

1. GET READY TO PARTY!

Your simple, low-pressure guide to booking, prepping and hosting a Mary Kay® party.

Parties are fun, easy ways to share products, connect with customers and introduce the beauty of Mary Kay. Keep it simple, stay consistent, and make it feel like you. The goal is not perfection — it is connection. Let's get this party started!

PRE-PARTY CHECKLIST

- ☐ Find your hostess! Think of family and friends to begin.
- ☐ Choose a date and time, then suggest a backup just in case.
- ☐ Choose a party style: virtual, in person or social media.
- ☐ Select the product focus: skin care, color, pampering or a mix.
- ☐ Set a realistic goal, then add a stretch goal to keep it fun.
- ☐ Have your My Shop link, Mary Kay® Interactive Catalog or *The Look* ready.
- ☐ Create a hostess incentive or reward offer that feels exciting and achievable.
- ☐ Get an image from the Mary Kay® [Digital Image Library](#) and create an invite with the date, link and order deadline.

BOOKING THE PARTY

INVITE A HOSTESS:

“Hey, [Name]! Want to do a quick Mary Kay® get-together? I'll make it super easy, and you can earn product perks just for hosting. What night works best?”

INVITE A HOSTESS:

“Hi, [Name]! Want to give your girls a glow-up? Pick a day/night to host a Mary Kay® party — skin care, self care or glam — whatever fits your vibe. Plus, you'll earn free product just for hosting. Which day/night feels right? Do you prefer in person or virtual?”

INVITE A HOSTESS:

“Hey, [Name]! Ready for a self-care break? I'm looking to pamper a few more beauties this month. Want to host a Mary Kay® self-care night with your girls? I'll bring the spa-like products and zen vibes to you. What nights work best?”

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2. SET INCENTIVES.

Make the party more fun for your hostess. Because who doesn't love a reward?

Customize hostess rewards and incentives to fit your business. Special pricing and bonus products are typically fulfilled from your personal inventory or through Customer Delivery Service orders in myCustomers. Share rewards up front so your hostess knows what she can earn and how she can help make the party a success.

INCENTIVE EXAMPLES

Reward Option	How It Could Work	How It Could Look
Product Credit (Based on Orders)	Offer product credit based on how many guests place orders.	Product Credit Example: • \$10 product credit for 1 to 4 orders. • \$50 product credit for 5 orders. • \$100 product credit for 10 orders.
Product Bonus	Offer a product when the party holds on the original date and reaches a set order goal.	Product Example: Mascara and lip color (or equivalent) make a great bonus when the party is held on the original date, plus 5 people place orders.
Booking Bonus	Offer an additional half-off item or product credit for each party booked from her party.	Half-Off Item Example: If the item is valued at \$50, you could: • Offer it for \$25 if one party was booked, then \$12.50 if two parties were booked, and so on. OR • Offer product credit for parties booked. For example, 1 party booked could equal 1 product credit, and so on.
Build-Your-Own Reward	Offer up to 20% in Mary Kay® products based on party sales.	Party Sales Example: If the party sales were \$200: • \$20 = 10% of party sales • \$30 = 15% of party sales + 1 new booking • \$40 = 20% of party sales + 2 new bookings
	Offer \$100 retail product credit . Combine sales, guest count, bookings and original-date bonuses to create a reward that fits your business.	\$100 Retail Product Example: • \$20 credit when the hostess keeps the original party date. • \$20 credit with 5 guests over the age of 18. • \$20 credit with 1 new booking from the party. • \$20 credit with 2 new bookings from the party. • \$20 credit when she listens to the Mary Kay opportunity and provides feedback.



3. PREP YOUR HOSTESS.

She's kind of a big deal.

A little prep can make the party feel easier for everyone. Give your hostess clear instructions, simple messages and ready-to-share images so inviting is effortless.

HOSTESS CHECKLIST

- ☐ Send a quick "you're booked!" message to get your hostess excited.
- ☐ Help your hostess brainstorm 10–20 friends over the age of 18 who would enjoy this.
- ☐ Decide where invites will go: text, DM, group chat, story post, email or a mix.
- ☐ Give your hostess the exact message and image so sharing feels effortless.
- ☐ Ask your hostess to share your My Shop link with anyone who can't attend the party.
- ☐ Plan easy reminders: one 24–48 hours before and one the day of.
- ☐ Ask for the hostess's wish list so you can help her work toward perks she loves.

SCRIPTS

CONFIRM THE PARTY:

“

Yay, you're booked! I'll keep this simple. I'll send the invite text, an image and my online Shop link so you can share everything in just a few taps.

HELP YOUR HOSTESS FEEL READY:

“

Here's the easy plan: Invite 10–20 friends, send the message I give you, and remind everyone before the party. I'll help with the rest!

HOSTESS INVITE TO GUESTS:

“

Hey! I'm doing a quick Mary Kay® get-together on [day/time] — super casual, no pressure. Come hang, try a few beauty picks or peek at the link: [link]. Orders close [deadline].

REMINDER MESSAGE:

“

Quick reminder! My Mary Kay® get-together is [day/time]. Here's the link if you want to peek or shop: [link]. Orders close [deadline]. Hope you can make it!

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4. PARTY WITH HEART.

You've got this!

Keep the party simple, friendly and fun. Focus on connection first, then recommendations. If something goes off-script, that's okay — your warmth will carry the moment.

PARTY CHECKLIST

- ☐ Start with a warm welcome, and tell guests what's coming next.
- ☐ Share the My Shop link and ordering deadline up front.
- ☐ Spotlight one or two products you love, and share why you love them.
- ☐ Invite guests to comment, react and answer a poll or message about what they are shopping for.
- ☐ Keep your hostess in the loop as she gets closer to earning rewards.
- ☐ Casually mention that guests can host a party with their own friends.
- ☐ Remind guests they can still shop online if they missed the live party.
- ☐ Share your My Shop link with those who couldn't attend.

SCRIPTS

PARTY OPENING:

“

Hi, everyone! So glad you're here, and huge thanks to [hostess name] for bringing us together. I'll keep this quick and easy — a few favorites, simple tips and ways to find what fits your routine.

PARTY PRODUCT CARDS

Party product cards help you share with confidence. Featuring essential information, such as key ingredients and benefits, they allow you to present (and sell) without pressure. Check out this party resource and more on Mary Kay InTouch® > Education > Selling.



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5. FOLLOW UP,

but make it fun.

Success is in the follow-up — it is about being helpful, thoughtful and easy to reach. A warm check-in can turn interest into an order, a booking or a future customer.

FOLLOW-UP CHECKLIST

- ☐ Send a quick thank-you to everyone who attended, shopped or showed interest.
- ☐ Offer help choosing products based on what they care about most.
- ☐ Send a friendly reminder before the order window closes.
- ☐ Celebrate what your hostess earned, and explain exactly how to redeem it.
- ☐ Ask your hostess who else would have fun doing this.
- ☐ Invite interested guests to host their own easy get-together.
- ☐ Ask customers to register and create a profile through your My Shop link.
- ☐ Follow up with anyone who engaged but didn't order, and make the My Shop link easy to find.

SCRIPTS

RECOMMENDATION ASK:

“*Want a quick recommendation? Tell me your vibe: glowier skin, an easy everyday look, a gift idea or just something new. I'll help you narrow it down.*”

LAST CALL:

“*Last call for orders! If you want help choosing, reply with what you're looking for — skin care, makeup or gifts — and I'll send a few ideas.*”

FOLLOW-UP:

“*Thank you so much for attending! I loved sharing a few Mary Kay® favorites with you. If you want help picking products or want to host a party with your own friends, I'd love to help.*”

BOOKING ASK:

“*Want to do one of these with your friends? I'll make it easy and send everything you need to invite, share and earn rewards.*”

TRY THE 2 + 2 + 2 CHECK-IN

2 DAYS LATER:

Check in to see how she likes her new products.

2 WEEKS LATER:

Follow up on her results, and answer questions.

EVERY 2 MONTHS:

Reach out for reorders or to suggest something new.

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6. FEELING EXTRA?

Try these ideas.

TIPS

Use these extras if/when they fit your party style, your hostess and your comfort level.

- Invite guests to try the free Mary Kay® Skin Analyzer before the party for a more personalized experience.
- Add your business card info to issues of the *The Look* or party materials so reconnecting is easy.
- Have your hostess text the Mary Kay® Interactive Catalog or My Shop link to friends who want to browse later.
- Snap a quick photo with your hostess for a warm, personal follow-up moment.
- Invite guests to join your VIP customer Facebook page so they can keep up with new favorites.
- Try simple social prompts like “DM me your skin care vibe,” “reply for the link” or “drop your go-to makeup step.”

NEED MORE IDEAS?

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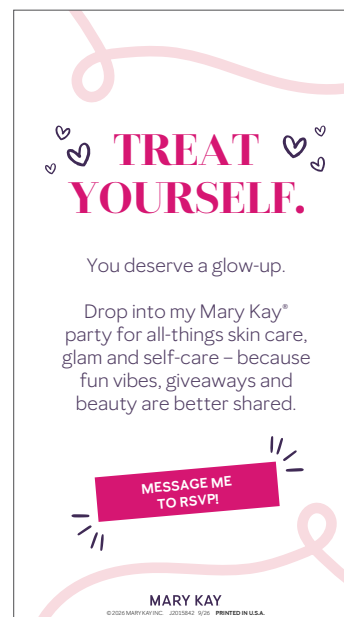
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HOSTESS TO CUSTOMER



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