

# Glamour Photo Guidelines

Meet new people for your customer base!

Do something special for each hostess by putting her in your portfolio!

Update current customers with new glamour looks!

Get prospective team members excited about the possibilities!

## Get Ready!

1. Have model looks ready – print out from InTouch or use cards.
2. Order your showcase enhancement package to receive all glamour samples
3. Purchase a roll of simple wallpaper to use as a backdrop, if you wish. (Drape over a door)
4. Have a camera that will take good close-up shots.
5. Have your own before & after pictures displayed in your ColorSelect portfolio or flipchart.

## Set!

1. Remember, brighter glamour colors photograph well.
2. Have your model wear her favorite color. She may want to give after pictures as a gift.

## Go!

1. Have model remove all makeup and select the glamour look she wants to be photographed in.
2. Take “before” picture, having model face you directly, hair brushed down flat.
3. Finish skin care and glamour.
4. Have model refresh hair.
5. Have model sit sideways in front of backdrop and turn upper body towards camera.

## Using Model Makeover contests to book 2<sup>nd</sup> facial appointments:

*“I feature all my hostesses in my ColorSelect portfolio with their before & after pictures. In addition you will be entered into our company’s model makeover contest for a trip to\_\_\_\_\_! Isn’t that exciting? (Show her a few of the photos in your portfolio or your own personal before & after pictures.) We just need to set the date for your pampering ColorSelect makeover for your “checkup from the neck up” so that we can spend more time working with your glamour makeup. All you need to do is have some friends share your appointment with you, and you’ll receive 10-50% off your personal Mary Kay purchase! I bet there are still some things on your wishlist!! I’m scheduling 1-2 weeks in advance. I have Tuesdays evenings and Saturday mornings available. Which would work best for you? Great! Here’s how my hostess program works.....”*

# ***Model Makeover Night***

## ***Guests:***

- 1. Must be 18 years old or older.*
- 2. Customers should be top-notch.*
- 3. A great way to select your models is to ask your top hostesses and prospective team members.*
- 4. Coach your prospective team members to stay and listen to “something more”.*

## ***Attire:***

- 1. Provided will be boas, dazzling jewelry and tube tops for pictures.*
- 2. You or your customers may provide any other items of your own.*
- 3. Models can wear their own outfits as well. They should pick an outfit for the look they desire – career or glamorous.*

## ***Skin Care & Glamour***

- 1. Your customers will be instructed step by step through the skin care and glamour techniques by a top consultant or director. Your job is to assist your customers in application.*
- 2. Prepare index cards with color samples on them to match the looks on your ColorSelect pages or use the Warm/Cool ColorSelect cards for them to select their look from.*
- 3. You will need to bring coordinating lip and eye definers and mascara to complete the look.*

## ***Hair***

- 1. Bring hair spray and brush to re-comb and re-fluff hair for the after picture.*

## ***Pictures***

- 1. Each consultant may take her own pictures.*
- 2. If you desire pictures taken by your director, they will be \$3/set.*

## ***Product Sales & Bookings***

- 1. Following the after picture, each consultant is expected to close your own guests for sales and bookings.*
- 2. Bring beauty books or “The Look” books and sales tickets.*
- 3. Have a Custom Compact put together, along with any other items in a vinyl sample bag. Go over the colors they personally used to complete the look.*
- 4. Let them know that they can have the large color palette FREE as a hostess gift if they have their friends over for a skin care appointment during the next two weeks. She can fill the palette for up to half-off with her hostess credit!!*

## ***Time***

- 1. There is no need to arrive early, since all models will be starting and doing each step together; however, PLEASE do not arrive late. By doing this we should finish in a little over an hour so we can close and conduct door prizes and “something more”.*