

BEAUTY BASICS EVENT

Prepare Before Event

- Name tags
- Motives® Empty Folders (Code: 141)
- Motives Top 10 products
- Mavens Element Palette (Code 1LMT)
- Any shade of Liquid Foundation
- Makeup sponges
- Motives Catalogs (Code: 3520)
- Pens
- 8-Piece Deluxe Brush Set (Code: 46MBR)
- Disposable Lip Brushes (Code: 76661)
- Disposable Mascara Applicators (Code: 80077)
- Hand sanitizer
- Brush sanitizer
- Paper towels/cotton balls
- Mirror
- Small table to display products
- Chairs for each guest
- Optional: Lumière de Vie®, other Motives products, La La products
- Printouts:
 - Top 10 Suggested products
 - Top 10 Order Form
 - Specials Order Form
 - Beauty Basics Survey
- Download Motives video clip
- Snacks
- MochaTonix®, Isotonix OPC-3® Beauty Blend, Ultimate Aloe™
- Free gift for filling out survey:
 - MochaTonix® packet, Ultimate Aloe™ packets, Royal Spa®

Pre-Event

- Work with a host to decide on a date (best time is right after work, e.g., 6:00 p.m.)
- Instruct the host to invite 30+ people, personally or by phone, and send email to follow up
- Confirm by phone the day before or day of the event
- Set up Motives Top 10 products
- Print out all required handouts
- Optional: skincare – Lumière de Vie, Motives Mavens Element Palette, Motives for La La products, any Motives Kits
- Allow 30 minutes social time as people arrive
- Start promptly even if all guests are not there
- Beauty Basics is one hour but allow an extra hour to include social time and closing (two hours total)

Meet and Greet (30 minutes)

- Greet each guest
- Hand out name tag
- Hand out folder (include Beauty Survey and suggested products form)
- Ask them to fill out the Beauty Survey before the presentation
- Serve beverages such as MochaTonix® and TLS® Shakes
- Serve snacks (e.g., cheese and veggie tray; nothing messy)

New Beauty Advisor or Host/Hostess

- Welcome and thank everyone for coming
- Share two-minute commercial
- Introduce presenter and have them give their two-minute commercial
- Presenter has guests introduce themselves (have them reference what they filled out in the Beauty Survey)
 - Name, what they do, and why they came
 - One makeup item they can't live without
 - One makeup challenge they have

Presenter or Assisting Beauty Advisor

- Introduction of Market America and SHOP.COM
- Based in Greensboro, NC; started in 1992
- Celebrating 24 years of success
- We are a product brokerage and internet marketing company; We tailor our products to what people really want and we can move with the demands of the marketplace.
- We offer many different products and have different divisions in our company
- Today's focus is on Motives by Loren Ridinger and Motives for La La
- Motives is the hottest and fastest growing cosmetics line on Instagram
- Motives is customizable, we have products for all skin types and skin tones
- We source out the best of the best products (as product brokers) from over a dozen different manufacturers so we can offer the best high-quality products at affordable prices
- Our products are hypoallergenic, gluten free and cruelty free

Push Play for YouTube

"Now I would like to introduce you to Motives by Loren Ridinger." Play video from YouTube titled "Motives Product Demo" (2 minutes and 58 seconds)

ASK: "Can you think of two people who would like this kind of quality cosmetics with bargain prices?"

BEAUTY BASICS EVENT

Read the Names of the Top 10 Products

- Complexion Perfection Face Primer
- INVISI-LINE
- Eye Base
- Pressed Bronzer – *Miami Glow*
- Luxe Precision Eye Line – *Jet Black*
- La La Mineral Volumizing and Lengthening Mascara
- Essential Brow Kit
- La La Mineral Lip Shine – *Celeb*
- Foundation Brush
- 10 Years Younger Makeup Setting Spray

Demonstrate the Top 10 products on guests' hands. Pass around hand sanitizer and ask each guest to use some. Make sure you have everyone refer back to their Beauty Survey as you go through each product. For example, after you demo the Complexion Perfection Face Primer, you want the guests to refer back to their Beauty Survey, and if they checked that their makeup does not go on smooth/even, you want to tell them to circle the primer on the suggested product form as a must-have.

Share the Benefits of Each Product

Complexion Perfection Face Primer

- Explain the surface of the skin is like an orange – the primer fills in all imperfections, making the surface even and smooth like an apple
- Demonstrate now only on the backs of everyone's hands
- Helps you obtain a flawless and more youthful appearance
- Helps your makeup glide on smoothly and last longer throughout the day
- Creates a barrier between skin and foundation
- Evens skin tone

INVISI-LINE

- Demonstrate now only on the backs of everyone's hands
- Fills fine lines and wrinkles (like spackling does for walls before painting)
- Visible difference immediately for men and women alike
- Antioxidants promote healthy skin

Eye Base

- Demonstrate on the back of your hand
- Remove a small amount of Eye Base with spatula
- Using the Eye Primer Brush, swipe a small amount of the Eye Base on the back of your hand
- Take the Eye Shadow Brush and dab in any eye shadow from the

- Mavens Element Palette, using pressing and patting motions
- Place the Eye Shadow on top of the side with the Eye Base, then place the shadow on an area without Eye Base, showing the side with the Eye Base is more intense and smoother
- Neutralizes unwanted discoloration in the eyelid
- Holds eye shadow better and makes it last
- Shadows will look like their true color

Pressed Bronzer – *Miami Glow*

- Ask all guests to point on their faces where the sun naturally kisses their skin: forehead, nose, cheeks
- Apply *Miami Glow* on top of guest's hand with a cotton ball
- Sun-kissed bronzer for any skin type
- Easy to apply, buildable color
- Adds a natural, healthy glow for flawless looking skin

Luxe Precision Eye Line – *Jet Black*

- 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 while product dries
- Now say, "Go, try to wipe it off. See how amazing this liner is?"
- Easy application (smooth like a fine-tip marker)
- Long wearing, will not smudge (sample only on backs of hands, not eyes)
- Liquid liner in a pen, so you can make a thin or thick line

Essential Brow Kit

- Take a brush and show guests how to measure the perfect brow shape
- There are three points (See picture on next page):
 - First, hold the brush at the side of the nose straight up to the inner corner of the eye; that is where brows should start
 - Second, hold the brush at the side of the nose up through the outer part of the pupil; that is where the arch should be
 - Third, take the brush at the side of the nose up through the outer part of the eye; that is where brows should end
- Powder is softer for more natural-looking brows
- Two colors mix together to make the perfect color
- Brush is amazing, easy to use, and makes strokes that look like natural hair
- Wax is like hairspray for the brows and keeps the hair in place all day

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10 Years Younger Makeup Setting Spray

- Demonstrate on a guest the proper way to spray
- Spray in a T-shape and spray in an X-shape
- Reduces makeup slippage into pores, lines, and wrinkles
- Sets your makeup to last all day with fewer required touchups
- Can be used in place of water for eye shadow liner and airbrushing

Foundation Brush

- Demonstrate how using a brush uses less product and saves money
- Take any color of liquid foundation and put two circles on a mirror (a little smaller than a dime size)
- Take the makeup sponge and rub over the foundation to spread it on the mirror (only on half of the mirror)
- Then take the Foundation Brush and go over the foundation on the other side of the mirror and spread it on the mirror, showing how the sponge absorbed all the foundation and the brush was smoother and didn't waste the foundation
- Bestseller! Helps to apply any liquid- or cream-based products
- Use less product so you save money and eliminate waste
- Even application and more natural look

La La Mineral Volumizing & Lengthening Mascara *Black*

- Give a disposable mascara applicator to every guest and allow them to sample the mascara
- Gives volume and length to lashes
- Gentle on sensitive eyes
- Won't dry or flake on your lashes

La La Mineral Lip Shine *Celeb*

- Give a disposable lip brush to any guest that wants to apply gloss on lips.
- Beautiful color on every skin tone
- Great staying power for a gloss
- Not sticky or slick



BEAUTY BASICS EVENT

Review the Benefits of the Following Products

- Isotonix OPC-3® Beauty Blend
- Ultimate Aloe™ Juice
- MochaTonix®

Ending Activities

- Have a helper pass out the order forms, specials flier
- Review forms and talk about:
 - Beauty Basics Survey, quad with specials
 - Explain the value of the quads with special offers
 - Remind them these specials are for tonight only

Close

- Which Top 10 products can you not afford to live without?
- So let me ask you this question? Is there any reason you would not want to get started using these amazing cosmetics right away?"
- Using the provided script, explain to guests how to purchase the products

All other Beauty Advisors: Migrate around the room offering personal 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 close orders for guests. Have order forms and catalogs.

If other kits or products are available, encourage guests to 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. Remind them of sanitation etiquette.

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

Scripts

Let me offer three ways to make a purchase tonight:

1. _____ has a few products 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 item(s) you want, _____ will order them and will deliver them or they/it can be shipped to your door, and you will receive Cashback 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 came across this amazing cosmetic line. I am hosting a Beauty Basics Event here at my home on _____. I know you like makeup, looking great and saving money just like me.

I want you to come over and check it out. It is only an hour or so, and it would mean a lot to me if you would come. I really value your opinion. I only have 10 spots open, can I count on you to be there?

Follow-Up Scripts:

Review Names Lists with new Beauty Advisor

Script for those who could not come:

Hi _____. I just wanted to follow up with you regarding the Beauty Basics event I had at my house. It went 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 the information firsthand. What is your schedule like this week? Would afternoon or evening be best?

Script for customers who made a purchase:

Hi _____. I just wanted to follow up with you regarding your new cosmetics and/or skincare 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/skincare and look great at the same time. If you have any questions, please don't hesitate to call. I will be in touch with you in a few weeks to check in on you. Thank you for your business.