



## DON'T BE AFRAID...OF GLAMOUR

With so many new Consultants joining our unit I am reminded of my first concern as a Beauty Consultant...how do I pick colors for others and where should they put it on their face???

For many Consultants, this is why they never get out the door and put MK on someone's face. For some Consultants, this is why they never sell anything. Fear of not knowing what to do can paralyze a woman into doing nothing.

As a Director, I forget sometimes because the glamour is the EASIEST part of this business so I focus on the other aspects of the business....like inventory, tea party debut, etc....

As a new Consultant, I was basically a tomboy with no dress in my closet...I had to buy one to go to my first meeting. Glamour that was outrageously bright on me back then, to me, was whisper pink, whip cocoa, azalea blush, and dusty rose lipstick. Now I use those colors for a woman who wants a barely there look with no color. How my *perspective* has changed. My normal everyday look now consists of...vanilla eyesicle, moonstone, vintage gold and blackest black with liquid liner and tons of mascara, bronze sands and pink meringue on the cheeks and berry liner with aloha pink lipgloss. Just a bit different, wouldn't you say?

So what changed...*practice and study!!!*

I practiced on me and my clients with new colors and different color combinations. I looked over magazines and wrote down different tips that I could use with MK colors. I attended 5 different workshops over the years when a Director would bring an Artist like Danton, John Maxwell or Robert Jones. I studied the tips the company would give.

Basically I took the old advice...DO WHAT YOU HATE/DREAD TO DO LONG ENOUGH UNTIL YOU LEARN TO LOVE IT!!

Now I LOVE the color part and here is my simple tip...GET OVER IT!!! IT'S ONLY MAKE-UP AND IT WASHES OFF IF YOU MESS UP..SO HAVE FUN AND PLAY!!! Pretend like you are a make-up artist...I love the Beauty Coat (can't wait for my silver one to get here) because it gives that Counter Girl feel. A grown woman will take advice from a Mall

Counter Girl who has little or no experience because she is in the coat and behind the counter. So I can copy that-go to a counter if you haven't been there in awhile!

Ok...here are a few more of tips...

- 1- use the company color cards and start by practicing the looks that they put together...have the client just paint by numbers then blend for their eye looks
- 2- match the clothes that they are wearing that day! they may love pinks but if they happen to be wearing brown that day then coordinate to match the brown.
- 3- let them know that you are playing with washable colors - "you know what colors you like best but since these samples are free let's try something different today."
- 4- simple eye look that is very trendy right now is one light color across the lid! the dual-end are perfect for this look with lots of mascara
- 5- first time makeovers don't get liners---so they will book again for the full glamour and so I don't run out of liners with women who aren't serious about my products or me
- 6- when picking colors I suggest 2 then let them pick from the color tray what they would like to try. This way their personal preference is accounted for and you act like the professional because you suggested 2 that you think would look good on her.
- 7- remember that color is an art and everyone paints differently...what she sees in the mirror is more important than what you think!!!!!!! Get her opinion after every step..."so what do you think?" If she doesn't like it, then change it then!! It's her perception of what she wants to look like that matters!!
- 8- first appts I just pick a basic look card and then tell them at the second facial we will do more with color and liners. So I get a class later.
- 9- Only let them try 3 lipstick...their lips are too pink from rubbing so the color won't be right. To remove lipstick use the oil free eye makeup remover and then ask her dab some powder or foundation on lips to tone down the pink from rubbing. If she still can't find the right color then have her pull out her own....better to lose the \$12 lipstick sale then the \$102 Miracle Set sale because she can't get past the ugly lips in the mirror.
- 10- As with color, foundation is a preference too. I like my foundation a bit darker than my skin because of sunscreen. My mother-in-law likes hers with more pink - although I don't like it on her and she tried the yellow/neutral base and she didn't like it. Streak 3 colors and ask them what they think. I usually say, "I think that's a little dark but do you prefer it that way?" So that they are getting my professional input but being able to give their opinion too.

So don't DREAD playing...but get out there and practice. They will buy what they try. Have fun and remember that it's all washable...if you mess up, then remove and start over!

*I challenge you to do 5 practice faces this week...focus on the glamour so you may want to get with an existing client who is already on the skincare.*

