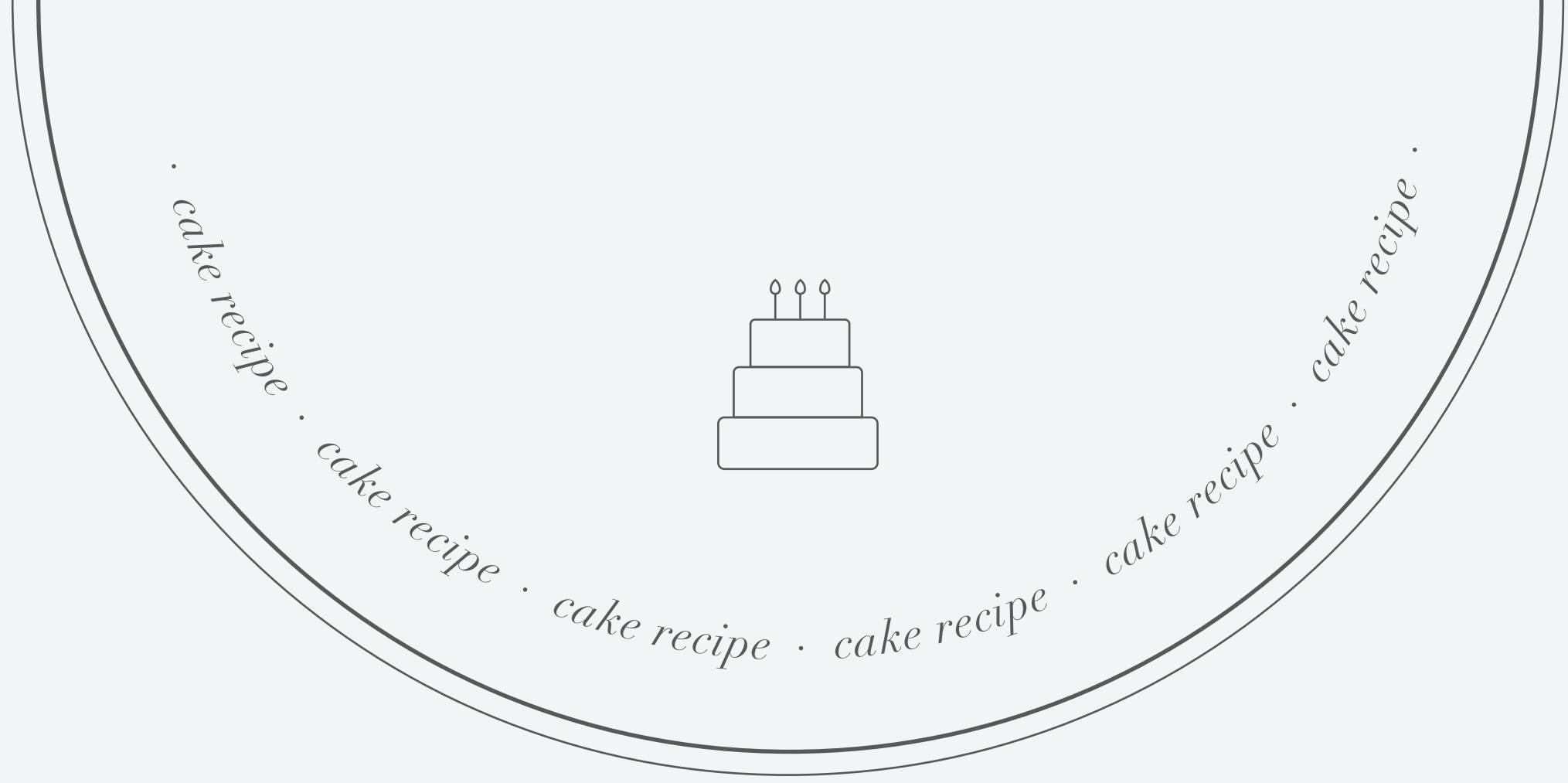


let them
MAKE CAKE

—
THE RECIPE FOR A SUCCESSFUL ARTIST



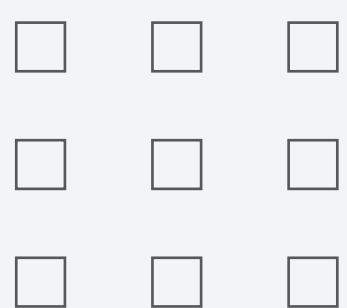


YIELDS: 2 cakes (one to have and one to eat)

SERVINGS: Unlimited



INGREDIENTS: A whole lotta SUGAR



S U G A R

share

use

guide

ace

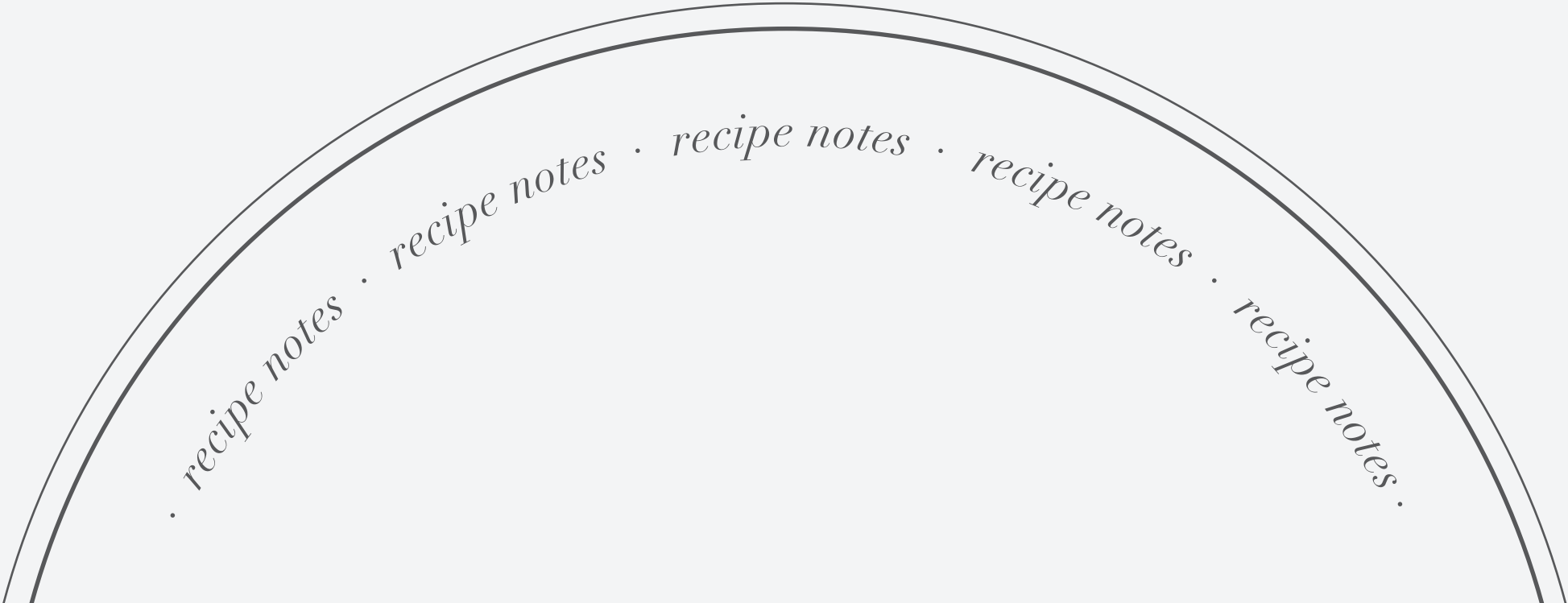
retain

SHARE

Share genuine, organic content every day. Be relatable and actively engage with your audience and others who inspire you.

daily CHECKLIST

- Post at least once*
- Comment back to everyone if possible*
- Use relevant hashtags that will attract the tribe you are looking for*
- Genuinely Engage with other posts*



POST IDEAS

The funniest social media account(s) you follow

Three things you're grateful for

Clean out your makeup bag and share a before and after

Post a poll

Share your old vs. new makeup routine

Support a friend's business by posting about it

Share your most embarrassing story

Share something/someone you're grateful for outside your family

Share your favorite book, ask for recommendations

Share your favorite song, album or artist and why you love it

Share a personal struggle and how you overcame it

Share a favorite beauty hack

Share something you love about your hometown.

Ask your followers to do the same!

Share your favorite eyeshadow combo

Dance your heart out and share it on live video!

Nothing feels better than a midday dance sesh!

Post a selfie and point out what you like about your face, encourage others to do the same

Why do you love your BFF? Tell us all

Better yet, go live with her/him!

Share your best date look and how you achieved it!

Share about a mascara sister and why she inspires you

Share your best mom hack

Post a Tres Leches before and after

Tell us about a goal you accomplished or one you're working on

Share a #maskcaramoment

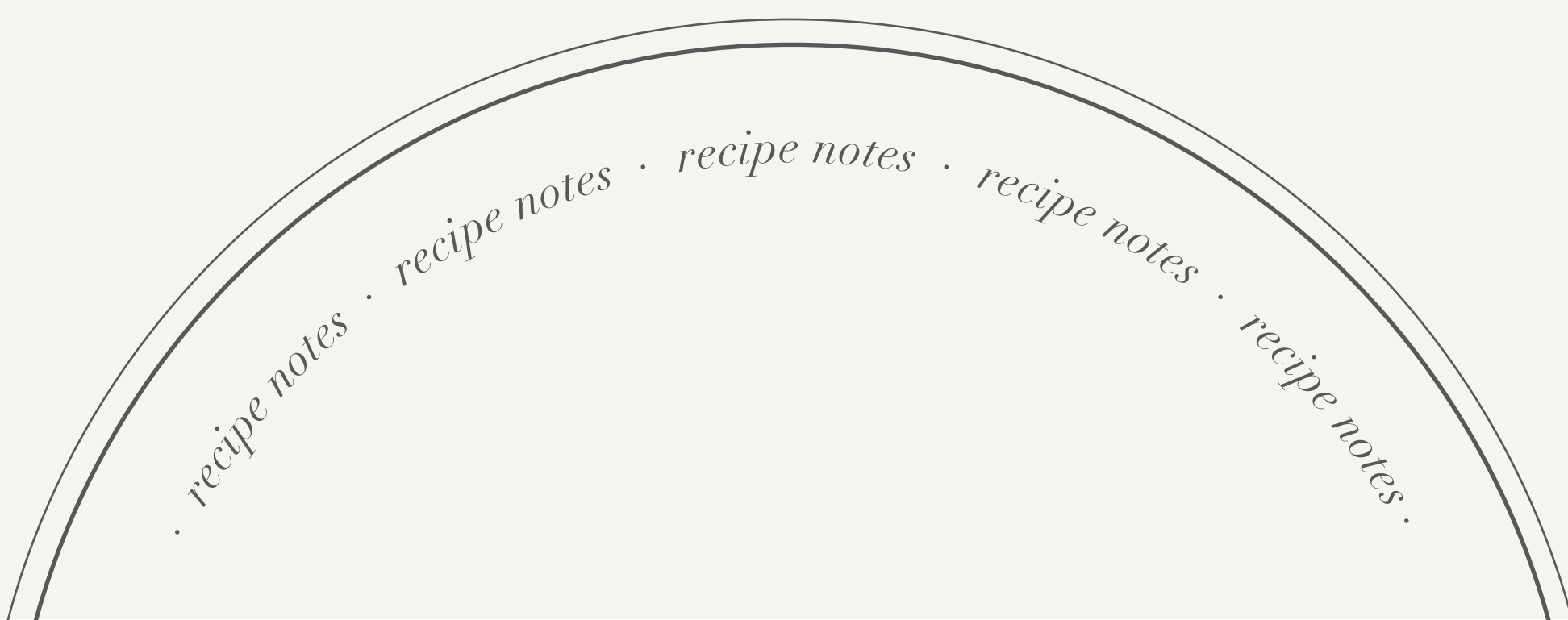
Share what's in your palette!

USE

*Use the product yourself and practice what you preach!
Get outside of your comfort zone and try new products and techniques;
share what you learn and love.*

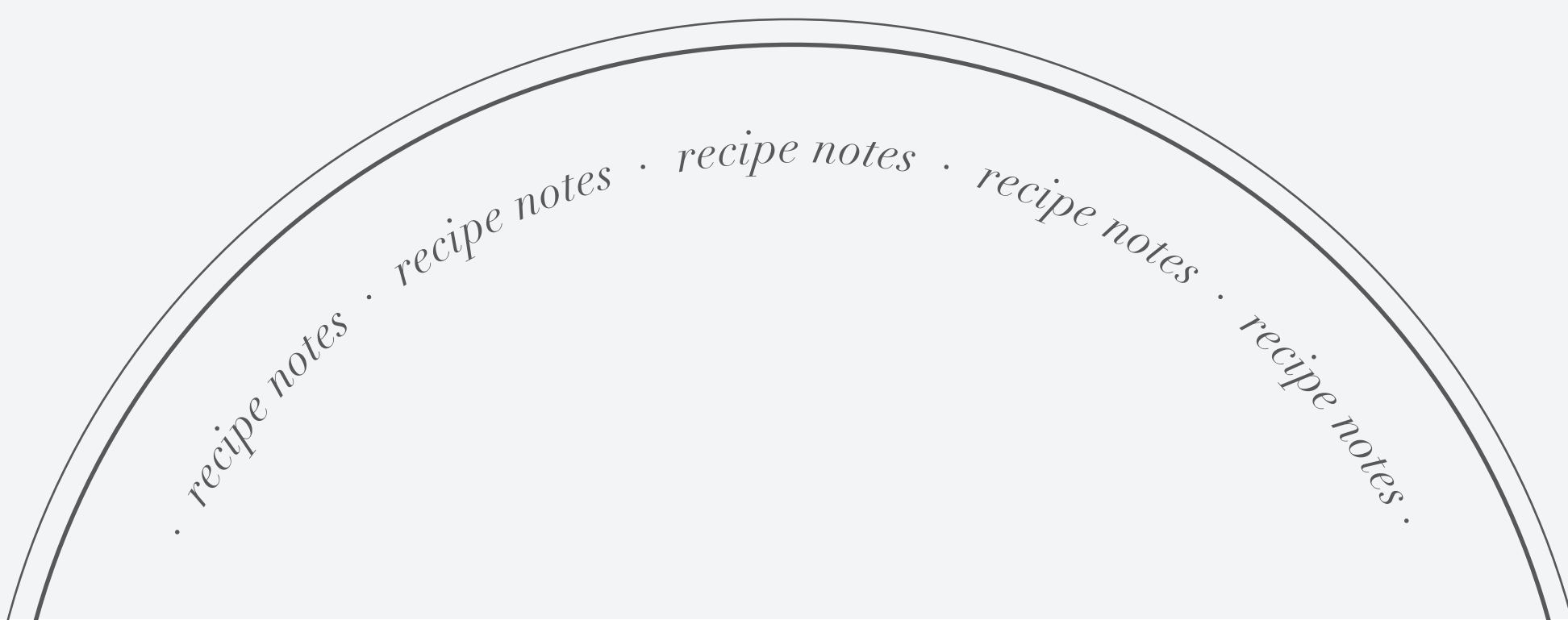
my TO-DOs

- Film your process*
- Experiment*
- Fall in love*
- Try new products*



GUIDE

*Guide your team with positive, motivating leadership.
Be accessible, get to know your team members' individual strength
and motivations, and make teaching a priority.*

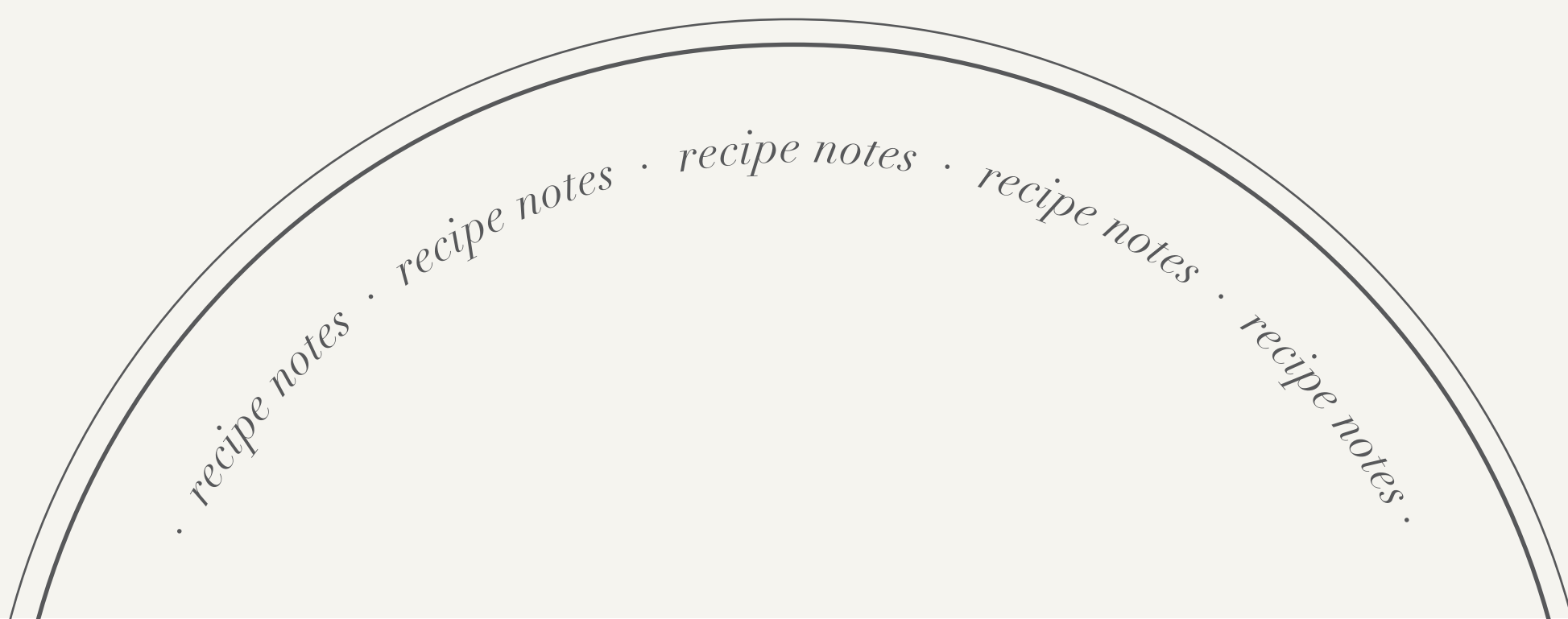


ACE

Ace that color match! Practice really does make perfect, so keep your skills honed by color matching regularly, getting feedback, and educating yourself about the products.

my TO-DOs

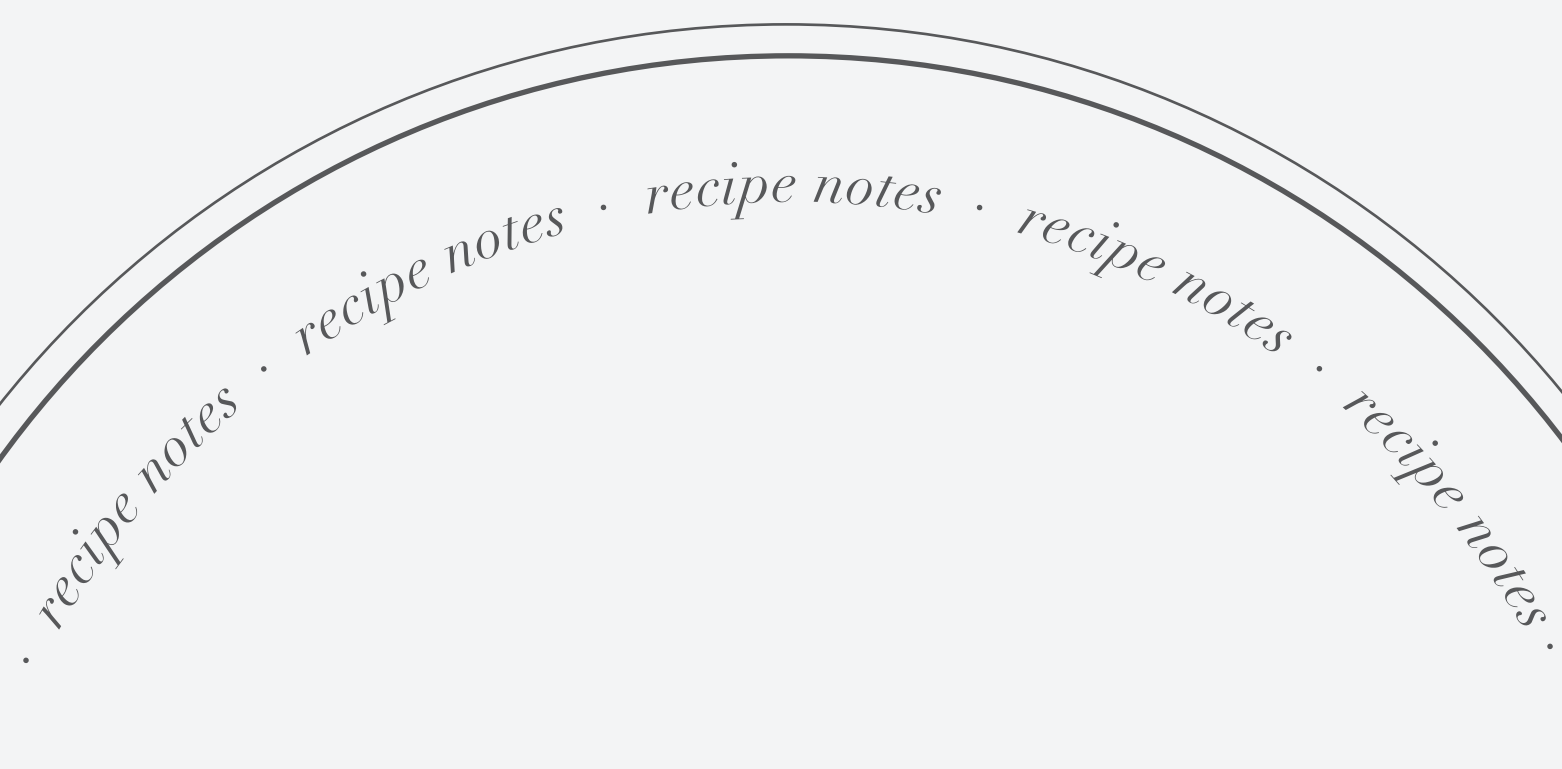
- Put makeup on at least 4 faces a month*
- Not for the sake of selling; experience*
- Take pics*
- Check your work*
- Experiment*



RETAIN

*Retain the customers you worked hard for with close communication.
Utilize the scripts and follow the 5 point post-sale support system:*

- 1. Before the product arrives, touch base.*
- 2. When the product arrives, remind them to try it immediately and offer support.*
- 3. After the product is used, make sure the colors and application are working.*
- 4. Stay in touch by sharing new product announcements.*
- 5. Keep track of when it is time for refills and follow up.*
- 6. Check in at season changes to offer support and suggestions*



PRODUCT IS ON ITS WAY:

I was so excited to see that your order is on its way! I thought I'd share a few tips so you can feel prepared when it arrives. If you're used to using liquid makeup currently, it may take a little getting used to when it comes to the amount of product you'll need! Start with a very light coat and work your way heavier as needed, You'll be shocked by how little you need. If the foundation feels heavy, sticky or is creasing it's most likely the case that you need less product.

I did my best to color match you from your photo, but it's not a perfect science so If you find the product is yellow, ashy; difficult to blend into your skin, patchy, cakey, or is enhancing texture those are red flags that we have the wrong color. Let me know if you experience any of these issues and I'll make sure to remedy it!

PRODUCT WAS DELIVERED:

Looks like it's a great mail day for you! Get your products into your compact and give them a try as soon as you can so we can make sure they are perfect for you. Let me know how it goes! I'm here to help if you have any questions about colors or application.

ONE WEEK AFTER DELIVERY:

I was thinking about you and just wanted to check in and make sure you are loving all of your new products and feeling confident applying them! Have you had any issues? What are your favorites so far? [talk about a product they purchased and what you love about it.]

REFILL REMINDER:

Hope you are having a great day! I just wanted to let you know that if you are running low on any of your products, I'd be happy to help you reorder. One of the things I love about Mascara is that we offer every day free shipping so you can order whatever you want, whenever you want it without having to pay extra!

NEW PRODUCT SHARE:

Have you seen [new product] yet? I love how it [insert product benefit]. You can check it out here: [insert link to the product on your mascara page]. Let me know if you have any questions about it!

Example:

Hi Jen! Have you seen the new milk lip conditioners yet? I love that I don't have to search everywhere for chapstick anymore now that I have it ready in my compact! I'm a big fan of the mint one- it makes my lips feel so fresh and hydrated. You can check it out here: [insert link to the product on your mascara page]. Let me know if you have any questions about it!

SEASONAL UPDATE:

[Season specific suggestions for how to update colors/share promotional bundles]

Example:

Hi Jen- how was your summer? I'm definitely looking forward to cooler weather! When the season changes, many customers find that their highlight and contour colors need adjustment as they gain or lose that tan. If you are finding that your colors aren't blending as beautifully as they usually do, this is probably the case. I'd love to help you adjust your colors so they are perfect again! We also have some gorgeous fall eyeshadow and lip + cheek options that would look gorgeous with your skin tone and eyes- I put together a list of some of my favorites for you. As always, I'm here to help! [attach go-to fall products list]

(I Always start and finish with a spritz of) stay spray to make my makeup look flawless all day

(As you can see in the pic) I've placed two different highlight colors. Wheat will be great for toning any redness and giving a natural coverage and June for brightening! I love to use the Buffy Brush (big side for wheat and small side for June) Our brushes are by far the best I've ever used they are soft durable and the double end gives you more space and way more bang for your buck!

Next I used the flat side of the detail HAC to place the contour right under the cheekbones, around the edges of the face and on the jawline.

For blush I would suggest using the larger side of the BBF brush and softly dab it right into the apples of the cheeks Then flip the brush around for illuminator on the highest points of your cheekbones. Our blush also multitasks as lip color (Huge bonus!) so I also use the same color and dab it into my lips with my finger.

For a more thorough walk through of how to apply here is a video you can watch.

(I am also here every step of the way, so if you have any questions please let me know I am here for you!)

Some additional suggestions for customizing your match. Again PLEASE do not use anything in this list word for word as my experiences and opinions will be different than yours.

OILY SKIN: You mentioned you had oily skin so I suggest setting with vanilla dust using the power powder brush

MAKEUP BEGINNERS: It sometimes seems like a lot in the beginning but trust me I had no clue how to do makeup in the beginning and it only took a few tries and now I've never been happier with my routine!

SENSITIVE SKIN: I know its hard to try something new especially when you have sensitive skin! The foundation is incredibly non-irritating and high quality I do not think you will have an issue although it is always a great start to spot test a small area of your skin especially with skin care or setting spray!

MILK: I am obsessed with the milk system! Before I started using it I struggled with hormonal cystic acne on my chin and small blemishes along my jawline and now my skin is clear! I literally haven't had a single cystic zit since I started using it over a year ago.

READ BEFORE USE: This template is designed to be used as a basic outline for each artist to personalize and add in their own voice. Once you have your personalized version we suggest saving it to an easily accessible area on your phone or computer so it is ready to be customized for each color match client. Items in parenthesis are suggestions and/or examples of good places to use your own voice.

Thank you so much answering some of my questions and sending me some photos!

(Bonus: give a specific compliment of your favorite of their features! It can be difficult to send a no makeup selfie to someone and a genuine specific compliment will help build them up! I am always surprised by how often women have never even noticed the cool features they have! something like "I Love your freckles so much, they frame your nose perfectly!"

Here's the basics of what I suggest for you:

Highlight:

Contour

Lip & Cheek

Illuminator

Brushes

setting spray

If you purchase 4 tins you'll get a small refillable compact for free. The more tins you purchase the larger your free compact is:

4 colors = free quad compact

8 colors = free hac stack

10 colors = free mini double Decker

16 colors = free double Decker compact

(One of my very favorite things about Mascara is that I can fit my entire makeup collection into my double decker compact. It looks beautiful clean and compact, is inexpensive, makes traveling a breeze and saves me a ton of time in the morning by not having to sift and search through products and open and shut bottles!)

For a larger compact you have the space to choose from 50+ Eyeshadows & 20+ lip & cheek colors in addition to your foundation!

Here are some of my suggestions for you:

(your favorite products or choices that are good for your clients preferences and coloring or great for the season!

Ballerina is my personal favorite lip and cheek

I use Bella everyday in the summer it would look gorgeous on you!

If I were to add one more brush I'd get the Blend and Tap I use it for my eyeshadow almost exclusively!)

(a great way to demonstrate where to apply products is to color on the selfie they sent, it doesn't have to be pretty or perfect!)

DIRECTIONS:

Mix ingredients together and bake as long as it takes.

Enjoy the sweet rewards! For best results, bake daily.



BAKING SUPPORT:

For assistance, get in touch with your team leader, tap into help from other Artists via the MAG Facebook group, or reach out to the Ask Team.

