadow brush

crease brush
lash primer
mascara
lipstick of choice

Contour Clinic

skincare of choice
foundation primer
foundation of choice
liquid foundation brush
bronzer with brush
blush with brush
translucent powder

Lip Bar

satin lips
lip colors
toning lotion

Setting Up a Non-Sample Session

1. Schedule your person for a virtual facial using a booking script
2. Share how she can share with friends... up to 4, 5 people
3. Ask for her to check with friends within the next day or 2.
4. Confirm with her date, time and who is coming.
5. Ask her to create a Facebook message group with you, her and her friends introducing you. If they don't have Facebook, make a text group chat.
6. Pre-profile people in the group chat. I use my "Before Google Form"
7. Add everyone as a friend on Facebook. Once they accept your friend request, you can invite them to your VIP Facebook group.
8. Send a quick voice memo in group chat sharing how excited you are to hang out. Here is what I would say:
9. Hey all! I am so excited for tomorrow. Here is a quick rundown of what to expect. 1) Going to have fun. 2) Feel free to bring any makeup you currently have to practice. 3) Steal away by yourself, awesome if not awesome. 4) Have a mirror if you can in front of you. 5) If you have something to write on, great.

Setting Up a Sample Session

1. Schedule your person for a virtual facial using a booking script
2. Share how she can share with friends...
up to 4, 5 people
3. Ask for her to check with friends within the next day or 2.
4. Confirm with her date, time and who is coming.
5. Ask her to create a Facebook message group with you, her and her friends introducing you. Share with the host about the \$4 for samples and ask her to let her friends know. Ask her to

Hey ladies! Thanks @Megan Thomas for making the group.

I am soooo pumped for next Thursday. We are going to have so much fun.

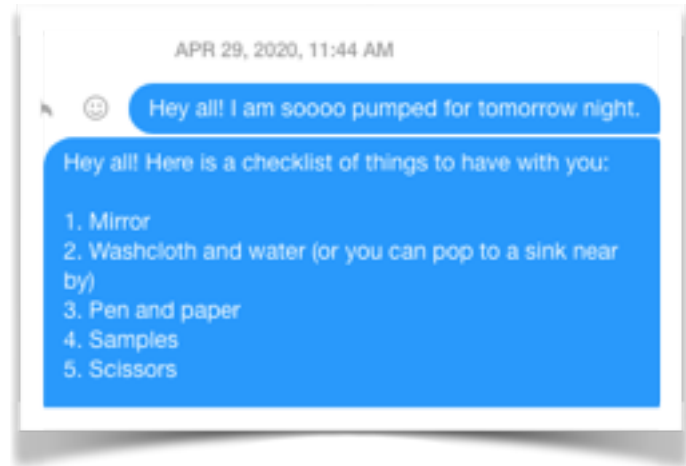
I don't know if y'all have seen the Brady Bunch... but that's what it will be like next week.

You can join two ways - samples or only virtually. If you would like custom samples sent your way, please Venmo me at adnieman or Amanda Nieman \$4 (it covers the shipping, thanks so much). Or just virtually. Both ways are great and relaxing.

For anyone joining, please fill out this Google Form by

include you in the group text right away. If they don't have Facebook, make a text group chat.

6. Pre-profile people in the group chat. I use my "Before Google Form". See the picture.
7. Add everyone as a friend on Facebook. Once they accept your friend request, you can invite them to your VIP Facebook group.
8. Send a quick voice memo in group chat sharing how excited you are to hang out. See example below. Include your Zoom meeting id if using Zoom.



General Tips:

1. Start early... login 10 minutes before the start time and invite everyone to jump in to catch up.
2. Have your products you are demoing ready to go. This includes any samples they would have and actual bottles of the products. I also have my roll up bag that is filled with products to show at the end.
3. Keep your outline in front of you.
4. Make sure your phone/laptop is at a good angle and you are in good lighting.
5. Create some kind of document, powerpoint, or have pictures saved that you can screen share during appointments. I have photos to go along with my iStory and of skincare before/after, etc.
6. If you are demoing on your face, come without makeup. As you add the products, people can see the difference like in a YouTube tutorial but in real time with a real person they know. It also helps to do one side of your face with brushes and the other without to show the difference they make.

Virtual Beauty Session Flow

Introduction

Hey all. Don't you feel like we are on the Brady Bunch?

So who has ever down a group chat like this before? Anyone? It really is/will be like a hangout.

Here is what to expect:

- 1) Fun. Blesses you and happy distraction.
- 2) Learn & try products. If you love them great, if not great. Welcome to add anything to your bathroom. We have a 100% guarantee.
- 3) Share about MK and our mission.
- 4) Wrap it up. At the end, once we are done, I'll meet with you each 1 on 1 on Facebook Messenger. That's where if you want anything for your home, I can get that to you. AND I am working on a goal of serving 100 women and this 1 on 1 what makes it count.

*****Ok, _____ (the host), how do you know everyone?
Totally ask questions about product and MK.***

Product Time

***Tell me about your beauty routine... do you wash your face 1x a day? 2x a day?
If you used a product, and it could improve anything about your skin what would it be?***

Ok, so you are going to try/see a lot of different products. I recommend to write down and rank what you try/see on a scale from 1 to 10. 1 is you didn't care for it, 10 you love it, impressed by it. That way at the end when I meet with you 1 on 1 for our FaceTime chat, you know what stands out to you the most.

START product here. Reference session list on page 2.

The goal is here to be interactive while sharing about our mission, the opportunity and the product. No matter, what session you are doing, start sharing the below. Every 5 minutes go back to a product. This could be them feeling their face, trying a new product, or you doing a new thing on your face.

!Story:

(You can have pictures about your MK experience while sharing this part. I would encourage to have a picture of your goal)

I tried Mary Kay ____ ago because after experiencing what you are experiencing today I was impressed by the company and it looked fun. I didn't have the experience, definitely didn't have the time, and I had no idea on how to meet people. But I figured I could make a difference in people's live, make some money, meet some new people and do it on a schedule that worked for me. And the best part, I got a mentor and she walked me through step by step where I could move at my own pace. And with the 100% satisfaction guarantee I felt comfortable sharing these products with friends and family.

My goal I am currently working is _____. And you actually being here, you are a making a difference.

Mary Kay Ash always said in a group of women there was always at least 1 person who could be great at this. So if you are sitting back thinking... I could learn to do what she just did, I would love to teach you.

What comes to mind when you think of Mary Kay?

Ok, so I love sharing about Mary Kay the woman and the company. So we are going to play a True/False game. I am going to read statements and you have to guess if it's true or false. Good luck!

- 1. Mary Kay started Mary Kay cosmetics because she wanted to own her own cosmetics company. (false)**

Mary Kay was created for women. Mary Kay was a real woman who took her life savings 57 years ago to start a company where women could emotionally, spiritually and financially. It was 1963 and Mary Kay was in her middle age, and grandma, but believed women deserved a better opportunity.

We are family owned, debt-free, and in 38 countries. We have more women making over 6 figures and driving free cars than any other company.

The most important part though... is we believe in the golden rule and believe in God first, Family Second, Career Third. You don't have to believe those things to be part of our company though... we just believe that you should be able to live your values in all areas of your life.

- 2. Mary Kay offered free cars you could earn because of marketing (false)**

Mary Kay started the car program because the average family owned 1 car 50 years ago and gave women choices. Today women can earn multiple cars. The most famous is the Pink Cadillac. Cool fact... you can take a car or cash. What would you choose, car or the cash?

3. Consultants earn 30% commission on whatever people buy from them. (false)

Mary Kay every consultant can earn 50% commission. Which also means a 50% discount for them. So fun question, if you had an extra \$100 a week in your bank account, how would you use it?

4. The main cause that Mary Kay gives back to is ending cancers against women. (trick question true and false).

Mary Kay has a charitable foundation has 2 missions. To end cancers affecting women and ending domestic violence.

5. There is a minimum of hours you have to work as a consultant (false).

You are your own boss but you get a business coach. Whatever you put into is what you get out of it. You can work when you want.

Starting MK is simple.

1. Buy a starter kit.
2. Sit down with your MK mentor.
3. Make a custom business plan that works for you.
4. Work your plan.

Out of everything you heard about the MK opportunity what resonates with you the most?

MOVE BACK TO PRODUCT

What are the products impressing you the most right now?

Oh before I forget, let's connect on social. ** Have them add you as a friend. Then you can add them to your beauty group.

Fill Out The Google Form Together and then we'll do the quick 1 on 1 Facebook Chats. (Send the google form)

Go ahead and fill out the form to the Oprah Question.

First, I want you to pretend Oprah is your best friend and treating you tonight. I am going to show you some of our favorites. And as I review them, type in your favorite sets, or even products. Some people want an overhaul, some want a little or somewhere in the middle. The only thing we don't separate is skincare. (That way you don't products mixing). For every set you get, you get 1 additional item at 50% off. 4 sets, you get the roll up bag for free! (demo the roll up bag) Let me highlight the favorites.

Second I offer other Beauty Sessions. As I go over them, click the ones that be most fun to you.

Ok, who had fun? Who had more fun than they thought they were going to have? Me too. I want women to be able to experience this (especially right now). I am on a mission to serve 100 women this month. Think of women in your life who are kind, hard-working, and you just love. Everyone needs fun right now. You can nominate them here for a beauty session and they get a gift card.

Ok... let's schedule those 1 on 1 calls.

Oh and let's take a group picture. Ok great, I'll call you in a few. And you are almost done with the google form you can answer the questions and submit.

One on One

Hey! I am so glad you could be part of the hangout tonight. How do you know _____ again?

What was your favorite part of tonight?

What products impressed you the most?

So taking home products super easy... if you know what you like, I can do that right now.

What are you thinking?

May I ask you a few questions to do a better job follow up?

1. What would you like to improve?
2. If you are going to spend anything, what would you be comfortable with?
3. Based on what you shared, may I share best products for you?

I can totally send an catalog. I'll check back in a few days - that sound good?

Connect on Social

Let's connect on social.

Next Appointment

For your follow up session, which is more your speed, spa or something with beauty products? Let's pencil you in, that way I can double check your products got to your face safe and sound.

At that session, you can go solo or share time with friends (fun distraction).

Which do you prefer, solo or want to check with friends?

Referrals

I have the goal of meeting 100 new women and giving them a break. Who do you know who are kind, hard working who enjoy a beauty or spa session?

(career chat)

Question for you..... I am working on earning _____. And for me to stay on target, I need to get the opinion about the MK business opportunity from 10 women a week. It is a video about the business opportunity and totally fine regardless of your interest level, BUT I wanted to see if you might be willing to watch the video (it's about 15 minutes) then we do a follow up call. And then I get opinion, your feedback on the business. Would you be willing to do that?

It is a video about the opportunity and seriously doesn't matter your interest level... thanks so much!

Booking Tips for The Initial Appointment/Facials:

These are the scripts LeAnna's been using

Reaching out to facebook friends (I prefer to send FB messages because they don't get lost on my phone text inbox amidst personal stuff):

Hi Sheena! I'm doing virtual facials and sending out pampering packages to ladies that need them! Would you like one? Or have someone else you'd like to have one sent to? <3 I hope you're not going quaran-crazy yet! LOL 😂

Likes My Facebook/Instagram post (see below), Send This:

Katie! I hope you're doing okay being cooped up at home! 🤔 Would you like one of my little care packages?

Comments On My Facebook/Instagram post (see below), Send This:

Giiiiirl let's get you some spa goodies! Well... Do you think the spa theme sounds good or would you rather do makeup?

Perfect! I'm just asking \$4 to help cover the shipping and samples! That ok? 😊

😍 I'd LOVE to do a video chat when it comes and catch up!! I can walk you through what I send!

Is your skin more on the normal to dry or combination to oily side right now?

Any allergies I should know about?

Any skin issues that you have? any concerns?

Do you use venmo, paypal, zelle, or facebook pay? #allthefreeoptions 😊

Example Social Media Posts:

NOTE: **Review the Legal Dept SM guidelines to make sure you're following the rules
It's so easy to forget what we're allowed to do! I've been guilty of this!**

TIP: Don't add too many words so you can use the colored background so it posts your words as a picture

Examples:

- I'm mailing quarantine pampering packs this week. Having so much fun sending this love to mailboxes!

- Quarantine spa pampering sample packages are going out today! #excited 😍😍

<<Photo of you with products/samples>> Being stuck at home got you down?!?

I'm mailing out more spa-like pampering packages this week! I L💜VE these treatments!

Stressed skin be GONE! 🧖🏻🧖🏻🧖🏻🧖🏻🧖🏻🧖🏻🧖🏻u



!💖 True love 💜

Amanda script

What is your current skincare, beauty routine?

What would love to improve if you could about your skin?

Anything you have been wanting to try?

Oh and for the samples, when you check with your friends, I am asking that everyone venmos \$4 (covers all the things... I appreciate it). Of course if someone doesn't want to do that, all good. They can join virtually still.

Thanks that helps me do what I do as a small business.