

BUILDING YOUR BUSINESS WITH THE MODEL PORTFOLIO ADAPTED FOR THE BEAUTY LOVES COUNTRY COMPANY CONTEST

By Melinda Mercedes Balling

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 Spring/Summer/Fall/Holiday (current "looks" from the Look Book). 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 incorporating the Beauty Loves Country Company contest

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... "what ever you notice about her so you can pay a sincere compliment). "My name is _____ and I am an Independent Beauty & Image Consultant with Mary Kay. I was just wondering if anyone has asked you to be a face model for Mary Kay's Model Makeover Contest? If she says "no", say "Do you have a Mary Kay consultant? If she says "No", you can say...Great, this is my lucky day! I'd love to feature you as a face model in my professional portfolio and, if you like, get you entered in the Company Contest. May I give you the details?" If she is receptive, continue with, "Here's how it works. I will give you a complimentary facial, we'll take a before picture, do a color make-over, take another picture and get you entered in the Contest. As the Grand Prize Winner you could win a trip for two to the Country Music Awards and a \$2,500 donation to the charity of your choice that benefits women and children. Doesn't that sound great!"

(Smile, and nod). If possible, schedule her on the spot (prevents "telephone tag"). After getting her scheduled, you will want to say, "_____", I almost forgot to mention that you are welcome to bring a friend to your makeover session. Sometimes it's fun to have a girlfriend join you. I'll be happy to give her a complimentary facial and makeover as well, but I want to enter YOU in the contest!

Look her in the eye, smile and say "_____" I will reserve this time just for you. You can count on me. 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 increasing your entries, creating your portfolio and building your business with this fun approach!

Set a personal goal each week for new faces!

HAPPY BOOKING!!