

# Have an A Great Virtual Launch

- 1. Invite lots of people!** They won't all be able to make it, it's a great way to get your name out there, and it's important not to figure out whether someone would be interested in coming - only to invite people so THEY can choose!
  - That means inviting via social media, posting in the FB Event, sending the event invite to each person in messenger so they get it, a personal message, and a reminder as we get closer, too.
- 2. Don't be afraid to ask people to invite their friends and family!** There are a lot of people who love Mary Kay products and can't find a consultant! You can take care of them!
- 3. Look the part!** Doesn't mean you have to be runway ready - lol! It just means dressed in nice clothes from the waist up, make sure your hair is done and your makeup is done. We want people to take your business seriously and it goes without saying that you should be on the event, too.
- 4. Prep your resources in advance!**
  - Have your datebook prepared - highlight available times when you could hold appointments
  - Have your Personal Website set up
  - Have your ProPay set up so you can take credit cards
  - Save the Listen for a Lipgloss information in your phone so you can send it to people easily. You can find it on the [GraceLemke.com](http://GraceLemke.com) website!
- 5. Do the follow up after the event!**
  - you can reach out to each person who attends your virtual, launch immediately. You will send them your website address for your Mary Kay Personal Website, so they are able to order. If they need help ordering, you can take their order and create an account for her.
  - If she says she wants to schedule an appointment, offer her two dates you have and let her choose. If they don't work, offer her two more at a time until you find one that works for you both!
  - Send her the Listen for a Lipgloss information if she's willing!