

Mary Kay SKYPE Party

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1. Ensure that you and your out of town hostess have a computer (laptops work best so it can be portable) with a webcam.
2. Join Skype (it is FREE) at www.skype.com or Google "Skype"
3. 2 weeks before the party, mail out your hostess packet
 - a. Include plenty Look Books, Beauty Books, Roll-up sheets, profile cards, and samples of the skin care and make-up that will be used during the party along with any gifts you would normally give out during a party. Also send a stamped self-addressed envelope for her to return any unused Look books, the filled out Roll-up sheets and profile cards.
 - b. Consider purchasing and sending your hostess some mirrors from a dollar store, so that all participants can use a mirror during the party.
4. 1 week before the party do a practice run on Skype
 - a. If there are audio issues, one could mute the volume on Skype and use the phone (on speaker at the hostess house) for the audio.
 - b. Have the hostess put the computer where she will be having the party to determine the best placement of the computer
 - i. It is important that all of the guests can see you, but you will not be able to see all of the guests
 - c. Encourage your hostess to send you the names/email/phone numbers of everyone she is inviting so that you can contact the guests and do pre-profiling.
5. 2-3 days before the party, talk with the hostess about the party
 - a. Give her the order of events (she will be your right hand at the party, so she needs to be comfortable with the order of events) and ensure she knows what she will be required to do during the party
 - b. Coach the hostess on how to set up the table (where you want the samples they will be using, where to put the Look Book, etc.)
 - c. Complete all of the normal pre-party coaching for the hostess
 - d. Make sure the hostess knows how contact will be made for the party (will you Skype her or will she Skype you??)
 - e. Discuss where you will do the one-on-one with the guests (take the laptop to another room?)
6. Day of the party
 - a. Sometime before the party, do a quick "Skype" call to ensure it is working properly.

- b. Answer any last minute questions your hostess may have.
- c. Set up your space
 - i. Have easy access to all products/materials in full size that you will be using to show the guests
 - 1. If the hostess is already a MK user, and she is willing, have her set up a display of her products
 - ii. Ensure your space is well lit. Once it is evening, the lighting will be different over Skype than it was during the day.
 - iii. Go onto Skype 30 minutes before your party to ensure your lighting works, etc.
- 7. Get the party started...and have fun
 - a. Your hostess may need to hand out hand-towels, etc. to the guests in your place.
 - b. Play the games that you normally would (your hostess may have to help let you know who is participating...since you cannot see all of the guests
 - c. After you go through the group session, you can then Skype one-on-one with the guests to do the individual consults.
- 8. After the party, follow the same protocol you normally do to call/email the hostess and guests for follow-up.