

IT'S YOUR TIME TO SHINE BEAUTY BASH



*COME OUT AND SHINE WITH ONE OF THE HOTTEST COSMETIC
LINES IN THE INDUSTRY.*

Date _____ Time _____

Location _____

Please RSVP: _____

MOTIVES
LOREN RIDINGER

IT'S YOUR TIME TO SHINE RETAIL EVENT

PREPARE BEFORE EVENT

- Name Tags
- Motives® Empty Folders (Code: 141)
- Motives Catalogs (Code: 3520)
- Isotonix OPC-3® Beauty Blend
- Ultimate Aloe Kiwi Strawberry Flavor Powder
- Featured Motives and Skintelligence® Products
- Markers/Pens
- Hand Sanitizer
- Washcloths
- Crockpot
- Mirror
- Lip Brush Applicators (Code: 76661)
- Eye Shadow Applicators (Code: 67171)
- Mascara Wand Applicators (Code: 80077)
- Dual Ended Angled Brow Brush/Eye Shadow Applicators
- Foundation Sponges
- Round Cotton Pads
- Toothpicks
- Shot Glasses
- Plastic Wine Glasses
- Napkins
- Thank You Cards
- Printouts:
 - Retail Event Placemats (printed and laminated)
 - Retail Event Flip Chart
 - Retail Event Package Flyer
 - Client Record & Retail Receipt
- Snacks and Beverages
- Watch recorded broadcast on Motives Training Channel on MeetON.com

PRE-EVENT

- Work with a host to decide on a date (best time is right after work, e.g., 6:00 p.m.) **Partner A**
- Instruct the host to invite 6 people, personally or by phone, and send email to follow up **Partner A**
- Confirm by phone 2 days before the event **Partner A**
- Print out all required handouts
- Each partner should arrive 1 hour prior to the event for setup
- Set up Motives and Skintelligence product display; prepare guest folders with handouts (face chart with product pictures and client record retail receipts) **Partner A**
- Set up place settings for each guest (placemat at each seat with a clear shot glass to hold all disposable applicators) **Partner B, Partner C** to assist
- Start promptly even if all guests are not there
- Retail Event is one hour but allow an extra hour to include social time and closing (two hours total)

- It's a great idea to invest in 6 brush sets and provide one at each station – this will help sell them. If not, disposables are fine.

MEET AND GREET (30 MINUTES)

- Greet each guest
- Hand out name tags
- Allow 30 minutes social time as people arrive; welcome them and invite them to get a beverage or snack
- 10-15 minutes prior to starting, pass out folders (include Event Package flyer, Beauty Survey) and ask each guest to complete the beauty survey **Partner C**
- Serve beverages such as MochaTonix® and TLS® Shakes
- Serve snacks (e.g., cheese and veggie tray; nothing messy)

STARTING ACTIVITIES

- Request each guest turn in their completed Beauty Survey **Partner B**
- Pass out a ticket for each complete survey **Partner C**
- Welcome and thank everyone for coming **Partner A**
- Presenter introduces themselves and shares what they love about Motives **Partner A**

PRODUCT PRESENTATION

- Introduction of Motives **Partner A**
 - Brand Introduction, Media, Events using the Flip Chart as a guide
- Introduce **Partner B** to continue skincare presentation
 - Walk guests through the skincare steps using the Flip Chart as a guide
 - Allow guests time to apply products along the way
- Pass out Motives Makeup Remover Towelettes; then get washcloths out of the crockpot using tongs and place on a tray **Partner C**
 - Give a washcloth to each guest to use after cleanser; collecting them once this step is completed **Partner C**
- Upon completion of the skincare steps, welcome **Partner A** back to continue makeup application
 - Test custom blend base shades on each attendee to identify which one to "sample" for that step. After deciding which of the 7 works best, squirt a small amount directly on the placemat on top of the custom blend bottle picture (about the size of a dime) add a drop of fringe benefit for texture and mix up with toothpick. Instruct them to wait until that step to apply all over face & explain that there are many other additives and modifiers to further customize and perfect their personal blend, that they can book a consultation before leaving that night
 - If you don't have a custom blend kit, than feel free to use any of our other foundation options during that step and fill out the client record retail sheet accordingly
 - Walk each guest through makeup application using Flip Chart as a guide
 - **Partner B** will assist one side of the table and **Partner C** will assist the other side, ensuring each guest has the items needed to practice application

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ENDING ACTIVITIES

- Review each item included in the Motives folder **Partner A**
 - Special package pricing, order forms, catalogs
- Thank each guest for coming and let them know you will be available to answer questions and assist with checkout **Partner A**
- Announce that any guest who would like to book a Motives event will receive a _____ (special prize of your choice) **Partner A**
- Pick up tickets and announce winner **Partner C**
- Book all custom blend consultations for those who are purchasing it with their kit that night and/or at a later date
- Promote any and all upcoming events

*The partner responsible for organizing the event should bring the prizes
If the responsibility is shared, then each partner should bring a prize.

CLOSE

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 ready. **Partner A**

Hand out Thank You Cards to each guest and include your contact information to book a future event. **Partner B**

Remember, your goal is to create a fun, classy, organized and efficient event that flows well and is professional. This event outline offers a simple system involving three business partners and six VIP guests. Each partner plays a specific role in the event, from beginning to end. Hosting a Motives Beauty Event is a lot of fun and can be very rewarding – it's YOUR time to shine!

COMPLETE THE LOOK PRICING

PRODUCT	CODE	BV	UNFRANCHISE COST	RETAIL
Motives® Eye Base	SB01	9	\$12.00	\$16.95
Motives® Mavens Element Palette	1LMT	18	\$30.00	\$42.00
Motives® Insta-Smooth	201LEG	10	\$13.50	\$18.95
Motives® Complexion Perfection Face Primer	301FP	14	\$17.75	\$24.95
Motives® Custom Blend Foundation			\$15.00	\$45.00
Motives® Shape & Sculpt Duo	100MSD	13.5	\$18.00	\$24.95
Motives® Essential Brow Kit	100MBK	18	\$23.50	\$32.95
Motives® Pressed Blush – <i>Lust</i>	176MB	10	\$13.50	\$18.95
Motives® Mineral Gel Eyeliner – <i>Little Black Dress</i>	002GEL2	9	\$12.75	\$17.95
Motives® Fiber Lush Mascara	100MFM	15	\$21.00	\$29.95
Motives® Mineral Lipstick – <i>Satin</i>	132ML	10.25	\$14.25	\$19.95
Motives® Mineral Lip Shine – <i>Kiss Me</i>	58MLG	9.75	\$14.50	\$18.95
Motives® 10 Year Younger Makeup Setting Spray	301FS	17	\$22.00	\$29.95
	TOTAL	153.5	\$227.75	\$341.45
	RETAIL TOTAL AT EVENT FOR ATTENDEES	\$325.00		
	TOTAL PROFITS EARNED	\$97.25		

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