

# Pink Pop Up

## GUIDE

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### WHAT IS A PINK POP UP?

It's a one-day virtual Pop-Up Shop for your customers to access beauty tips and their favorite Mary Kay products with INCREDIBLE DEALS!



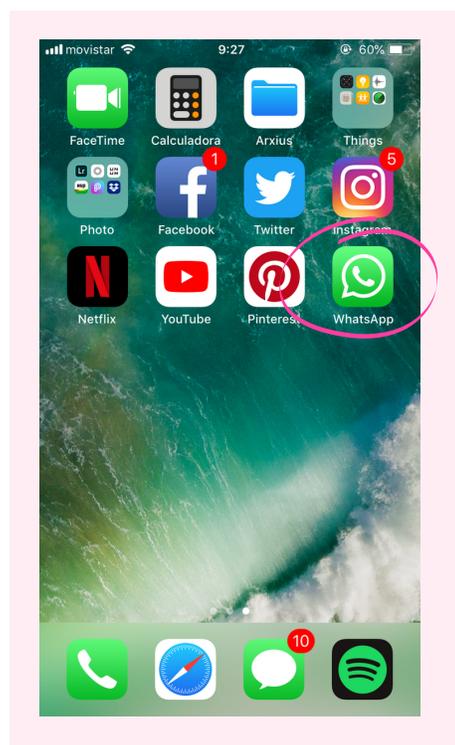
### MATERIALS INCLUDED IN THIS GUIDE

- Pop-Up Invite (text & image)
- Referral Text
- Event welcome and event rules
- Closing text
- Sample Welcome Digital Flyer with your picture
- Images of products and their benefits
- Videos of products (preferably MK videos)
- Before and After images

### STEP BY STEP SETUP...

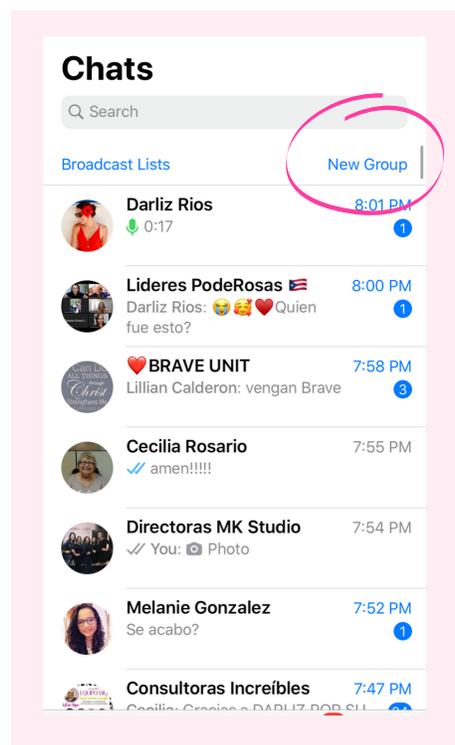
1

Open WhatsApp



2

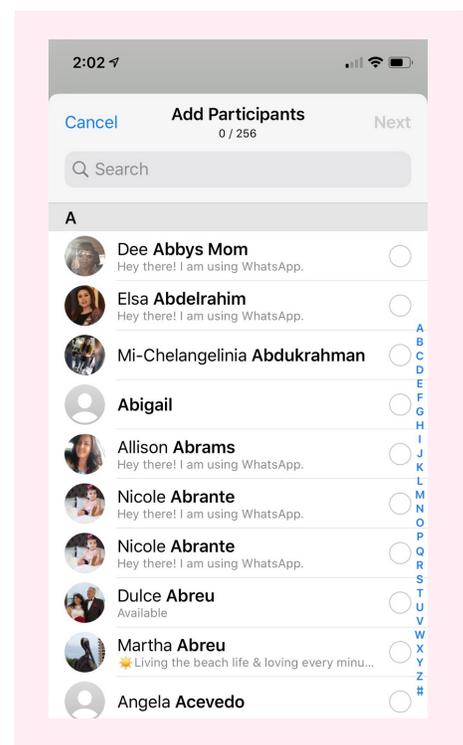
Click "New Group"



3

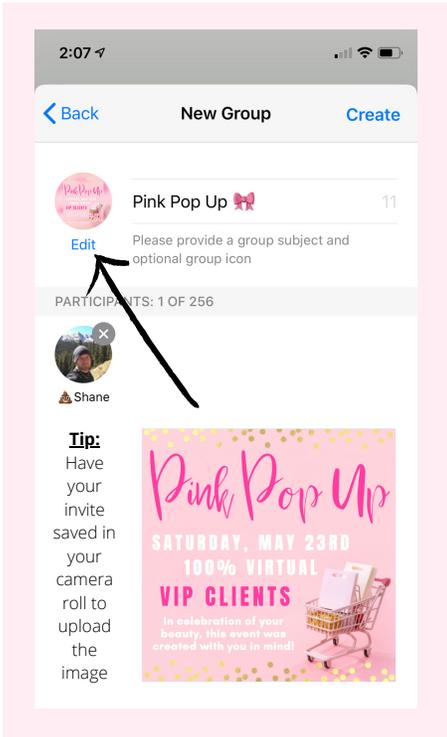
Add 1 Participant

(select a family or friend that is a customer)



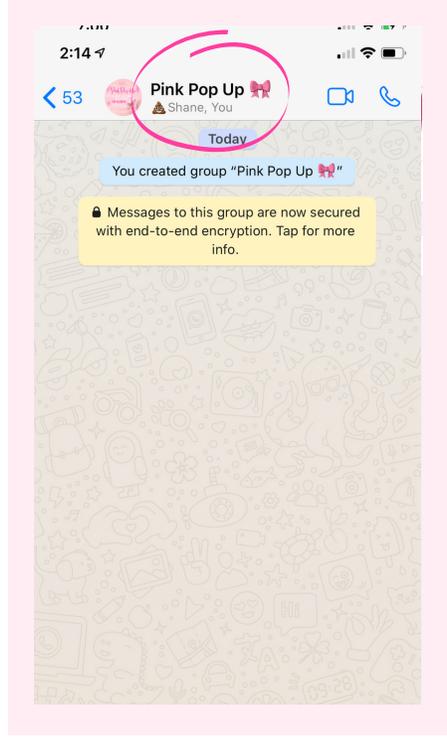
4

### Add Group Name & Image



5

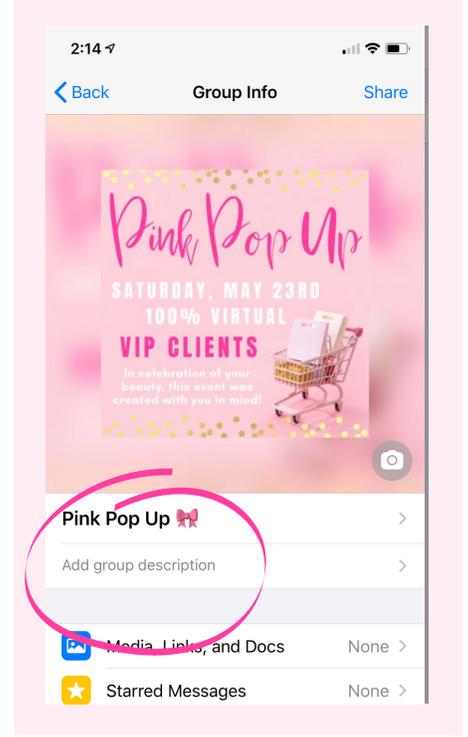
### Select Group Name



6

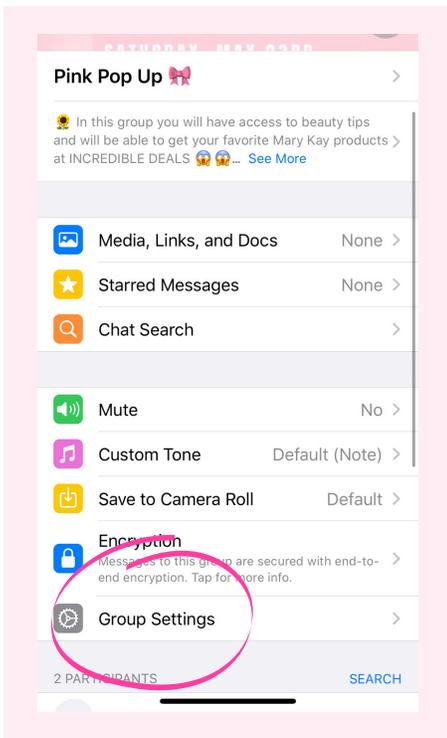
### Add Group Description

(copy & paste the description from google doc link on page 3)



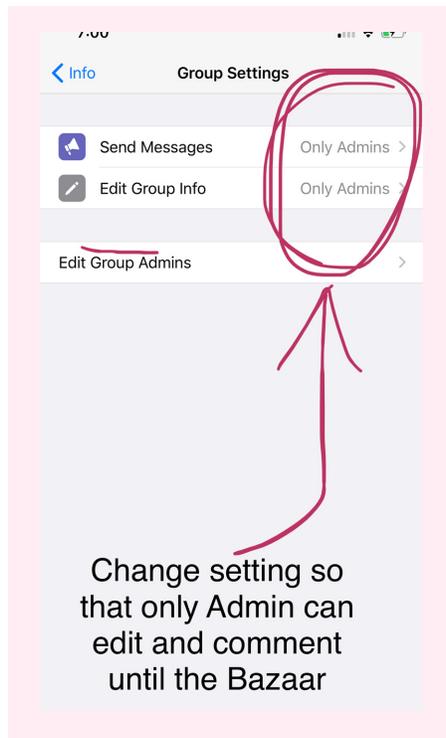
7

### Go to Group Settings



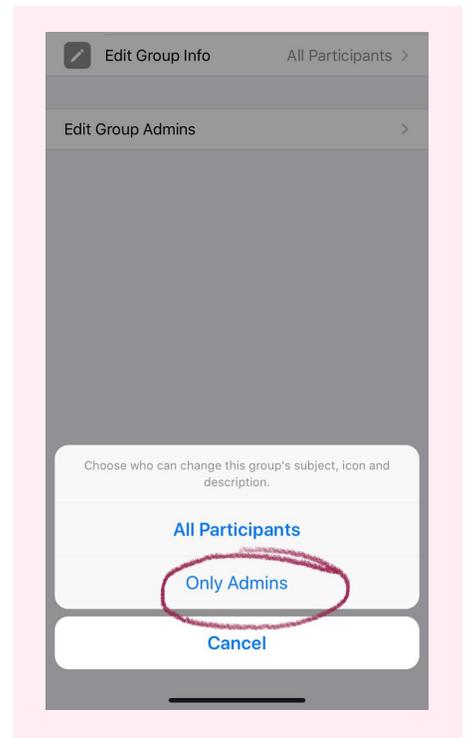
8

### Go to Edit Group Info



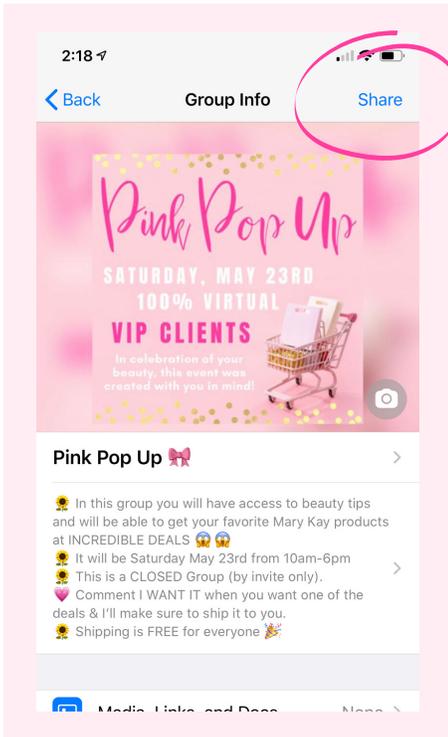
9

### Click Only Admins



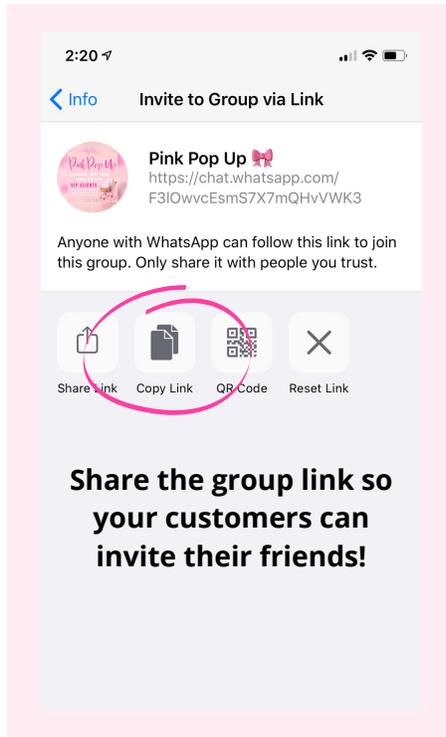
10

Select Share



11

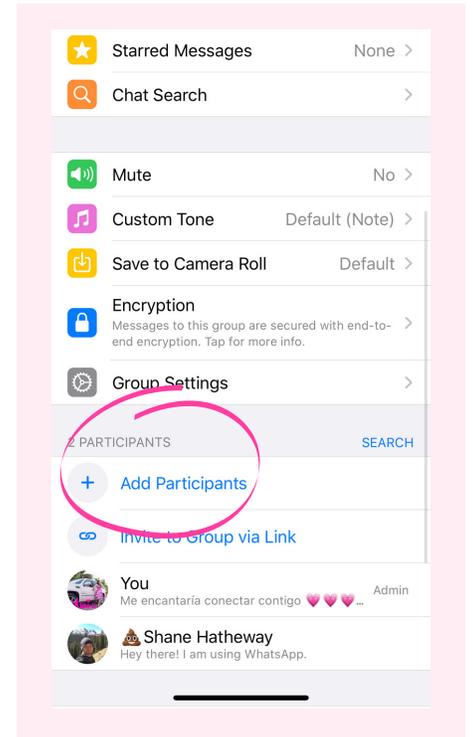
Copy & Share the Link



12

Add Participants

(as customers accept their private invite)



# INVITATION BY VOICE

- Preferably by WhatsApp or voice text.
- Record memo once & forward to each guest

Hi! How are you and your family? 📧❤📧

📧 Since we still can't get together to shop with the girls, I decided to create a one day POP-UP for us girls & it's all about beauty with INCREDIBLE DEALS that post throughout the day!!! You'll also have access to amazing beauty tips and 🎁 product raffles.📧

📧 It will be on \_\_\_\_\_ DATE

📧 and it's by invitation only, so please let me know if you ARE YOU IN so I can send you the link???



Access Digital Assets

Google Drive folder HERE

or

<https://tinyurl.com/pinkpop-up>

## FOLLOWUP INVITATION BY TEXT

Happy Saturday! Perhaps you didn't receive my message or get to reply, but there is still time to join my Pink Pop-Up! Click the link below to access today's INCREDIBLE DEALS & beauty tips 😊 Kickoff is at 10am!

✕,

YOUR NAME 😊

( your favorite MK girl)

INSERT SHARE LINK HERE

## TEXT FOR CUSTOMERS TO SHARE WITH FRIENDS

(SEND VIA PERSONAL MESSAGE AND/OR POST IN THE WHATS APP GROUP BEFORE IT BEGINS)

Below is the link to a fun one day PINK-Pop-Up Group with INCREDIBLE DEALS that will post throughout the day from my favorite Mary Kay girl, YOUR NAME HERE! Want to join in on the fun? (Insert Share Link for Event)

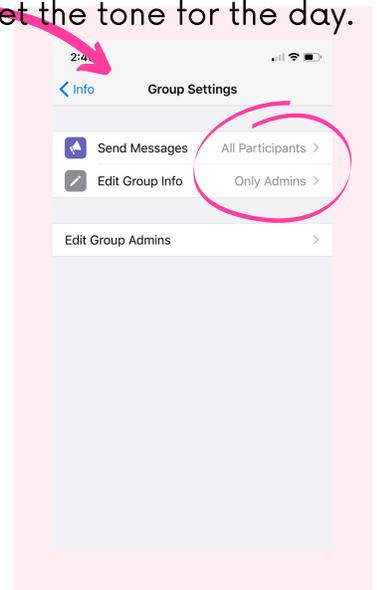
## BEFORE THE POP UP

- A voice message is the best option when inviting.
- When a customer accepts the invite, add them to the Whatsapp group individually.
- Do not add participants without their permission (it avoids a mass exodus once the event begins.)
- For a successful event, **add between 40+ people** before event begins.
- Event duration can be 8-12 hours
- Prepare the 8-12 promotions to be used.
- Customers can share the event with their friends/family so have a copy of your event link ready.
- **Set your alarm to post reminders 1 hour, 15 minutes and 5 minutes before the event begins with the suggested images.**
- Visit [www.wheelofnames.com](http://www.wheelofnames.com) and practice with it to hold fun raffles.



# DURING THE POP UP

- For timely posts, set alarms on your phone for 1-minute prior to the top of each hour to post your welcome & product promotions throughout the day. (i.e. 9:59am, 10:59am, 11:59am, etc...)
- Have all your promotions ready to go and saved on your phone and/or computer.
- Note: Begin with mascara promotion with great before/after pics to set the tone for the day.
- ~~Before you begin, edit the Group Settings with the Pop-up comment.~~
- The group chat works best when only generic information post that interests everyone, so questions regarding specific situations should be answered privately with each customer.
- There is no need to thank or confirm each purchase or to say anything comment when they want a product ... simply write the order down.
- Keep a very organized registry of all of your sales and notes etc.
- At the end, post your Final text along with your Thank you.



# WELCOME TEXT

Thanks to women like YOU, many women in Mary Kay can work from home!!!☐☐☐

I'M GOING TO BRIEFLY EXPLAIN WHAT WE'LL BE DOING TODAY:

- ☐ I will post a product or set each hour ☐
- ☐ A description of the product
- ☐ An infomercial for each product
- ☐ The regular price & the PINK POP-UP DEAL

If you are really interested in getting the product, comment **I WANT IT**

If you have specific questions, please private message me ☐ ☐☐

When the event ends, I will post how you can enter a \$100 Amazon Gift Card Raffle!

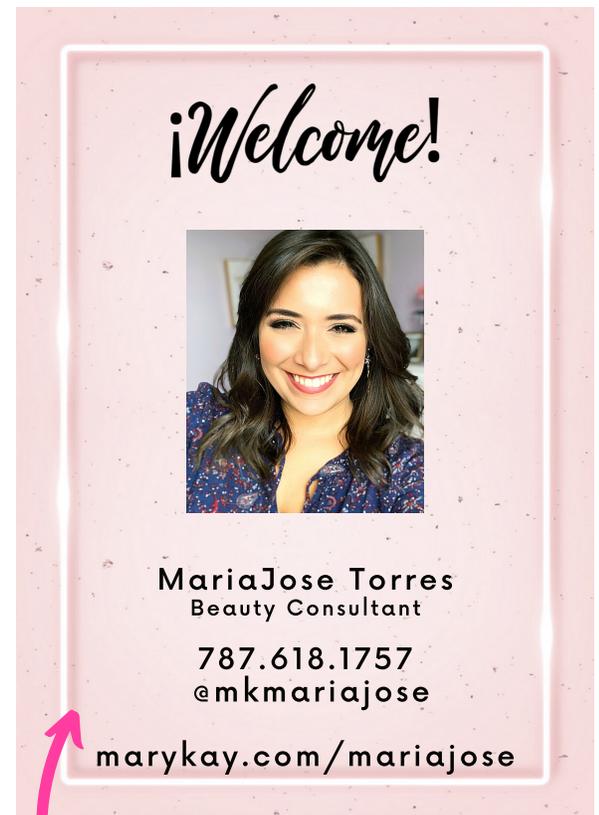
I will contact you privately to wrap up the details of your products.☐

When you take home \$50+, I pay for your shipping, no matter where you live!!! ☐

I will be very DYNAMIC ☐☐, so be sure to check each DEAL at the top of the hour ☐

Again, Thank You!!!☐☐☐

## SAMPLE WELCOME IMAGE



### Include your:

- Name
- Telephone
- Social Media Handle
- Website

# PRODUCT PROMOTION IDEAS

(Google Drive Link on Page 3)

## EYE AWAKENING

If you have dark circles, puffiness, or tired eyes... this duo is for YOU!



HYDROGEL EYE PATCHES

## STUNNING EYES

Remove your makeup without mistreating your eyes and show off stunning lashes without having to put on falsies.



EYE MAKEUP REMOVER



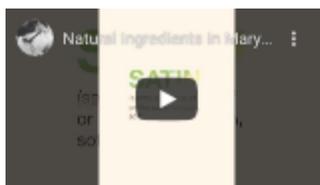
LASH INTENSITY MASCARA

## SELF CARE SATIN SET

Have kissable lips and hands as soft as satin with this set made with shea butter.



SATIN HANDS VIDEO 1



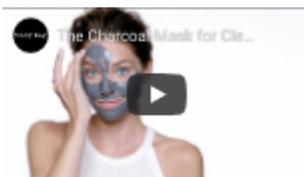
SATIN LIPS



SATIN HANDS VIDEO 2

## SKIN DETOX

This mask set is perfect for all types of skin, especially for combination skin.



CHARCOAL MASK



RENEWING GEL MASK

*Pink Pop Up*

Eye Awakening



Hydrogel Patches with Soothing Gel



*Pink Pop Up*

Stunning Eyes



Eye Makeup Remover and Lash Intensity Mascara

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Self-Care Satin Set



Satin Hands and Lips



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Skin Detox



Charcoal Mask, Moisture Renewing Gel Mask with Mask Applicator

# BYE BYE DARK CIRCLES

Combining our under eye corrector and concealer will hide even the hardest to cover dark circles.



## HOW TO COVER DARK CIRCLES



# MICRODERMABRASION PLUS

This product is for anyone who worries about open pores and fine lines. It give you an in depth exfoliation and minimizes your pores.



## MICRODEMABRASION PLUS SET VIDEO 1



## MICRODEMABRASION PLUS SET VIDEO 2



# ADVANCED LIFTING SERUM

It's never too late to regain the look of youthful skin. This powerful skin care set Repairs, Restores, and Renews.



## ADVANCED LIFTING SERUM



# MK OPPORTUNITY



## A WORLD OF OPPORTUNITY - COURAGE



## CELEBRATE PINK WITH AURI HATHEWAY



# PRODUCT PROMOTION NOTES

- It's a great idea to use CDS for timely professional delivery.
- Sets with great before/after pics work best.
- Begin the day with an amazing product like mascara.
- Videos that are 1 to 2 minutes are viewed more often.
- Promotions with FUN names work best & not just the product name.
  - Example: Fountain of Youth and not Volu-Firm Lifting Serum.
  - Example: Bye-Bye Large Pores v/s Microdermabrasion Plus Set.



*Pink Pop Up*

The Fountain of Youth

**\$60**

(save \$10 with your Skin Analyzer results)

and get a  
**FREE**  
Bio-Cellulose Mask  
(\$17.50 value)

*Pink Pop-up*

Bye-Bye Large Pores

Microdermabrasion Refine & Pore Minimizer

**\$50**

**SAVE \$5**

*Pink Pop Up*

Fabulous Lashes

Parorama Mascara and Lash Primer

**\$25**

save \$6!

**10 Sets Available**

- Skincare Sets sell best at Virtual Beauty Sessions when the benefits and value can be explained and not on the Pink Pop Up due to their higher price point.
- If you're moving discontinued products, pair it up with a Best Selling Product as an anchor in you promotion. Do not put two discontinued products together as it will most likely not do well
  - Examples: Stunning Eyes with Oil Free Eye-makeup Remover (anchor) and Cream Eye Color (discontinued) v/s Summer Ready Kit has 2 discontinued products.
- Ask existing customers that already love MK products to comment on any product they already own and love ... this assist other guest with their purchases.

*Pink Pop Up*

Miracle Set 3D

*Pink Pop Up*

Stunning Eyes

Eye Makeup Remover & Cream Eye Shadow

**\$24**

save \$7!

*Pink Pop Up*

Summer Ready Kit

Illuminating Bronzer & Waterproof Cream Eye Color

**\$26**

save \$6!

- You do not need to have product in stock to hold this event and can use the Customer Delivery Service for all orders as an Active Beauty Consultant.

# HOW TO ASK FOR REFERRALS AND BOOKINGS

- At the end of your Pop Up, hold a raffle with the women who give you at least 5 or more referrals.
- When you ship or deliver your orders, ask for 5 referrals and offer a discount on their next purchase.
- Offer 5 entries to your raffle when they book a virtual beauty session with you before the end of your Pink Pop Up.

## CLOSING TEXT TO POST TO GROUP

HEY BEAUTIFUL LADIES, we have come to the end of our Pop Up. I want to thank each and every one of you for your support, generosity, and beautiful energy. I will be contacting each of you individually to wrap up the details of your product shipping. Sending you a Huge Hug. ☺  
MANY BLESSINGS TO YOU AND YOUR FAMILIES!! ☺☺♥☺



## PRIVATE CLOSING TEXTS

Hi! Thank you for supporting my event and business!

Did you have as much fun as I think you did?

I saw that you need\_\_\_\_\_, is there anything else you would like to add to take advantage of the discounts?

(keep asking, "Anything else?", until she tells you there is nothing else she needs.)

Ok perfect, it will be \$\_\_\_\_\_. Do you prefer to use Zelle, Venmo, Cash App or Credit Card? (mention ALL the payment options you accept). Done! I will prepare your order. Can you please confirm your shipping address?

Thank you! Ok I owe you a virtual beauty session.. Do you prefer it be a weekday or weekend? Morning or afternoon? (Then offer her two different time options you have available.)

Alright perfect ... I've reserved \_\_\_\_\_ day at \_\_\_\_\_ time. So you can WIN FREE products, which friends would you like to invite? (Gather all of the names and telephone numbers). I'm going to prepare a super cute digital invite and a text so you can send to them. Which products do you want to earn for FREE or with a discount?

One last question, for an additional 15 raffle entries, will you watch a quick 4-minute video about the MK business opportunity & share your opinion on a quick survey?