

## Pajama Party Guest Event

### Goal of the Pajama Party

To teach guests how to make the most of their beauty sleep using Mary Kay skin care and to have so much fun all along the way. We also want to provide an extreme pampering time for our guests.

### You will need the following supplies:

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|---|---|
| <input type="checkbox"/> Goodie Bag for each guest, filled with small hand cream, chocolate, business card and \$10 gift card/tiny Teddy Bears are cute for this party, holding the hand cream and gift card. | <input type="checkbox"/> Place Mat & Beauty Menu Closing Sheet for the Pajama Party |
| <input type="checkbox"/> Mirror with tray, one per each guest   | <input type="checkbox"/> Demo products, listed below                                |
| <input type="checkbox"/> 2 Wash cloths for each guest   | <input type="checkbox"/> Fact Sheets on Products, optional                          |
| <input type="checkbox"/> Hair Band  | <input type="checkbox"/> Order of Application Cards                                 |
| <input type="checkbox"/> White spatulas for dispensing products   | <input type="checkbox"/> Hostess Brochure/Recruiting brochure                       |
| <input type="checkbox"/> Round cotton pads  | <input type="checkbox"/> Small tabs of paper for voting on cutest PJs or slippers   |
| <input type="checkbox"/> Sales ticket, Look Book or Beauty Book, Profile Card for each guest  | <input type="checkbox"/> For the Hostess—milk, cookies, popcorn                     |
|   | <input type="checkbox"/> Bedtime Story  |

**These are the products will need in the order of application:** (If you do not have all these products, use the ones you do have.)

- Satin Hands on all guests as they arrive
- Oil Free Eye-makeup Remover
- TW Cleanser in their skin type (pre-profile)
- TW Even Complexion Mask (As mask is drying, show other products, i.e. Fall/Holiday 2011)
- TW Replenishing Serum +C
- TW Even Complexion Essence
- TW Night Solution (Day Solution of wrist)
- TW Night Restore and Recover Complex ( R & R)
- TW Moisturizer in their skin type
- Intense Moisturizing Cream or OF Hydrating Gel
- Satin Lips (Do a referral game while mask is drying—optional)
- Microdermabrasion (Demo on back of hand)
- Indulge Soothing Eye Gel (Or TW Targeted Action Eye Revitalizer)
- TW Firming Eye Cream
- TW Lip Primer
- Thinking of You Perfume (Have your guest spray a little on her neck)
- Thinking of You Body Lotion (Have your guest apply to her arms)

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## Party Preparations

- Send out your PJ invitations about 10 days before your party and follow-up about 3-4 days before the event. You can also call your prospective guests using this dialogue:

“Hi Susan, you know you’re one of my best skin care customers, so I wanted you to be one of the first to know about this really fun party! So I’m calling to see if you’d like to get together with your girlfriends and have a pajama party? I’ll show you how to get the most out of your night time skin care regimen and your beauty sleep using Mary Kay products and all you have to do is show up in your PJs!” (alternative to wearing PJs is to have guests wear outrageous or their cutest slippers, hold a vote, and give a prize to the best set.)
- Put together everything listed on the front page
- Consider sending guests a link to the E-Catalog on your Personal Web Site
- Coach your hostess, if applicable
- Decide what additional products you will pass around during the drying phase of Even Complexion Mask. Have products displayed in a pretty basket with ribbon, tissue or fabric. Pull the products from the basket as you romance each one. Romance the next appointment and discuss the booking incentive (\$10 gift card).
- Pre-profile your guest list
- To create a relaxing atmosphere, consider burning lavender candles and playing soft music
- Decide on what prize you will be giving away to the guest who has the cutest pajamas or slippers. Wrap it up and make it pretty.

## At the Party

- Demonstrate Satin Hands as guests arrive
- Romance the features and benefits of all products listed allowing guests to try the products on their face and the back of their hands, where suggested.
  - Show Fall/Holiday Products (or other products of your choice) during the drying phase of Even Complexion Mask
  - Do a Referral Game during the Satin Lips demonstrations, optional
- Share tips on how to get a good night’s sleep and allow guests to share their tips, too.
- Read the MK Bedtime Story
- Vote on cutest Slippers and give away a prize
- Hand out the Beauty Menus and table close to your Sets Sheets for the PJ Party, emphasize the 2nd appointment and the booking incentive, and the Mary Kay Hostess Program
- Have guests enjoy refreshments during the entire presentation or while you are individually closing each one.
- Individually close with these questions forefront in your mind: How many sets am I going to sell? How many bookings am I going to get? How many interview am I going to set up?
- Tell everyone “Sweet Dreams” and that you hope they will get the most out of their Beauty Sleep to-night.