



Ma Mi Party or Play Date Host Guide

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Overview:

Ma Mi Skin Care offers an all natural alternative from store bought brands to help keep your largest human organ...your skin, healthy and glowing. Ma Mi knows that moms are our biggest fans, but, everyone loves to look young and enjoys a good party...so, we invite you to gather a few of your closest friends or family members together in the comfort of your home and share Ma Mi Skin Care products. We see our parties as a great forum to educate and share ideas about how to move to a healthier, greener lifestyle which can seem like an overwhelming endeavor for many of us.

Ma Mi Skin Care is a boutique natural skin care line developed with moms in mind. Our natural product line includes a complete daily regimen and specialty products that are amazingly effective without the unnecessary chemicals or fillers.

Explanation of Host Benefits:

You will receive a free gift kit to let friends try products at the party. All remaining products are yours to keep and use after the party. The free gift kit includes the following full size products:

- Reawaken Foaming Cleanser
- Radiant Exfoliator
- Satiated Moisturizer
- Nightshift Eye Serum
- Sunny Days Travel Size Sun Block

In addition you will receive **30%** commission on all party sales. Your guest will receive a 10% discount on all product purchases.

Ma Mi will cut a check to you once all party sales have been entered and products are shipped out. Your guests will receive their 10% off when they check-out on the website.

You can continue to use your host code to have friends and family purchase products after the party is over. You can have multiple parties or push your host code via social networks such as Facebook and Twitter. All sales that come in with your host code will apply to your 40% commission.

Expectations of Hosts:

- You should have at least 10 participants attending one party or host two separate events to total 10 participants (this is just to help us cover the cost of the free gift kit).
- You should follow the instructions in this guide and show the Youtube video links to party participants (see pg. 4).
- You should use the supplied gift kit for 1-2 weeks before the party so that they can speak personally about how the products are working for them.
- You should ask party attendees to try the products from the gift kit either on their faces or on their hands if they don't want to mess with their make-up on a night out 😊.
- You should do your best to promote the products and tell party attendees what they like about the products.
- You should email party attendees after the party and ask them to fill out the short online survey about the Ma Mi Skin Care party (email and survey link will be emailed to you).

- You should fill out post party questionnaire that will be emailed to you after the party to provide feedback about what went well and what we can do to improve the parties or our product line.

How to Host a Ma Mi Skin Care Party:

Before the party:

- Invite friends, we will provide a draft email text that you can tailor (pg. 7).
- We recommend you assume 30% of guests on the invitee list will not be able to make it so make sure to invite enough people to ensure you have a good turn-out. It also helps to call or do invites in person, tends to gain better turn-out.
- Send reminder to friends a few days before the party with directions and phone number in case they get lost.
- Provide some finger foods and drinks for friends, could also do a pot luck if you prefer and your friends can participate.

At the party:

- Have products out on display with collateral (Ma Mi will provide these to you when we send the gift kit).
 - o Hand-Out – Ingredient No No's
 - o Ma Mi Postcards
- Once everyone arrives and has time to mingle, gather them around the area with the products and introduce the Ma Mi Skin Care products (see recommended pieces of information for your introduction).
- Play video via YouTube link
- After the video plays, ask everyone to try out the products, either on their face or on their hands.
- Have the price list out.
- Let each participant enter their order via the Ma Mi website at the party www.mamiskin.com. Make sure they enter your host code on the last screen of the check-out so that they get their 10% off and you get your 30% commission.

After the party:

- Fill out the post-party questionnaire online.

- Send out the thank you email to your party attendees and paste link to survey in the email (sample email on pg. 8 and link to survey will be emailed to you).

How to Access and Play Videos:

What are the videos?

The videos are short, informative, professionally edited videos that will provide party attendees with valuable information about Ma Mi Skin Care and its product line. It will answer a lot of questions your friends might have about the products and their efficacy.

Why should I show the video?

It simplifies your role as a party host. The video will share a lot of the scientific information about the products so you do not have to learn a lot about them beforehand. We do recommend that you use your product kit for 1-2 weeks before the party so that you can share how the products are working for your skin.

How do I access the video?

You can access the video on YouTube.

1. Log onto YouTube – www.youtube.com
2. Link here
3. Click on the Ma Mi Party Video
4. Click Play

Attendee Survey (online survey link will be emailed to you)

Thank you for attending the Ma Mi Skin Care Party. We hope you enjoyed yourself and liked our products and information. We would appreciate if you would take a few minutes and provide us with some feedback.

Sample Survey:

Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree

1. I found the video informative and educational.
2. The No No's flyer and other hand-outs were useful.
3. I plan to look at product ingredient labels a little more carefully.
4. I am more aware now of what to look for when evaluating skin care ingredients.
5. I enjoyed trying the Ma Mi Skin Care products on my skin.
6. I think the products are fairly priced.
7. I think the Ma Mi products are made of high quality ingredients.
8. Overall I liked the products and would consider purchasing them in the future.
9. I would be interested in receiving periodic emails with company updates and sales.
10. I would be interested in hosting a party of my own.
11. If you agreed to either #9 or #10, please enter your email address here: _____
12. Do you have any feedback or comments about our products, things you would like to see, or anything else you would like to share?

Party Host Questionnaire

Thank you for hosting a Ma Mi Skin Care Party. We hope it went well. We would appreciate if you would take a few minutes and provide us with some feedback (link will be emailed to you).

Sample Survey:

Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree

1. Party attendees appeared interested and focused while the video was playing.
2. Party attendees appeared to find the information shared beneficial.
3. Party attendees tried the products during the party.
4. Party attendees seemed to like the products.
5. Most of the party attendees purchased some of the products.
6. I felt comfortable hosting the party and promoting the Ma Mi Skin Care products.
7. I would be interested in hosting another party down the road.
8. I would be interested in receiving periodic emails with company updates and sales.
9. If you agreed to either #7 or #8, please enter your email address here: _____
10. Do you have any feedback or comments about our products, things you would like to see, or anything else you would like to share?

Email Invitation

Directions:

You can copy and paste the below invitation and customize it as you see fit. This is just recommended text but feel free to give it your own pizzazz. You can choose to use an online invitation tool (i.e. Evite), invite people over the phone and follow-up with an email or send out paper invites.

Everything in *italics* needs to be tailored by you ☺.

Custom Message:

Please join me for a fun *night/play date* to catch up and try out some amazing natural skin care of Ma Mi Skin Care's line of natural skin care products made specifically with moms in mind.

Event: Ma Mi Skin Care Party

Start Time: Saturday, *May X* at 9:00am

End Time: Saturday, *May X* at 6:00pm

Where: 5555 Ma Mi Lane Orlando, FL 32888

Ma Mi's entire line of products is free of all toxins and parabens and has proven efficacy for anti-aging and reducing the appearance of fine lines, bringing back that 'mommy glow'. For more information about Ma Mi Skin Care products, check out their website at www.mamiskin.com.

Looking forward to seeing all of you!

Thank You Email

Thanks so much for coming to my Ma Mi Skin Care party, I had a really good time, it was great to see everyone and catch up!

I hope you enjoyed trying out some new products and learning a bit about product ingredients. I know as moms' we are always trying to collect more information about health for our families but we must remember to take care of ourselves as well!

If you wouldn't mind, please take a minute to fill out the survey below to help Ma Mi Skin Care make their products and parties even better.

[Survey Link Here](#)

If you have any additional questions about their products, you can check out their website at www.mamiskin.com.

Thanks again,
See you soon,
XXX