



ULTIMATE GUIDE TO

*Online Beauty  
Workshops*

@nutri.beauty

# Online Workshop Menu

## Skincare Workshops

### Get up & Glow - Skin Basics

Learn all the skincare basics and how-to best manage & maintain a healthy, glowing complexion. Create a simple daily regime that suits you and your lifestyle. Live workshop & demo - up to 6 guests.

### Skin Conditions & Solutions

Learn how to stay one step ahead of skin dramas and create a customised program for your skin type and current skin conditions. Say no to complicated skincare! Live workshop & demo - up to 6 guests.

### Customised Skincare Workshop

Customise your Online Workshop so you and your guests can follow along with a step-by-step Skin Treat! All product will be delivered to the Host to distribute prior to the workshop date. Live workshop & DIY Facial - up to 6 guests.

# Online Workshop Menu

## *Make-up Workshops*

### All About Base

Learn how to create a flawless canvas in less than 10 minutes and the secret to perfecting your base depending on your skin type & condition.  
Live workshop & demo - up to 6 guests.

### The Mini Masterclass

Learn the latest in make-up and colour trends. Learn how to turn a simple day look into an evening look with just a few easy steps - plus all the tricks of the trade!  
Live workshop & demo - up to 6 guests.

### Customised Make-up Workshop

Customise your Online Make-up Workshop. Do you want a customised tutorial for eye make-up or season trends? Just ask us!  
Live workshop & demo - up to 6 guests.



## Find a Host

First thing is first, you need to brainstorm a prospect list and then give everyone the opportunity to host an 'Online Beauty Workshop'.

## Ask a Host

Hi Zoe! How would you like to get a few friends together for a 'live' Online Beauty Workshop? There's a beautiful gift pack & \$100 shopping voucher in it for you. I'll send you our Workshop Menu so you can choose exactly what you want!

## Set-up Event

Set-up a Facebook Event, add your Host as a co-host and get posting! Introduce yourself, explain how the workshop will work and create excitement. You will have access to a Facebook Event where you can copy and use posts for this.

## Invite the Guests

Create exclusivity! Keep the numbers around 6, max 8. I suggest to have the host personally invite guests via phone/text rather than sending a blanket Facebook invite to 20-30 people.

---

*Glowing skin is always in*



# Create Engagement

## PRIOR TO YOUR WORKSHOP

Once the guests have been personally invited and added to the Facebook Event your job is to give them a reason to attend the actual 'live'. I suggest to have about 1-2 weeks between creating the Facebook Event and going 'live' for the Workshop.

- Introduce yourself (preferably by video)
- Brief run-down of Workshop and Host benefits
- Use 'Skin Quiz'
- Offer one-on-one phone analysis/consultation after live workshop
- Games (prior and during live)
- Share skin quotes/memes
- Use polls/ask questions

Ask your Upline Manager to add you to a 'training' Facebook Event and you can copy/use posts.



ENGAGE WITH

# Games

---

**Questions:** Introductions, or how do you know the host, or describe your skincare regime. Question-games are a great way to get to know the guests before hand.

---

**Giveaways:** Guessing games are great for giveaways. Use the Jade Roller/Mascara guessing game.

---

**Q & A:** Playing 'live' Q & A is when you ask the guests to answer questions during the 'live' workshop and get them to send to you afterwards. You could give everyone a prize for this!

---

**Review:** Ask everyone to 'like' and review your Facebook Page after the workshop and add them to a monthly 'review draw/giveaway'.

---

READY, SET



# Go Live

Before you do your first live workshop please watch the training videos in our 'Facebook Event Training'. Prepare your kit, organise your model (if applicable) and make sure you have delivered product to your host as well (if applicable).

Use the checklist on the next page to keep yourself on track and aim to spend no longer than 30 - 40 minutes going live.

Encourage engagement and ask questions. Stay focused by choosing only 2 - 3 sets to work with and create an 'added bonus' or extra discount exclusive to every event.

Remember experience and exclusivity is what's going to determine your results. Focus on delivering as much value as possible to each guest! Have fun and share the GLOW!



GO LIVE

# The Checklist

- Welcome & introductions
- Gift for attending (sample pack)
- Thank your Host and showcase the gifting (including \$100 voucher)
- Ask if everyone came prepared with their 'Top 3' skin concerns
- Brief run-down of chosen workshop - including personalised consult at the end
- Nutrimerics history - Apricot oil & remind them to save the '30 uses flyer' from the event
- Play a game (organise prior)
- IT'S GLOW TIME - The practical/demo
- Focus on sets
- Remind them of individual analysis/consultation - you will contact them!
- Nutrimerics Beauty Opportunity & VIP benefits
- Recap sets/offers/zip pay
- Share Workshop Menu & plant seeds for who's next
- Thank Hostess & end live
- Post in the event links to offers/current brochures & remind them again that you will be contacting them (now) for their skin analysis/consultation etc

