

MOTIVES® BEAUTY 101

FUN FUN FUN.. SIMPLE DUPLICATABLE, MASSIVE ACTION

PRE EVENT

Decide on a date (Best time is right after work: ie 6 PM

Host invite 30+ people personally/phone and send email to follow-up

Presenter confirming by phone the day before or day of the event ensures a good turn out and successful event.

Set up Motives Top 10 (attractive display)

Print out all required handouts.

Optional: Skin Care, Consumer Palette

La La Kit, Buy 3 gets 1 Free Kits, any Motives Kits

30 minute social time as people arrive

NO ALCOHOLIC DRINKS

Start promptly even if all guests are not there

Beauty 101 is "1" hour only/ 1 ½ including social time

MEET AND GREET ½ Hour

- Greet each guest
- Hand out name tag
- Have them write 1 makeup item they can not live without on it
- Hand out folder include inside
- a. Survey - Face Chart - Quad Specials and Fast Start

Ask them to please fill out the survey before the party

Serve Opuvita Cocktail and TLS Shakes in Kitchen

Snacks nothing messy ie, cheese and veggie tray

NEW DISTRIBUTOR OR HOST/HOUSTESS:

Host/ Hostess: Welcome & thank everyone for coming

Host/Hostess Share 2 Min. Commercial

Introduce Presenter: They give their 2 min Com.

Presenter has guests introduce themselves

- Name, what they do and why did they come tonight?
- What is the one makeup item you can not live without
- What is one makeup challenge you have have?

Ask selected Distributors or Guests to share their Motives Testimony

PRESENTER OR ASSISTING DISTRIBUTOR:

- Introduction of Market America and Shop.com (Annual Report)
- Based in Greensboro, NC; started in 1992,
- Celebrating 20 years of success
- Product Brokerage & Internet Marketing Company:
- With many Divisions and diversity:
- We have many Billion \$\$ Markets
- Consumers are already purchasing them everywhere and anywhere
- 2010 partnered with Microsoft and acquired Shop.com
- Allowing us to specialize in online shopping, and being Shop Consultants
- Financially strong, in multiple countries: just opened in Mexico and England.
- Although we have many divisions, today's focus is on Motives by Loren Ridinger and Motives for La La.
- Motives Cosmetics is a line that has Chanel quality for less than Mac prices.
- Most Dept. store cosmetics are created in a handful of factory's and then privately packaged.
- Motives Cosmetics are created by those same top factory's, often for less than half the price.
- Because there is no Brick and Mortar store with its overhead, we are able to pass those savings on to you.

Prepare before event:

- Name tags
- Motives® Empty Folders code 138 or
- Manilla Folders
- Motives Top 10 Products
- Motives Catalog for each guest
- Sharpie for each guest
- 7-Piece Essential Brush Set code 31MBR
- 3 Powder Brushes (your preference)
- Mineral Flat-Top code 35MBR
- Kabuki Brush code 41MBR
- Retractable Powder Brush code 43MBR
- Disposable Lip brushes code 76661
- Disposable mascara brushes code 800777
- Hand Sanitizer
- Brush Sanitizer
- Paper or Hand Towels
- Mirror
- Small table for Top 10 Products
- Chair or stool next to table
- Motives® Client Cover-up (MA Gear)
- Optional - Any Motives Kits
- Client Record and Receipt (Catalog use)
- a. Back office - Downloads
- b. Motives downloads 44, 45, 46
- Print Outs/ www.jackiblasko.com
 3. Top 10 Face Chart
 4. Top 10 Top 3 Benefits
 5. Top 10 Order Form
 6. Specials Order Form
 7. Beauty/Health Surveys
 8. Download video clip
- Snacks for social time (Nothing Messy)
Opuvita Cocktail (Nov. 2012 Powerline)
Isotonix Beauty Blend,
Calcium, Activated B-Complex (Stress Cocktail)
Mocha/TLS Shakes/Fruit
- Free Gift for filling out survey ie.
Mochatonix packet, sample lotions,
Make up what ever you want.

PUSH PLAY FOR YOUTUBE

Now I would like to introduce you to Motives by Loren Ridinger:

Play video from you tube “**MOTIVES PRODUCT DEMO**” 2 minutes 58 seconds

ASK: *Can you think of 2 people who would like this kind of quality cosmetics with bargain prices.*

PRESENTATION

Discuss proper Sanitation etiquette for handling make-up

- No double dipping - Use disposables
- Use spatulas to remove cream products from container
- Do NOT use the back of your hand to sample use palette from MA Gear or a CD
- Have group see you put on hand sanitizer

READ NAMES OF TOP 10 PRODUCTS

Miami Glow - La La Lip Shine - Invisi-Line

Motives Eye Base - Luxe Precision Eye Liner

La La Mineral Mascara - Motives Perfecting Face Primer

Motives Eye Brow Kit - 40FY Lip Treatment

Tonight I will be demonstrating some of the amazing Top 10 Products
Demonstrate ONLY the following 6 products on guests.

MIAMI GLOW: *Share the Top 3 Benefits of Miami Glow*

- Select 1 guest that will be used for the next 3 demonstrations
- Place Motives makeup cape (MA Gear) on the person in chair
- Ask all guests to point on their faces where the sun kisses them
- Forehead, nose, cheeks
- Presenter now demonstrates MG on guest
- Load brush with Miami Glow
- Brush MG where the Sun kisses you using the Powder Brush or Flat Mineral Brush.
- Pinch the brush and load with MG then swipe over the eyes
- Blend all over face like buffing a shoe with brush softly all over the face.
- Presenter now picks 1 person from audience to demonstrate on 2 other guests.

It is preferable to have the person you pick to have never touched makeup before.

Ask: I bet your thinking of 2 other friends who would love this product, who has

LA LA MINERAL LIP SHINE IN CELEB: *Share the Top 3 Benefits of La La Lip Shine*

- Apply with disposable lip brush to Miami Glow Demonstrator Guest

10 YEARS YOUNGER: *Share the Top 3 Benefits of 10 Years Younger*

- Demonstrate on a Guest the proper way to spray
- Spray in a T shape fan with piece of paper, spray in an X Shape fan again.
- Share that if they really want it to be fully water resistant to repeat above steps 3 times.

At this point Pass the Hand Sanitizer around and ask each guest to please use

INVISI-LINE: *Share the Top 3 Benefits of Invisi-line*

- Demonstrate on one guest using the Eye Primer Brush
- Apply a small amount of product to the flat side of the brush and tap tap tap pushing it in.
- Sanitize brush using hand sanitizer then wipe off with paper towel.
- Demonstrate now “ONLY” on the backs of several people’s hand.

Remember YOUR Goal is

- Identify 2 Business Partners
- For Yourself
- For Your new Business Partner
 - (ABC Pattern)
- Develop 10 Customers
 - For that night
 - for Follow up
- Sell product kits
- Sell Motives Top 10

MOTIVES EYE BASE: Share the Top 3 Benefits of Eye Base

- Demonstrate on the back of several guests hands.
- Remove a small amount of eye base out of pot with spatula.
- Using Eye Primer Brush:
- Swipe a small amount of eye base in a stripe on the back of hand.
- Using Crease Brush and run it over the Miami Glow
- Apply to the area “BESIDE” the stripe (NOT on it)
- Load the Crease Brush again with Miami Glow and apply on “TOP” of the eye base stripe.

LUXE PRECISION EYE LINER: Share the Top 3 Benefits of Luxe Eye Liner where indicated below

- Demonstrate with a small swipe on the back of each person’s hand.
- Ask them not to touch it until you say so. *(Share Benefits NOW while product dries)*
- Now say GO---TRY TO WIPE IT OFF.

You might have the occasional person who is oily skin or had oily lotion on say “Mine wiped off”.

NO problem say “Great I am so glad you had that happen, people with oily skin need to make sure to use a toner or eye base first, and make sure the area they are applying the “Eye Liner” to is clean so it can grab to skin”.

READ AND REVIEW THE REMAINDER OF TOP 10 AND BENEFITS

La La Mascara, Perfecting Face Primer, Brow Kit, 40FY

ENDING ACTIVITIES

HAND OUT AND REVIEW

Have helper pass out the Order Forms, Catalog and Sharpie at this point

Review Folder and talk about:

Beauty 101 Survey, Face Chart, Quad w/ specials

Explain the value of the Quads with Special Offers

Remind them these specials are for TONIGHT ONLY!

(FYI: Buy 3 get one free is not a MA special it is YOUR special, you are giving up some of your retail in exchange for a greater share of BV and moving product.)

Instruct Guests to go through catalog and circle “Everything They Love”

CLOSE

- Was that not amazing seeing some of our Top 10 Products in action,
- Which Top 10 products can you not afford to live without tonight?
- Guess what? Did you know today's show specials will cost you less than a fancy cup of coffee each day.
- Only you know if your skin and appearance are worth that.
- So let me ask you all this question?
- Is there any reason you would not want to get started using these amazing cosmetics right away?

Script 3 Ways to Buy (last page)

ALL OTHER DISTRIBUTORS: Migrate around the room offering personnel help to each guest.

Presenter: Already have a place set up where you can sit with guests one on one and help them fill out orders.

Presenter is NOT to do any more demonstrating but only to close orders for guests

Have order forms w/specials, for catalogs have Client Record and Receipt 44-46 from Motives Downloads

If other “Kits” or products are available

Encourage guests make their way to all the stations and experience everything.

Ask Guests to feel free to sample for themselves all of the “Motives Top 10” products.

- No double dipping
- Use disposables
- Use spatulas
- Use hand sanitizer

Remind them of Sanitation Etiquette.

SCRIPTS

LET ME OFER 3 WAYS TO PURCHASE TONIGHT:

1. _____ has a few products in the kitchen in stock and if you are lucky you can take your product home now. We will also make you a Motives Preferred Customer for future special deals.
2. If _____ does not have the items you want, _____ will order them and will deliver them or it can be shipped to your door and you will get cash back for your purchase.
3. _____ my favorite way to purchase is to buy wholesale. If you are interested in developing a weekly income, please let us know and we will get you more info.

INVITATION SCRIPTS:

Hi _____. Do you have a minute? Are you doing anything next _____?
Well, I/We came across this guy/gal/professional/company that offers amazing cosmetic line that is the quality of Chanel but half the price.

I/We are hosting a Beauty 101 Party here at my home on _____.

I know you like make up, looking great and saving money just like me.

(If you know they have a beauty or cosmetic challenges add this sentence:

I know _____ struggle/s with _____ and I heard they have products that may help you/them.

I/We are really impressed. I want you to come over and check it out. It is only a hour or so and it would mean a lot to me and we should have some fun, so will you come _____ at _____?

I will be emailing an invitation and then I will call you the day before or day of, to remind you.

Thanks so much.

FOLLOW-UP SCRIPTS: REVIEW NAMES LIST WITH NEW DISTRIBUTOR

SCRIPT FOR THOSE WHO COULD NOT COME.

Hi _____. I just wanted to follow-up with you regarding the "Beauty 101" I had at my house. It went so great, and I am so impressed with this product line and its ability to help people. I really did want you to be there at this special presentation but maybe this is better and I can show you first hand the information. What is your schedule like this week? (would afternoon or evening be best?)

SCRIPT FOR CUSTOMER'S THAT PURCHASED:

Hi _____. Just wanted to follow-up with you regarding your new cosmetics and/or skin care products. Have you started using them? How are they working for you? I am very excited about how much we can save on this awesome line of cosmetics and look great at the same time. If you have any questions, please don't hesitate to call. I will be in touch base with you in a few weeks to check in on you.

Thank you for your business.