

## MK Glam Night - Before/After Professional

Several of our clients use this as a monthly guest event, the pics are amazing and to have professional Head-shots on your site looks amazing.

**QUEEN OF SHARING**



Cathie Marsh - GOLD

**QUEEN OF WHOLESALE**



Katrina Coley

Thank you Cadillac Sales Director - Cari Newby for shedding some light on the process.

Who does the makeup? The guests do their own with us instructing them. It is a guest event we do basically just like any other guest event. I usually have them at my weekly meetings once a month. Consultants bring guests. We charge \$15. \$12 goes to the professional photographer. The extra \$3 goes to help us pay for the room. She takes a before pic after the skin care and before we do color. Then at the end she does after pics. The guest gets a 5x7 of the shot touched up when it comes in (usually about 2 weeks). The consultant gets a before and after shot of her guest for her glam portfolio. We do full marketing just like any other guest event!

How do you find a Photographer? Lisa Allison has been doing this forever...so I use her photographer. I can send you her info. You might call around for local Photographers, see who will work with you.

Do you pay the Photographer? If so, how? Per person/hour She usually requires a minimum of 12 guests to come and she charges \$12 per guest per photo that they are in.

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What do the Girls Pay? I sometimes suggest that the consultants have a professional picture made (especially if we are running low on guests!) ☺ They pay the \$12 that goes to the photographer. The photographer, sends me a digital image of them for the newsletter – not print quality. That’s how I got the pics of these consultants! And...usually we have a few new consultants sign up on the spot...so I get a great pic of them right from the start!

Who brought the Accessories? The photographer - She does this ALL the time. It is her sole source of income. Again, this may open the door for you with some struggling professionals.

Who does touch up on the pics? The photographer

How long does it take, are you limited to a certain number? It is a 2 and a half hour event. Nope...she will do as many as we can manage!

Sample Invite



**Glamour Shots!**

**Tuesday, June 14th 6:30 PM**  
*LaQuinta Inn & Suites*  
2400 West Mulberry St  
Angleton, TX 77515  
RSVP now...spaces are limited!

**Summer Fun in The Sun!**

*Grab a friend, Your mom or Sister and come have fun together!!*  
*(Guests MUST be 18yrs of age or older!)*  
Cost \$15 per person, doors open at **6 PM!**  
Includes an Instructional Mineral Glamour Makeover,  
professional sitting fee, Light Dinner, Dessert & Coffee  
**And 5X7 photo!!!**  
**Featuring our New Summer Tinted Lip Balm!**

**MARY KAY** the original best-selling brand You have been invited by:

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Here is Cari's basic agenda:

## Schedule:

\*4:30-5:30-Shane and Cari Set up

\*5:30-Consultants may arrive to help finish set up! (Pick up your pictures from last week at the registration table)

\*6pm-Doors open for Guests:

- Registration (**consultant**)
- \$15 per guest-Per face in Each Picture, No consultant Fee! (Have guests initial by their name)
- Fill out photographers form
- Send them over to be seated
- Match T/W liquid Foundation (**consultants match your own guests and help with others!**)
- Match MPF (**consultants match your own guests and help with others!**)
- Satin Hands, Drink, Make them feel Important! (Hospitality crew: **Cheryl** head up-Recruit help from any consultants not doing something!)

\*6:30pm-EVENT BEGINS!!!

- Welcome**/Prayer/Introduce Cari (**Angie**)
- Cari Welcome-**Thank guests!** Shane Show Pink Link New Products-Talk about ordering on the 15<sup>th</sup>- Wed! TOMORROW!! Finishing Star!!!
- New Look books – Stand if you're a star already! Stand if you've ordered already-Stand if you
- Most guests prize!
- Skin Care** (Cari) (**Cons get cloths wet! – Judi**)

\*7pm-**I-Story** (cari)/Food Ready as quietly as possible – work to minimize distractions (**Barb & Judi**)

\*7:10pm-Ticket **Marketing Game**/Steps to Success in Folder (Cari)

\*7:15-Before Pics/DVD Starts/Dinner

- Feedback forms (Cari)

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-Before pics-escort guests quickly in and out of the photo room-1 person doing numbers-1 person getting the guests-The idea is to make sure they get in and out of the seat as quickly as possible...photographer is only taking pics (Mel & Meagan)

-Dinner Crew-Have plates ready for guests when they get back to their seats-save dessert for later-serve water or tea (Barbara & Judi)

\*7:35- **Tic Tac Toe Referral Game!!** Foundation/Color (Cari)

\*7:55-**Build A Bag Close**-NAME ON FRONT!!/1-2-3 Profile

\*8:45ish-DRAWINGS!!!

\*8:05-FUN PART!! Glam Shots/Dessert & Coffee/Private Consultation

-Glam Shots by table with Your Consultant who will be your Stylist!! (Consultants please keep your guests moving...we need NO Lag time here! Be mindful that other guests need to get back there too! ☒ Help suggest colors and jewelry for your guests and help them get the wraps and jewelry on quickly and in and out of the seat quickly. (Photographer should only be taking pics!)

-\$15 per face in the pic-if you want multiples please go last!

3 Goals: How many sets can I sell?/ Bookings can I get/Team-Building interviews can I set?

-Dessert/Coffee-Consultants please be watchful to see when your table will be next...we need to keep the process moving! Get your guests dessert and coffee and conduct private consultations while they are waiting!!

(All other consultants please step in and help where needed!)