

The Party Book - by Donna

I got the idea for this awesome book from NSD Cheryl Fulcher. Her area used something she made and they built their National area in record time. She credits it to them using a book like this at all of their facials and parties and reorder appointments. Since there was no book to copy and print, and with only a list of the types of pages in their book, I created this one for our unit to use. Let's go hold parties!

Why I like this book:

It shows the products we use at a facial pretty much in the order we use them.

Prices are there,

Product knowledge is there.

Benefits of the products are listed.

Instructions of how to do the facial (for each skin type) are listed there, too.

The closing sheet and all the colors are there.

A diagram of how to apply eye shadow is there.

Unlike the flip charts of old that came in our starter kits, where only you could read the words and be close enough to see the pictures, each guest at a facial or party has their own copy, plus you do, so they are looking at their book and not staring at you, so it is less intimidating and less boring for the customer. She is looking at her own book, not listening to you drone on and on. Because the words are there, you know what to say and the pages are in order, so you know what to do.

Customers can flip back and forth through the book and read what they want or just look at pictures if they are visual.

With all the skin care systems in the book, you only need to draw their attention to the one they are using, but they can see that there are others.

Recruiting information is also included so that you can introduce them to the marketing plan right there.

Here's what you need:

Several presentation books.

Every guest around your facial table, including yourself, has a copy of this book.

Decide how many you want to make--do you think 5 will be enough? You plus 4 party guests? Cheryl has her consultants make 10, so that they have plenty available.

The book has 50 pages, so your presentation folder needs to accommodate that number.

Twenty-four pages put in front and back, and then two extra pages, which go front and back in the front cover. Satin Hands goes on the back front cover. If you can't put a front and back on the cover, then you'll have to either remove Satin Hands page or another sheet so that the rest of your book lays out properly when you get to "Skin Care for every Age and Stage." That needs to be a two page spread. It's easiest to use the portfolios below, because they will hold two pages (front and back) in the front cover of the portfolio.

I like Avery Flexi-View Presentation Book, black, with 24 pockets, part number 47690.

The front cover of the book holds two pages--a front cover (Start Something Beautiful) and a back page (Satin Hands), which is page #1 of the party book.

I purchased three of my books at an office supply store in Hays--the only choice I had in my small city that had enough pages. But after using this brand, I loved it. The first three cost me \$7.50 each.

I found the same book online at <http://www.shoplet.com/Avery-Flexi-View-Presentation-Book/AVE47690/spdv> for only \$3.74 and I got them in 2 days with free shipping. The free shipping

may have been a special at the time I ordered. Google the part number and name of the book. You may find it somewhere else online for an even better price.

The Files to print

The New Party Book file

Instructor's Guide This file has the sticky note script embedded into the page! Yea!

New! This Instructor's Guide has editable notes for the new recruiting pages. I've written an example of what you can say on each sticky note, but you can type in what you want to say before printing. (starting on file page 34)

You can print these on your home printer, which I have done (on 24 lb laser paper) with a good quality office jet printer, or get them printed at either Office Depot or FedEx using Mary Kay's discount codes. You have my permission for these files to be printed.

If you are sending it away to be printed, then you'll FIRST have to save the files to your computer or a flash drive. Then attach it to an email and send it to your printer. The Party Book is a large file, so you may have to send it by itself on an email. Call your local Fed Ex or Office Depot to find out their email address to send printing files. Then take in your discount code when you pick up your order.

FedEx discount code:0000563592

Office Depot or Office Max discount code: 8011-887-9924

Both companies have on-line printing by going to Intouch/Ordering/MKConnections/Exclusive Discounts

Extra Pages to print for the Book

"I-Story page" (p 9) --in pictures tell why you joined MK. To pay off bills? (put a picture of your bill or credit card)

You personalize this page for yourself and your "why."

An example: Why I Began My MK Business--I inserted pics into the picture frame and then used the highlighting tool to highlight the two that were my reason.

Why I Began My Mary Kay Business--docx file (Use this to add the pictures and then print)

Why I Began My Mary Kay Business--pdf file

The pdf file allows you to tape on pictures, then photo copy to make additional ones.

This should take you no more than an hour of your time to gather pictures to represent your story. Women are visual and want pictures.

Switch out any favorite pages that you prefer--such as a different Hostess program.

Products I Tried Today--this sheet can be used at the end of the facial to mark everything that the customer tried today. I hand them out to the ladies at the party and then go around the table and tell each one the skin care program she used, then I go around and tell them the color of foundation they each used, then eye colors, etc. They mark them as I go around the table. It reminds them of everything they have on their face.

Gift of Pampering Referral Sheet--This sheet matches the one in the party book. At that point of the party, you can hand them this sheet and have them fill it out before they leave. I use it for a door prize drawing with a minimum of 5 names and numbers. If no one provides names and numbers (and some won't), then I don't have the drawing.

Listen for A Lip Gloss--I have this printed on card stock, inserted into a page protector, and clipped to the inside back cover.

Goodie Bags (referred to in the Party Book)--it's part of my pre-profiling by text.

I use small cello self-sealing bags

I fill with a piece of candy, a sampler hand cream, and a skin care or color sampler, based on what they asked for in the pre-profiling text

Hostess Packet--I have begun using this hostess program .I give all the papers, putting them in a self-sealing cello bag and then at the party, I tie a tulle bow around the roll-up bag and present it to the hostess.

Display (also in the Party Book)

Party Perks

Hostess Wishlist

Party Details

Pre-Party Order Form

Tax & Stuff card

Be sure that your layout is such that when you get to the skin care (Repair for instance), the TimeWise Repair sheet is pictured on the left side of your book and the instructions for the Repair are on the other side, so that when your book is open, you can see both pages. You don't want them back to back.

Use little tiny labels to number the pages--on the sheet protectors--not the pages.

Pictures of the book in use:



To the left is a picture of the first time I used a proto-type of my book. After this facial with these two ladies, (selling \$428 to the two of them), I made additions and changes to the first edition, but the book works.

These ladies combed through their books during the entire facial. And then used them at the end of the facial to help them decide what they wanted to buy.

It didn't matter that the table wasn't neat and tidy anymore. When they arrived, the table was cute, but they pushed things aside so they could use

their book.

From their comments and questions, I added things to the book, like a diagram of eye application and pictures and prices of all the compacts. On the brushes page, I added brush cleaner and the eye smudger brush and the concealer brush.

Below: A group of Delta Zeta sorority girls all having facials together for Makeover Day 2014. Sharing books, they all had access to pictures and instructions.

Note the two girls studying the eye shadow pages.



Front Cover



Facts and Benefits of TW Repair on left, Order of facial application on the right.



Example of Sticky Notes taped with double stick tape.



Closing Sticky Notes

