

BUILDING YOUR BUSINESS WITH THE MODEL PORTFOLIO

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One of the easiest ways to meet and book people when you're "out and about" (warm chatter booking) is to ask them to be your "face model". It is so flattering to her and fun for both of you.

If you haven't put together your portfolio yet, you'll just need a 3 ring notebook and plastic sheet dividers. You might want to also purchase dividers and break up in categories, for example Fall/Holiday Looks (current Look Book) Looks.. Set a goal to have several models per look...for example: A red head, model "over 40", brunette, bronze skin tone, etc.

Following is suggested dialogue you can use while you are out shopping, running errands, etc.

"Excuse me, but I couldn't help but notice (what pretty skin you have, how great your make-up looks, how wonderful that color looks on you, etc... "whatever" you notice about her so you can pay a sincere compliment). "Are you by any chance wearing Mary Kay?" (Note: this lets you know right away if she already has a beauty consultant). If she says "yes", say "Great! I'm an independent Mary Kay Beauty Consultant, who is your consultant?" This lets you know if she has a consultant who is currently servicing her. Sometimes you will run into people who have "lost their consultant". If she says "No", you can say, "I'd love to introduce myself" ...AS YOU ARE HANDING HER YOUR CARD, "My name is _____. I teach skin care and make-up artistry for Mary Kay and I am involved in an exciting Company project. I am looking for attractive women who might enjoy being a face model. I would love to feature you as a face model in my portfolio." When appropriate you can add, "I need a beautiful Red head, or your eye shape is perfect for modeling our new eye looks, "etc. May I give you the details"? If she is receptive, continue with, "I would give you a complimentary facial, we would take a before picture, do a color makeover, and then take the after picture. You would receive a gift certificate as my thank you (*this could be \$10 or if you prefer, you could give her a product gift or past PCP gift*). Does this sound like Fun?... Great!" If possible, schedule her on the spot (prevents "telephone tag").

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After getting her commitment, you will want to say, "_____, I almost forgot to mention that you are welcome to bring a friend. Sometimes it's fun to share your appointment with a girlfriend. She'll also receive a free facial and makeover, but I want YOU in my model portfolio.

Give her the current Look Book, point out the 4 "Looks". Ask her to take the Look Book with her and select the Look she likes best. Note, this also give her an opportunity to look at our great brochure and see our product line. Make sure your business card is attached to the front (double stick tape works great).

Look her in the eye, smile and say "_____ I will reserve this time just for you. I'll be calling you to find out which Look you selected before we get together on _____. (This also allows you to "confirm" the appointment.) _____, If something should change on your end, please let me know as soon as possible so I can schedule in another model and we can reschedule you. I look forward to seeing you on _____. We're going to have a great time."

If you have an opportunity to schedule models in at your weekly Success Meeting, you could have a qualified class each week just by inviting women you meet while you're "out and about". For example, why not set a goal to have 6 models confirmed each week. You are then likely to have at least 3 show up. That's an extra class each week! Great way to use your time!

Have fun creating your portfolio and building your business with this fun approach! Set a personal goal each week for new faces!

HAPPY BOOKING!!