



Launch Planner

Your Launch Event will be your springboard to success! We suggest an in-person Nail Bar combined with a Facebook event. This will allow you to get face to face with your contacts while engaging those at a distance. The more people you share your new business with, the more successful you will become! Follow these simple tips for the event of the season!

When Do I Hold My Nail Bar?

There is never a perfect time or date for everyone. That is why we suggest the 2-3-2 Power Bar! 2 days, 3 times, 2 hours each! We suggest a Friday Morning at 10 am, Friday Evening at 6 PM and Sunday at 2 PM. This will help accommodate busy schedules and allow you to connect with more people.

Remember that your event invitation begins the conversation. Some will be able to attend, some will book and other will want samples.

What About Facebook?

Your Facebook event is where you will connect with those who ARE attending an in person event and where you will share with those who cannot. Run your virtual event over the same 3 days as your live events. Here are a few success tips:

- Never add anyone until you have personally invited them (via text, phone or messenger)
- Ask everyone to bring a friend (virtually and in person)
- Share images of our amazing nail strips
- Leverage FB LIVE to share products, Host rewards and your Why
- Share images and videos from your in-person events
- Follow up with each guest

How Do I Invite?

- Make it personal, whether you connect via phone, text or messenger. Ask your contact which event time they prefer. Let them know that space is limited at each event and that you are reserving a spot specially for them. Ask them if they would like you to reserve a spot for a friend. This helps to create a feeling of intimacy and exclusivity. You want your Nail Bar to be the destination location of her day!
- After extending this warm invitation, add her to the Facebook event
- Paper reminders are always a great idea. We rarely receive anything fun in the mail these days. Add a cute card as an additional reminder.
- Finally, remind via phone, text or messenger the day before the event. Don't forget to ask her about bringing a friend!

What Do I Say?

- Convey your excitement and be authentic. Here is a sample script. Take it and make it your own
- "Hi Susan it's Dawn! I'm so excited to be hosting my first official Nail Bar on (date). I am looking forward to spending some time with my friends and sharing Color Street. It is going to help you to dress up your nails, and simplify your beauty routine while saving you time! Tell me you are free on (date) at (time)! You are going to LOVE it!"

Launch Event Worksheet

Event 1: Date: Start Time: End Time :

Event 2: Date: Start Time: End Time :

Event 3: Date: Start Time: End Time :

Planning

Select Dates & Times

- o Remember that you will book and share with those who can't attend!

Nail Bar Set up

- o Keep it simple and distraction free!

Who To Invite

- o Start with your FRANKS list

Refreshments

- o Foods that are easy to eat & simple to prepare

Inviting for Results

14 Days Out

- o Call, text or message to invite personally
- o Share your excitement about your Nail Bar
- o Ask each friend to bring a friend
- o Create the Facebook event

10 Days Out

- o Send a reminder card
- o Tease the event in the Facebook event with engagement and product posts plus a LIVE welcome

1 Week Out

- o Contact guests and remind them
- o Confirm that they are bringing a guest
- o Continue building excitement via Facebook

The Day Before

- o Remind guests personally
- o Remind in your event
- o Remind everyone to bring a guest
- o Set up your Nail Bar

The Day Of

- o Prepare simple snacks
- o Set Up Your Nail Bar
- o Build desire in the Facebook event
- o Relax, it's going to be great!

During

- o Don't forget to share images and Facebook Live videos of Nail Bar guests in your Facebook event!

The After Party

24 Hour Follow Up With:

- o Facebook Guests to collect orders
- o Those who expressed an interest in booking
- o Those who wanted business information

Process:

- o Orders
- o Bookings
- o Host Rewards

Touch Base

- o With ordering guests when orders ship
- o Hosts when their events are created
- o Those who took an opportunity pack

Record Your Results

- o Total Retail Sales \$ _____
- o Future Bookings: _____
- o Potential Stylists _____



Launch Guest List

	name	email	phone/text	event	guest
1					Y/N
2					Y/N
3					Y/N
4					Y/N
5					Y/N
6					Y/N
7					Y/N
8					Y/N
9					Y/N
10					Y/N
11					Y/N
12					Y/N
13					Y/N
14					Y/N
15					Y/N
16					Y/N
17					Y/N
18					Y/N
19					Y/N
20					Y/N
21					Y/N
22					Y/N
23					Y/N
24					Y/N
25					Y/N

Team
Serendipity
"in omnia paratus"

color
STREET