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Life of the Party

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Define Life of the Party

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# Online Contour Classes

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Let's call it a class! Not a party!

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*Easy as 1-2-3*

1

Hostess

2

Class Time

3

After the LIVE

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# Hostess

## 1. Find your Hostess

- Email/text best customers or those with long wish list
- Post looking for hostess- "who wants free makeup?? Only 1 spot left!!!"
- At end of current class, get NEW hostesses. "First 2 gals that book get a free perfector"

## 2. Coach your Hostess

- Let her know what to expect (send hostess PDF)
- If you do x, y, and z, this class will be a success!
- Script for posts + cute graphics: FB/Insta and InstaStory (CANVA is great)

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## Hostess Invite Post

FB Post:

Ladies! If you have talked to me in the last few weeks you know how obsessed I am with my new makeup routine! Quick and easy is my favorite especially when it comes to a makeup.! My good friend is an amazing makeup artist and I've convinced her to host an online contour class for me!!

Want to join the class?

And no I don't sell this makeup... just obsessed!

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# Hostess Invite Message

FB Message:

Hi Kate!!

I wanted to reach out because I am hosting a fun makeup class on FB and I thought you may want to join! My good friend is an amazing makeup artist and I've convinced her to teach us all her ways!!!

She introduced me to this new makeup line called Maskcara Beauty (and no, it's not mascara)! It's a 3D foundation that highlights and contours your face in less than 5 minutes... crazy right? I have been using it the last few months and I am obsessed!

*(Insert why you love it...)*

As a full time working mama of 2 boys, I needed a fast and simple routine and that's exactly what this is! Plus you can have your entire face in 1 compact! No more bottomless makeup drawer!!! And the best part.... it looks better than anything I've used before!

Let me know if you would like to join!

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# Class Time

1. Group vs. Event
2. Class Timeline
3. Class Time
4. After the Live

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# Class Time

### 3. Miscellaneous Tips

- Use a mock party or create your own posts
- Schedule posts ahead of time
- All class photos organized in album on phone/comp
- Use emojis! Everyone loves a good emoji!
- Giveaway for gals that participate (RSVP. Liking, commenting, sending selfies)
- Request the color match selfie the day BEFORE the live
- Send out color match emails right before the LIVE

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# After the Live

## 1. Close the sale

- Explain how to purchase
- Compact specials
- 30 day money back guarantee
- Post thank you graphics after orders have been placed! (Create that FOMO)
- Follow-up with gals that were interacting but haven't purchased
- Post each day leading up to the last day to order!
- On last day post - "Do you have a long wishlist?" – Get your next hostess!

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# In-Person Contour Classes

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Demo and Station Style

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# Pick a Theme

- Makeup and Mimosas
- How to HAC
- Contoured and Confident
- Let's up your Makeup Game
- Makeup and Margaritas

# Inviting

- Invite more than you want to come
- On average 1 of 4 gals will actually show up
- Make it sound exclusive...have your hostess edify you. "Kate only does 1 party a month and I snagged her spot!"
- Confirm attendance night before.

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# Preparation

- Showcase the makeup
- Simple food and drink
- Come with proper lighting for a demo & color matches
- Loop Mascara youtube channel on iPad or tv
- PRINT OUT ORDER FORMS
- Pick demo gal (if not hostess)
- In-person tools stash- Qtips, wispies, wipes  
mascara wands, restore cleaner, microfiber  
cloths, alcohol wipes

# Class Time

- Welcome & Introduce yourself!
- Allow everyone to arrive and mingle
- Once everyone is there, DEMO! (keep it simple)
- Color match other gals
- After makeover/color match... check off items/colors you used
- Ask them to fill out personal and CC info
- Place class orders same night or next morning.

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# Contour Classes with Makeover Stations

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Station Style

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Makeup Demo Stations!

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## Preparation & Stations

- Save your hostess rewards to purchase: tins, extra brushes, perfector sponges, stay spray, brush cleaner!
- Purchase from Amazon/Target/Walmart: palettes for colors, mirrors, mascara wands, q-tips, wispies, alcohol wipes
- Set-up Stations for each Gal:

1 Mirror

1-2 brushes

Palette to fill colors

Perfector Sponge

## Demo Time!

- Color match each person before the demo begins! Other gals can be eating, drinking, mingling!
- Set up each palette with their colors!
- Walk them through the basic steps of HACing
  - You can always have the youtube HOW TO HAC video on in the background!
- You can be do your makeup at the same time and/or walk around and help each person!

## Thank you!

- Samples of Milk, Stay Spray or Brush Cleaner with a hand written note
- Sample bottles can be found on Amazon
- Book a party? Get a free.... (After your party closes)!

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# Tips for Going Live

With ease!

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Why go live?

Stop thinking about  
all the reasons you  
are telling yourself  
NOT to go live!  
AND  
Start thinking about  
all the reasons you  
SHOULD go live!

Before you go Live!

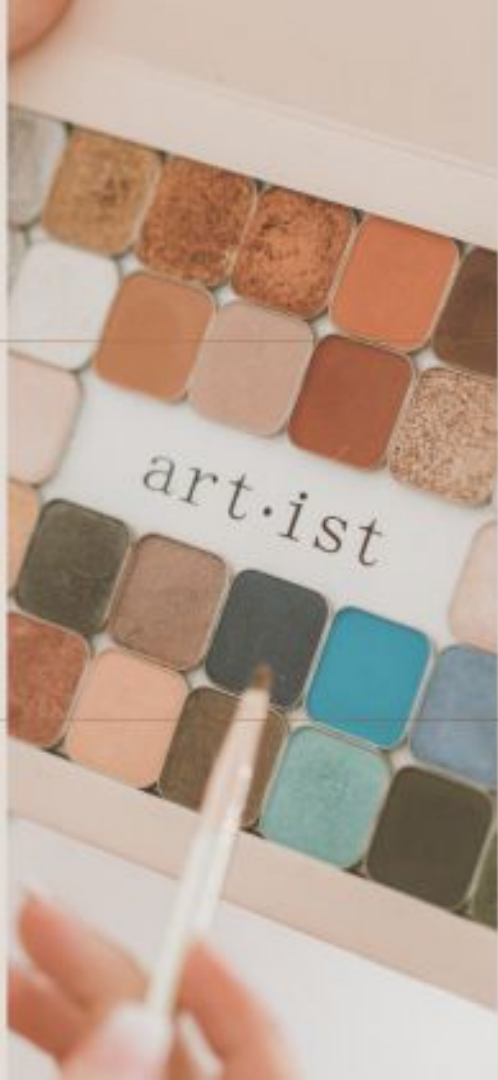
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You're Live!  
Now what!

General Tips for Live  
Videos!

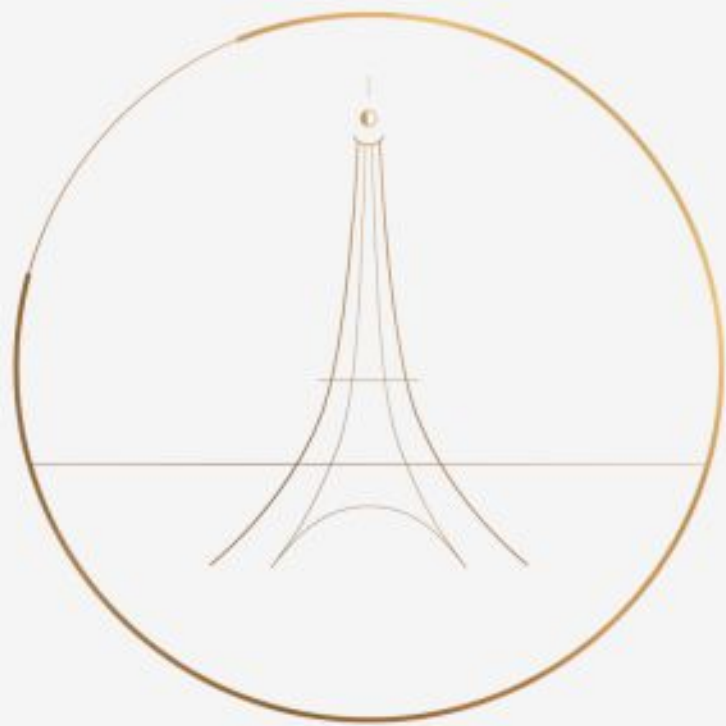
After the Live!

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Questions?

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Shalika