

MOTIVES

LOREN RIDINGER

MAKEUP

TRAINING: MOTIVES 1 TO 1

- Sneak peak of new product launches and an overview of our entire product collection
- **Individual Consultation:** observe a live demonstration of application and closing the sale
- **Station set-up for consultation and proper sanitation practices**
- **“How-To” Host an Event:** live interaction to demonstrate a systematized event
- **Advice on selling in systems and how to build loyalty among clientele, which results in on-going business and referrals**
- **Action Plan:** discussing expected income for consultations and events to customize goals, etc.

COST OF TRAINING: US \$40.00

WORKSHOP: MOTIVES MARKETING

- **The Marketplace** — evaluation of the beauty industry, sales, demand, etc.
- **Industry statistics and our unique positioning as a brand and company**
- **Speaking in Themes:** learn how to create positive gossip to prospects
- **Overview of various partnership options**
- **Leveraging Tools:** sales aids, social media groups, ongoing education, etc.

WORKSHOP: THE ART OF MAKEUP – GUIDED APPLICATION

- How to create an efficient work station
- Proper sanitation during application
- Step-by-step guidance:
 - All About Eyes
 - Flawless Face
 - Perfect Pout

COST OF WORKSHOPS: US \$20.00

SKINCARE

TRAINING: SKINCARE 1 TO 1

- Understanding SKIN
- **Differentiating Our Brands:** understanding the uniqueness of our exclusively branded products
- **Explanation of proper skincare steps & introduction to all options**
- **Conducting a Consultation:** practice asking probing questions, understanding skin types and conditions, etc.
- **Review of the S.O.A.P. communication/documentation method**
- **“How-To” Host an Event:** live interaction to demonstrate an “All About Skin” systematized event
- **Preview of all personal care products & how to build share of customer**
- **Action Plan:** income possibilities based on building share of customer and being a product of the product

COST OF TRAINING: US \$40.00

WORKSHOP: ADVANCED SKIN SOLUTIONS

- Understanding common skin conditions
- Features and benefits of skincare products
- Providing a customized solution
- Learning the correct application
- Discussion of FAQs
- Beauty from the inside out – nutritional support

COST OF WORKSHOP: US \$20.00

CUSTOM BLEND COSMETICS

TRAINING: CUSTOM – BLEND YOUR BEAUTY

- **The Marketplace:** identifying the need, differentiating our product, etc.
- **Understanding our competitive edge**
- **Color Theory & Blending:** discussing how to neutralize unwanted tones, match undertone and create product
- **Overview of our custom blend system and what you’ll need to get started**
- **Art of Communication:** practice client consultation using surveys, asking open-ended questions, etc.
- **HANDS ON MIXING for everyone**
- **Leveraging Tools:** market yourself with promo pieces and capitalize on exclusivity with ongoing support
- **Action Plan:** understanding profit margin and committing to mastering the art of blending, and servicing clients

COST OF TRAINING: US \$40.00 *if you bring your own kit/supplies*
Additional \$50.00 *if trainer provides supplies; you will leave with a customized liquid and a customized powder*

WORKSHOP: ADVANCED CUSTOM BLENDING

- **Maximizing your ROI (return on investment) & client satisfaction by learning how to create additional products from your existing Custom Blend system, such as:**
 - Concealer
 - Blush
 - Eyeshadow
 - Brow Pomade
 - Tinted Lip Balm
- **Encouraging creativity and unique branding**

COST OF WORKSHOP: US \$20.00

FLAWLESS FACE



Motives Complexion Perfection Face Primer (301FP)



Motives InstaSmooth (201LEG)



Motives Color Correction Quad No. 1 or No. 2 (200CCW / 201CCW)



Motives Liquid Powder Mineral Foundation (code varies)



Motives Illuminating Liquid Foundation (code varies)



Motives for La La Liquid Foundation (code varies)



Motives Foundation Brush (45MBR)



Motives Shape & Sculpt Duo (100MSD)



Motives 3-in-1 Contour, Bronze & Highlight Kit (101MSD)



Motives Luminous Translucent Loose Powder (code varies)



Motives Translucent Loose Powder (code varies)



Motives Full Coverage Photo Finish Powder (code varies)



Motives High Definition Powder (360HDP)



Motives Pressed Blush (code varies)



Motives Mineral Pressed Blush (code varies)



Motives Pressed Bronzer (code varies)



Motives for La La Mineral Bronzing Powder (100MLBP)



Motives 10 Years Younger Makeup Setting Spray (301FS)



Motives No More Shine Makeup Setting Spray (302MAS)

ALL ABOUT EYES



Motives Eye Base
(SB01)



Motives Mavens Demure
Palette (10PDEM)



Motives Mavens Dynasty
Palette (10PDYN)



Motives Khol Eyeliner
(code varies)



Motives Luxe Precision
Eye Line - Jet Black
(23ELP)



Motives Mineral Gel Eyeliner
- Little Black Dress
(002GEL2)



Motives Eyelash Curler
(20128)



Motives Lash Primer
(100LP)



Motives Fiber Lush Mascara
(100MFM)



Motives Lustrafy High
Definition Mascara
(code varies)



Motives for La La
Volumizing & Lengthening
Mascara - Black (100MLM)



Motives False Eyelashes
(code varies)



Motives Essential Brow Kit
(100MBK)

THE PERFECT POUT



Motives MUAH
Vanilla Lip Scrub
(502LMT)



Motives for La La
Retractable Lip and
Eye Brush (31MLMBR)



Motives 40FY Lip Treatment
(499MLT)



Motives Lip Primer
(251MLB)



Motives Lip Crayon
(code varies)



Motives Velvet Lipstick
(code varies)



Motives All Day Liquid Stick
(code varies)



Motives Mavens Mattes
(code varies)



Motives Metallic Paints
(code varies)



Motives Mineral Lipstick
(code varies)



Motives Ultra Matte Lipstick
(code varies)



Motives Liquid Pout
Plumper (code varies)



Motives Lip Candies
(code varies)



Motives Mineral Lip Shine
(code varies)

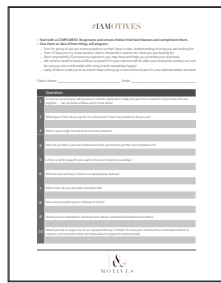
SUGGESTED MATERIALS

Plan ahead to purchase product from unfranchise.com to bring with you so that when you leave the training you are equipped to take action with the necessary tools to prospect and recruit, as well as retail product.

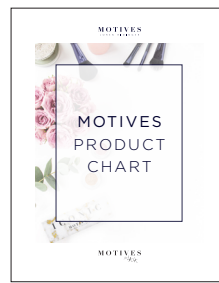
MOTIVES: 1 TO 1



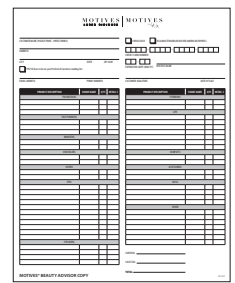
Motives Empty Folder
(code 141)



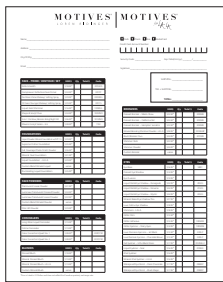
Cosmetic Consultation
Outline
(code 206)



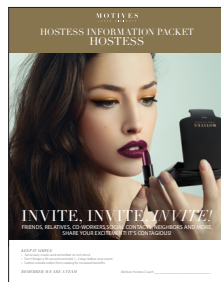
Motives Product Chart



Motives Order Form
(code 100)



Motives Sales Aid
Retail Receipt



Hostess Incentive Packet
(code 232)



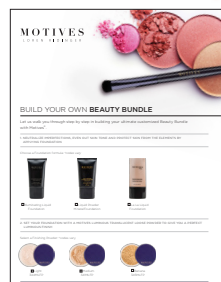
It's Your Time to Shine Event Documents
Event Guide (code 204) • Placemat (code 230) • Flip Chart (code 228)



MOTIVES MARKETING



Motives Empty Folder
(code 141)



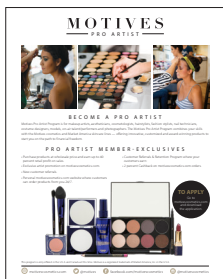
BYO Beauty Bundle



Motives Sales Aid
12 Reasons Why



Motives Sales Aid
Apprentice Flyer



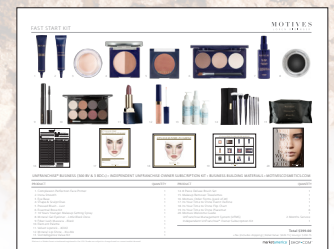
Motives Sales Aid
Pro Artist Flyer



Motives Sales Aid
Beauty Advisor Flyer



Beauty Advisor
Welcome Guide
(code 222)



Motives Sales Aid
Fast Start Kit Flyer

SUGGESTED MATERIALS

Plan ahead to purchase product from unfranchise.com to bring with you so that when you leave the training you are equipped to take action with the necessary tools to prospect and recruit, as well as retail product.

SKINCARE: 1 TO 1



Motives Empty Folder
(code 141)



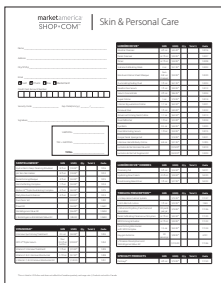
MA Catalog
(code 850)



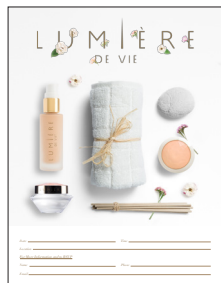
Home Shopping List
(code 671)



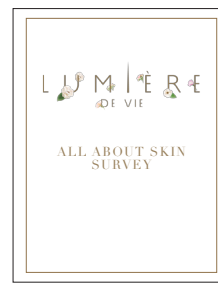
Skincare Consultation
Guide (code 208)



Skincare Sales Aid
Retail Receipt



All About Skin
Event Outline
(code 200)



All About Skin Survey
(code 210)



All About Skin Order Form
(code 212)

ADVANCED SKIN SOLUTIONS



Skincare Product Chart



Skincare Regimen Flyer
Timeless Prescription
Anti-Acne



Skincare Regimen Flyer
Timeless Prescription
Age-Defying Skincare



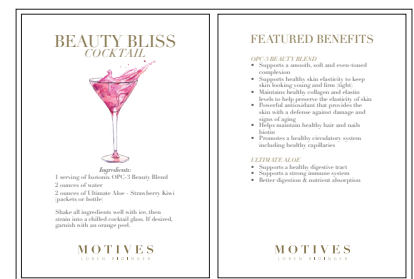
Skincare Regimen Flyer
Skintelligence



Skincare Regimen Flyer
Lumière de Vie



Skincare Regimen Flyer
Cellular Laboratories



Beauty Bliss Cocktail Card

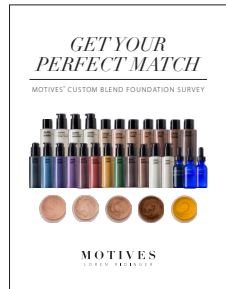
SUGGESTED MATERIALS

Plan ahead to purchase product from unfranchise.com to bring with you so that when you leave the training you are equipped to take action with the necessary tools to prospect and recruit, as well as retail product.

MOTIVES CUSTOM: BLEND YOUR BEAUTY & ADVANCED CUSTOM BLEND



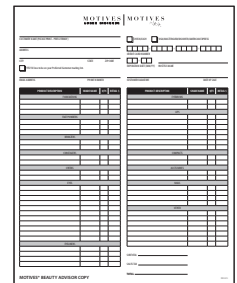
Motives Empty Folder
(code 141)



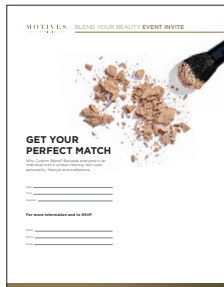
Custom Blend Client Survey - Liquid
(code 218)



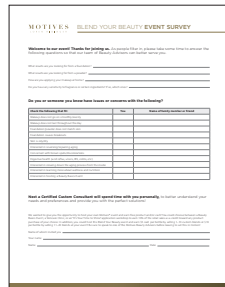
Custom Blend Client Survey - Powder
(code 220)



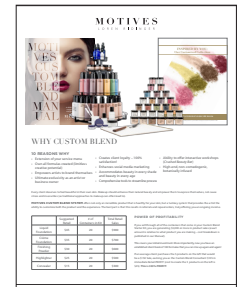
Motives Order Forms
(code 100)



Motives Event Doc
Blend Your Beauty Event Forms



Motives Custom Cosmetics
Custom Blend Manual (code 224)
Inspired by You Recipe Book (code 226)



Why Custom Blend Flyer

Custom Blend Liquid and Powder System



Kabuki Brush (code 53MBR)
Foundation Brush (code 45MBR)
Powder Brush (code 54MBR)



Motives Custom Blend Foundation Starter Kit
Accessories Kit (code 2009CBAK), Bottle (code 317), Glass Jar (code 5CBGJ),
Blending Paper (code 01CBP), Display (code A25102), Blending Knife (code 01CBK),
Powder Jars (codes 5CMSJ/5CMCJ/5CMLJ) and Measuring Spoons

Custom Blend Kits
(if you bring your own)



MOTIVES

LOREN RIDINGER

STEP 5: CHOOSE PAYMENT METHOD

TOTAL

Credit card Check Cash

Complete if using credit card

Visa <input type="checkbox"/>	Mastercard <input type="checkbox"/>	CW Code:	Expiration Date:
Credit Card Number:			

Training(s) You are Attending

- Motives®: 1 to 1
- Skincare: 1 to 1
- Motives Custom: Blend Your Beauty

Workshop(s) You are Attending

- Motives Marketing
- Advanced Custom Blending
- Advanced Skin Solutions
- Art of Makeup: Guided Application

BILLING ADDRESS & SIGNATURE

First Name:

Last Name:

Address:

City:

State:

Zip:

Telephone:

Email:

Signature:

Submit To:

Organizer:

Email:

Fax:

