

LAUNCH PARTY INSTRUCTIONS

Checklist to ensure you have a successful launch party of your brand new Mary Kay business!

After booking your guests, if time allows, mail the invitation found on the unit website under Launch Party. *Sending postcards alone, facebook invites and email invites will not be effective.* After you have mailed your invitations, plan to call each guest personally to remind them 24–48 hours before your event.

Your attendance will be in direct proportion to the number of guests that you personally speak with 24 hours prior to the event. Remember, if they cannot come to your launch party, you'll want to book them for a party to help you complete your Power Start.

Once your guests are confirmed, please email or text your director with the guests names & phone numbers.

Checklist for the day of the event

Provide simple refreshments. You'll want to delegate the hosting/serving to someone special in your family or a close friend so you may be focused scheduling parties with your guests and setting up your team building appointments with your Director.

Mark your datebook with everything that you have going on in your life. *Then with a highlighter, mark the times and dates that you have dedicated to your Mary Kay business. Put a star beside your power start weeks.*

\$20 in change (1-\$5, 10 - 1's, and \$5 in coins) & a calculator

Have all the products from your kit out of their boxes and ready for use at the party. Have your mirrors & trays set up and ready to fill with products.

Your recruiter/director will arrive 1 hour before the program. They will bring door prizes.

You will need to wear a skirted outfit to your launch party