

Color Certification Portfolio

Fairest of them All



Beige 'N Beautiful



Brilliantly Bronze



Name _____

Phone _____

Director _____

Date Started _____

Date Completed _____



galleryplayer

**The Course that develops a
Mary Kay Independent
Beauty Consultant's
Professional Expertise**

Color Certification Requirements

Color Certification is a program for Independent Mary Kay Beauty Consultants to develop skill and knowledge with our palette of colors on a variety of faces. It is also a way to build a strong marketing tool with a Before and After Portfolio.

HOW DO YOU CERTIFY?

- Prepare a complete three-ring binder with page protectors for the Before & After looks.
- Work with your Independent Sales Director to do your own designed Look. Wear a new Look as often as possible especially on Meeting Night.
- Bring at least 6 models to wear the established Color Certification looks (1 per week min.).
- You can complete your looks at other appointments however you must bring the completed color look with Before and After photos and a Lipstick Marketing Profile for your Independent Sales Director to sign off on for it to count.

PLEASE PACK LIGHTLY

No Starter Kits please! Some suggestions for eliminating too many showcases in the room are:

- Put all the samples needed for the Look in a zip-lock bag for each model. Include a Beauty Book, Profile, sales slips, and an agreement.
- OR, Put all your flat products in each clam shell mirror.
- OR, Pack everything you need in your "On the Go" bag with the brochure display and your models complete set up inside.

TIMING

- 6:00 Doors Open
6:30 Welcome
6:45 Doors shut and the class begins. *(You will be able to sit in the meeting room with your Model if you are late.)*
7:20 Lipstick Marketing
7:30 Color & Class Close
8:00 Regular unit meeting (introductions, fun & recognition) with models
8:15 Meeting close and models have a chance to go shopping.

OTHER RESPONSIBILITIES:

COME PREPARED

You will be responsible for your own Before & After pictures. So bring your own camera.

If you are a new consultant and do not have your Starter Kit yet, see your Recruiter or Independent Sales Director for the supplies you will need.

Please bring all your supplies needed to complete the facial and the Look. It's not fair, and it's distracting to the instructors and other consultants to borrow color, powder, face clothes, mascara, etc.

PLEASE BRING A SMALL GIFT FOR YOUR MODEL!

Everyone will be entered into a drawing with their *Lipstick Profiles*, but if they don't win, you want to make sure you give them a gift of appreciation!

The instructor will introduce your model for you with her Color Certification Look.

WHAT WILL COLOR CERTIFICATION DO FOR YOU?

YOU WILL...

- Learn a lot about color combinations and the array of our color palette on a variety of skin tones.
- Feel confident when you do a makeover on your customers especially with the unusual colors.
- Have a full Color Portfolio that you can show to customers to help them get excited.
- Receive a fabulous "Color Insider" Certificate for your Mary Kay Wall of Fame when you have brought at least 6 models for the 6-week program (averages out to 1 per week).
- Have a reason to bring lots and lots of models to the meetings. This will mean more sales and team members for you!

Color Certification Script Ideas

KEY SCRIPT POINTS

- Be excited
- Mention Color Certification and tell her why you thought of her
- Give details of model criteria
- Tell her about the door prizes & special offers
- Mention inviting friends and the additional “Free Product” gifts she will earn
- Confirm with her what you agreed on

GUIDELINE SCRIPT

“Hi _____. This is _____ with Mary Kay. Do you have just a minute? Well, I’m really excited! I have signed up for the Mary Kay Color Certification Program to get my professional training and I need models to wear the Looks. I’ve been asked to bring sharp, friendly women who are willing to play and I immediately thought of you. Is there any reason why you couldn’t be a part of my Certification Model Portfolio? (Wait)

Great! The workshops are at our studio on (____day) (at ____time) . You will be with other models and I will be with you. We’ll take your Before and After picture, and I’ll have a surprise gift for you too. So tell me, what do you think? (Wait)

Oh, and there’s more! There will be door prizes, you’ll hear a little about what I’m doing and you’ll be a part of our training and recognition as we introduce the Looks to other consultants. And of course you have no obligation to purchase anything but if you decide you want some goodies, I have a special offer just for you that night.

You know the other thing is that you can always take advantage of my referral bonus program and earn free product by asking a friend or two to come along. It’s a fabulous, exclusive gift only for those who have 2 friends join them - you’ll LOVE it!

REVIEW & CONFIRM:

Thanks so much! So, I’ll pick you up on _____, at _____. I will be wearing a jacket and skirt as will the consultants. Please choose an outfit that you love to wear with _____ (color family she is modeling). I can’t wait, we are going to have so much fun!

SCRIPT IDEA FOR MEETING PEOPLE

“Hi. My name is _____ and I’m an Independent Mary Kay Beauty Consultant. I am currently enrolled in a Color Certification Course to develop my Professional Expertise and have very specific model looks to create for my Before & After portfolio.”

“There’s a couple of Looks that I think you would be great for and I was wondering if you would consider coming to be my model at my Certification Class?

Then continue on to give her the same details as the previous conversation beginning with paragraph #2 (Great! The workshops are at our studio on ...).

RSVP TO YOUR DIRECTOR

It is important to RSVP to your Director by 5:00 pm the **Monday before the training with your model’s name and phone number.** This allows us to be fully set up for the right numbers.

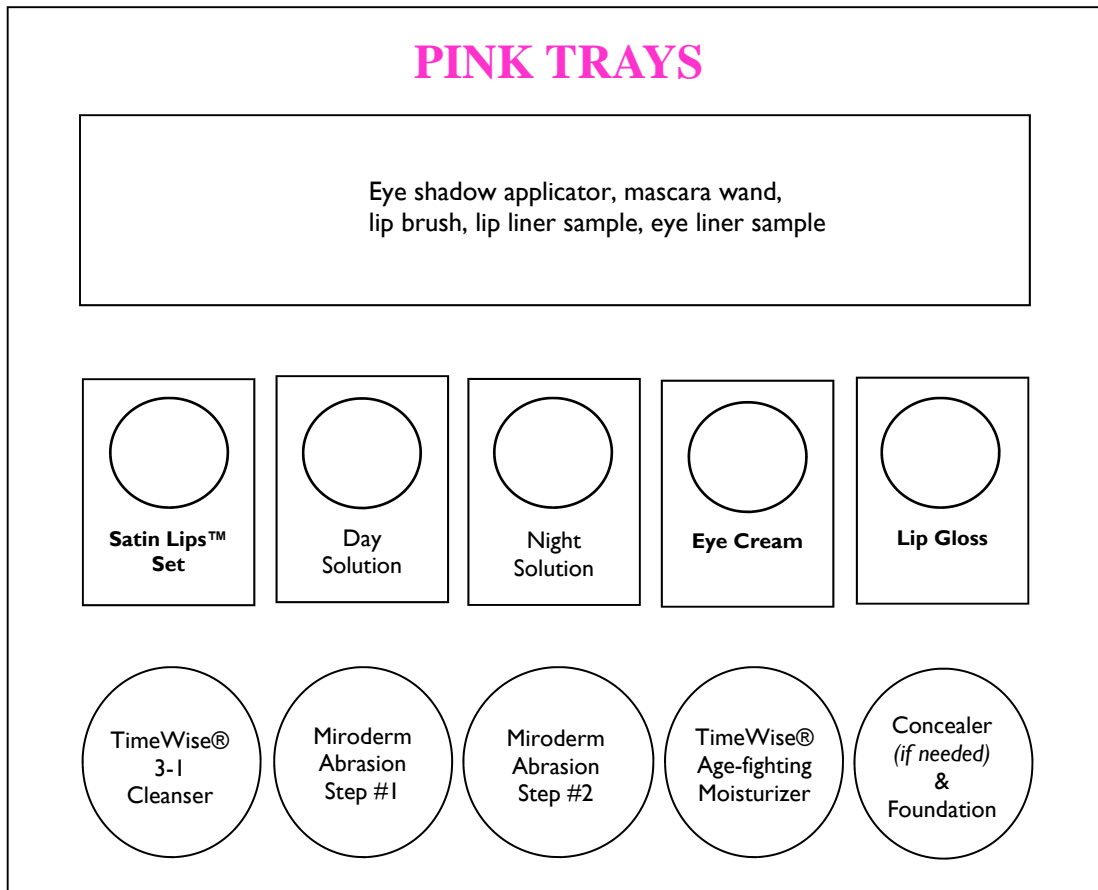
For your key prospects, your Director can then call and confirm. She will say, “Hi _____, this is _____. I am _____’s Independent Mary Kay Sales Director. I understand that you will be helping her with her Color Certification training and I just wanted to thank you in advance for coming tomorrow night. She is so excited and I look forward to meeting you. Do you have any questions? Great, we’ll see you Tuesday night!”

MODEL PROTOCOL

Always introduce your models to your Director when they come in and take them to say goodbye to her when you leave. Every bit of layering helps.

Make sure your Director has the *Lipstick Profile* filled out completely. This will allow your Director to follow-up for you.

Color Certification Set-up & Supplies



ITEMS TO BRING FOR EACH GUEST

You will be responsible for bringing all supplies necessary
for your model's facial and Certification Look for that evening.

Some suggestions to reduce the number of bags in the classroom are:

- Profile card & Pen
- Sales Ticket
- Beauty Book
- Info Packet (*includes: Look Book, Hostess Brochure, Business Card, Outside Order Sheet/Pink Tickets & Independent Beauty Consultant Agreement*)
- Face Case
- Styrofoam Insert
- Disposable Face Cloth or Wash Cloth
- Head band or clips
- Oil-Free Eye Make-up Remover
- Satin Lips™ Set
- TimeWise® & Velocity® Demo Tubes
- Microderm Abrasion Set
- Day/Night Solution
- Foundation (Medium/Full or Minerals)
- Mineral Pressed Powder Sample
- Lip Gloss Samples/Demos
- **Certification Look supplies & Colors**
- Mascara with Wand
- Q-Tips
- Cotton Balls & Pads
- Applicators
- "Thank You" Gift for Your Model
- **Your Camera for Before/ After Photos**

Color Certification Set-up & Supplies

BLACK TRAYS

Timewise 3-n-1 Cleanser		
Lip Mask		Lip Balm
Microderm Refine: Step 1		Microderm Replenish: Step 2
Timewise Day Solution SPF 25		TimeWise Night Solution
Timewise Moisturizer		TimeWise Eye Cream
Foundation <i>(Protection: Med/Full Coverage or Minerals)</i>		Applicators <i>(Eye shadow applicator, mascara wand, lip brush, lip liner sample, eye liner sample)</i>

Color Certification Lipstick Profile

“Listen for a Lipstick” Questionnaire

When you schedule a time tonight to listen to the facts about what Mary Kay has to offer, you will receive a FREE lipstick!

How about the one you tried tonight?

Date: _____

Name: _____

Occupation: _____

Marital Status: Single _____ Married _____

Children/Ages: _____

Address: _____

City: _____

State: _____

Zip: _____

Best Phone: _____

Best time to call: _____

Email: _____

Your Independent Beauty Consultant is:

Reasons that appeal to you the most:

1. _____
2. _____
3. _____

- A. **Absolutely Yes!!** I want to be a part of this awesome company. Sign me up now!
- B. **Buy Me a Coke.** I am **very interested** but need more information. I'd like to discuss this some more.
- C. No, thank you. I enjoy being a Customer.



- L Love** – We have the time to share Love with our families and friends. Mary Kay stresses God First, Family Second, and Career Third.
- I Independent** – You can be your own boss! Have flexible hours! Imagine, you can promote yourself!
- P Prizes & Recognition** – Do you get these on your job? Did you get applauded for coming to work today? Does your company furnish you with a new car to drive, jewelry or trips-FREE?
- S Self-Esteem** – This is a self-esteem building company. Is that something you'd like to improve?
- T Tax-Advantages** – There are many tax advantages when you own your own business. Would you like to keep more of what you make?
- I Inspiration & Motivation** – We praise our people to Success! Are you surrounded by big thinkers?
- C Cash** – Unlimited income potential! Are you in charge?
- K Keys to a Car** – Mary Kay offers a Chevy Malibu, a Toyota Camary or Equinox and our world famous PINK CADILLAC. Can you get excited about driving a new car every 2 years?

Color 101 Certification Tracking Sheet

To complete this course you must do the looks as presented in order to maintain consistency of the Color Certification Portfolio program. You can modify the colors for your model at a follow-up appointment. These models should attend the class to be counted for Color Certification. However, you can complete your looks at other appointments but you must bring the completed color look with Before and After photos and a Lipstick Marketing Profile for your Independent Sales Director to sign off on for it to count for Color Certification. **Completion = Your Own NEW Look, plus at least 1 Model per week. Best results will come with a portfolio of 4 skin tones per week per Color Family; totals 24 Models.**

Certification Look	Model Name	Phone	Date	Director's Initials
1. My Personal Look	_____	_____	_____	_____
COLOR 101 LOOKS				
2. Chocolate #1 C	_____	_____	_____	_____
3. Chocolate #2 C	_____	_____	_____	_____
4. Chocolate #3 C	_____	_____	_____	_____
5. Chocolate #4 C	_____	_____	_____	_____
6. Berries #1 B	_____	_____	_____	_____
7. Berries #2 B	_____	_____	_____	_____
8. Berries #3 B	_____	_____	_____	_____
9. Berries #4 B	_____	_____	_____	_____
10. Neutrals #1 N	_____	_____	_____	_____
11. Neutrals #2 N	_____	_____	_____	_____
12. Neutrals #3 N	_____	_____	_____	_____
13. Neutrals #4 N	_____	_____	_____	_____
14. Tawny/Reds #1 TR	_____	_____	_____	_____
15. Tawny/Reds #2 TR	_____	_____	_____	_____
16. Tawny/Reds #3 TR	_____	_____	_____	_____
17. Tawny/Reds #4 TR	_____	_____	_____	_____
18. Metals #1 M	_____	_____	_____	_____
19. Metals #2 M	_____	_____	_____	_____
20. Metals #3 M	_____	_____	_____	_____
21. Metals #4 M	_____	_____	_____	_____
22. Pinks #1 P	_____	_____	_____	_____
23. Pinks #2 P	_____	_____	_____	_____
24. Pinks #3 P	_____	_____	_____	_____
25. Pinks #4 P	_____	_____	_____	_____

Color 101 Certification Look

My Personal Look

Before

Model Name _____

Occupation _____

Like Best About New Look

Favorite Product Tried

Best New Tip Learned

What Surprised Me the Most

After

Skin Care _____

Concealer _____

Foundation _____

Powder _____

Color Products:

Eye Shadows

Highlighter _____

Midtone _____

Accent _____

Eye Liner _____

Mascara _____

Cheeks _____

Lip Liner _____

Lipstick _____

Lip Gloss _____

Color 101 Certification Look

Chocolates #1
Ivory 100s to Ivory 200

Before

Model Name _____

Occupation _____

Like Best About New Look

Favorite Product Tried

Best New Tip Learned

What Surprised Me the Most

After

Skin Care _____

Concealer _____

Foundation _____

Powder _____

Color Products:

Eye Shadows

Highlighter Moonstone

Midtone Hazelnut

Accent Ivy Garden

Eye Liner Dark Brown

Mascara _____

Cheeks Sparkling Cider

Lip Liner Dusty Pink

Lipstick Amber Glow

Lip Gloss Sweet Raisin

Color 101 Certification Look

Chocolates #2

Ivory 200s to Beige 300/305 or 304

Before

Model Name _____

Occupation _____

Like Best About New Look

Favorite Product Tried

Best New Tip Learned

What Surprised Me the Most

After

Skin Care _____

Concealer _____

Foundation _____

Powder _____

Color Products:

Eye Shadows

Highlighter Honey Spice

Midtone Hazelnut

Accent Amber Blaze

Eye Liner Bronze

Mascara _____

Cheeks Sparkling Cider

Lip Liner Neutral

Lipstick Bronzed

Lip Gloss Sweet Raisin

Color 101 Certification Look

Chocolates #3

Beige 304, 400s to Lt. Bronze 500

Before

Model Name _____

Occupation _____

Like Best About New Look

Favorite Product Tried

Best New Tip Learned

What Surprised Me the Most

After

Skin Care _____

Concealer _____

Foundation _____

Powder _____

Color Products:

Eye Shadows

Highlighter Spun Silk

Midtone Amber Blaze

Accent Ivy Garden

Eye Liner Olive

Mascara _____

Cheeks Sparkling Cider

Lip Liner Cinnamon

Lipstick Amber Suede

Lip Gloss Beach Bronze

Color 101 Certification Look

Chocolates #4

All Bronze Skin Tones

Before

Model Name _____

Occupation _____

Like Best About New Look

Favorite Product Tried

Best New Tip Learned

What Surprised Me the Most

After

Skin Care _____

Concealer _____

Foundation _____

Powder _____

Color Products:

Eye Shadows

Highlighter Silky Caramel

Midtone Hazelnut

Accent Golden Olive

Eye Liner Bronze

Mascara _____

Cheeks Cinnamon Stick

Lip Liner Cinnamon

Lipstick Downtown Brown

Lip Gloss Gold Rush