

Going Virtual - The Power of One

A confused mind does nothing... choose 1 thing and do it well.

1. Decide ONE tool to hold MK parties (Zoom, FaceTime, or Facebook Messenger)
2. Decide the technology you will use (phone, tablet or laptop)
3. Set up your party station. (bathroom, kitchen table, desk in an office... just decide the place)
4. Check your lightning. (window, ring light, phone light)
5. Check your inventory.
6. Decide your approach (samples, no samples or a mixture). If choosing samples, consider the following:
 - bubble mailers
 - containers
 - packing tape
 - samples from Mary Kay
 - shipping (I love www.pirateship.com)
7. Decide your booking approach (working on a goal, getting practice going virtual OR serving women in this time with something fun)
8. Choose 1 social media platform to increase your presence (Facebook, instagram or youtube)
9. Decide on your virtual party approach. Choose 1 party and 1 way to do facials.
 - No samples Facebook Event
 - Samples Facebook Event
 - Brady Bunch Beauty Session (everyone on the screen at the same time using Zoom or Facebook Messenger)
 - 1 on 1 FaceTime Facials
 - Phone Facials