

glow
& go

Graduate Programme

Glow & Go Event Guide

The MeAmora Way — Peer-to-Peer Stylist Training

Glow & Go events are designed to feel relaxed, social, welcoming and easy to duplicate. The goal is never to “hard sell” — it’s to create an experience where guests feel pampered, connected, excited about the products and naturally open to ordering, hosting or joining MeAmora themselves.

PART 1 — BOOKING THE EVENT

1. Choose the theme

Decide what the Glow & Go will focus on: • JOAH Korean skincare

- Lashes
- Korean makeup
- Mixed beauty experience

Keep the experience simple and guided.

2. Secure the host

Your host may be: • An existing customer

- A friend
- A stylist hosting themselves
- Someone referred to you

The ideal number is usually 3–10 guests, but reassure your host that even a smaller event works beautifully.

A really important part of host coaching is removing pressure.

I always reassure my host that: • Her and 3 friends is absolutely enough

- We are not aiming for huge numbers
- It's about quality conversation and experience
- Small events are often the best events

Many people have hosted things before where they were told to “invite everyone they know,” so keeping expectations realistic helps them feel calm and confident.

PART 2 — HOST COACHING

3. Prepare your host properly

This is one of the most important parts of a successful Glow & Go.

I explain that: • I want the process to feel easy for them

- I will guide the whole experience
- They do not need beauty experience
- Their only role is inviting lovely people and enjoying the evening

I ask: • How many people fit comfortably around their table/living room

- What atmosphere they want
- Which friends would enjoy the experience most

I encourage them to: • Invite a couple more than needed

- Focus on warm, positive people
- Avoid stressing about numbers

PART 3 — WHATSAPP GROUP SETUP

4. Create the WhatsApp group

I usually create the WhatsApp group 10–14 days before the event.

If it's booked short notice, I'll create it straight away.

Group setup tips: • Add a lovely relevant image
• Name the group clearly

Example:

“Tracey’s Skincare Glow & Go — 15th May”

This also helps you stay organised when you have multiple groups running.

I add: • The host
• Make her admin
• ONLY guests who have confirmed they can attend

This is really important.

Avoid adding people who “might” come because: • People leaving the group creates negative energy

- It makes the host nervous
- It lowers excitement for everyone else

As each guest joins, I welcome and thank them personally.

PART 4 — BUILDING EXCITEMENT BEFORE THE EVENT

5. Build rapport before you even meet

About 7–10 days before the Glow & Go, I begin warming the group up properly.

I start with: • A photo of myself
• A friendly voice note introduction

This is HUGE for reducing cancellations and building connection.

The goal is for guests to feel: • Known

- Comfortable
- Included
- Excited

In my voice note, I briefly explain: • What we'll be doing

- What the experience will feel like
- That it's relaxed and fun

Examples: • Guided facial

- Lash personalisation
- Makeup try-on

6. Encourage guest introductions

I ask guests: • How they know the host

- Where they live
- Whether they've heard of MeAmora before

This helps build conversation naturally.

It also helps identify: • Potential future hosts

- Potential stylists
- New areas for growth

7. Keep the chat flowing naturally

As the days go on, I gently keep the conversation active.

I ask questions around the theme.

For skincare: • Do they currently have a routine?

- What products do they currently use?
- What are their skin concerns?

If they don't currently use skincare: "Your skin is in for such a treat!"

If they already use products: "I can't wait to see how you think JOAH compares — feedback is so important to us."

8. Drip-feed content

I slowly add:

- Product information

- Before & afters
- Lash/nail videos
- Product textures/results
- Digital beauty book links
- Customer testimonials

The key is:

Don't overload the chat.

Keep it light, exciting and engaging.

PART 5 — PLANTING HOST & RECRUITMENT SEEDS

9. Naturally introduce the host opportunity

I always mention hosting BEFORE the event itself.

I'll say things like:

"I'd love for all of you to enjoy the host rewards too."

I explain:

- Hosts receive a minimum of £30 in reward points

- Hosts can earn even more depending on sales
- It's fun, relaxed and fully guided

I'll usually share:

- A host reward graphic

- Different reward levels

This creates curiosity early.

10. Introduce the stylist opportunity naturally

I also drip-feed small recruitment comments naturally into conversation.

Examples:

- We're still a growing company

- No previous experience needed
- No targets
- Flexible around family/jobs/life
- Their business, their way

I never “hard recruit.”

I simply create awareness and see who engages.

If someone comments positively, I message privately afterwards and ask whether they’d like more information.

PART 6 — PREPARING FOR ORDERS

11. Set up customer accounts before the event

A few days before the Glow & Go, I share the pop-up/shop link and ask guests to create their account beforehand.

I explain: • They’ll start earning reward points immediately

- They receive £1 back for every £10 spent
- It makes ordering easier on the night
- They can save favourites beforehand

I also explain: • Orders are placed directly through the website

- Guests pay securely by card
- Products are shipped directly to them
- No awkward collecting money or delivering products for the host

This creates a gentle expectation that guests will likely treat themselves.

12. Update excitement the day before

The day before, I: • Remind guests about setting up accounts

- Share any current offers
- Confirm timings
- Build excitement

PART 7 — THE GLOW & GO EVENT ITSELF

13. Welcome everyone warmly

The atmosphere should feel: • Relaxed

- Fun
- Personal
- Social

Never formal.

I remind everyone: • Ask questions

- Enjoy themselves
- There's no pressure

14. Guide the experience simply

Use prompt cards and keep everything easy to follow.

For JOAH skincare:

Cleanse → Tone → Treat → Moisturise

For makeup/lashes: • Demonstrate

- Guide
- Let them try
- Keep interaction high

The more guests interact, the more emotionally connected they become to the products.

15. Move naturally into ordering

Once the experience is complete: • Recommend products personally

- Mention event only offers
- Help them build routines/bundles

Keep ordering simple and immediate.

PART 8 — FOLLOW-UP

16. Message the group afterwards

Once home, I always message the group:

“Thank you so much for such a lovely evening.”

For skincare events:

“Hope you all wake up with glowing skin!”

This keeps the emotional connection going.

17. Follow up the next morning

The next day I: • Thank everyone again

- Ask how their skin feels
- Ask if anyone has questions
- Thank customers for orders already placed

This helps encourage any remaining orders too.

18. Follow up with potential hosts/stylists

I personally voice note or message: • People who engaged most

- Potential hosts
- Potential recruits

Personal follow-up matters massively.

19. Keep conversation going while orders arrive

As products arrive: • Thank each customer

- Ask for feedback
- Encourage before & after photos
- Ask how they found the event

People love feeling valued and listened to.

20. Move guests into your VIP community

After around 2 weeks: • Close the temporary Glow & Go chat

- Share your VIP WhatsApp/Facebook community link

This keeps customers connected to: • New launches

- Offers
- Future Glow & Go events
- Recruitment opportunities