

Honoring Professional Women

Everyday Heroes

**Thank You For Being
My Model!**



Picture Here

Business Card

Name: _____

Business: _____

Phone #: _____

Name of Look: _____

About my Company and What I Do: _____

Favorite Mary Kay Products Samples at My Makeover: _____

Foundation Color: _____ Cheek Color: _____

Eye Colors: _____ Eye Defining Pencil: _____

Lip Liner and Lipstick: _____ Lip Gloss: _____

Check 1 or 2 boxes that best describe you.



Result Oriented
Quick Decisions
Like Managing
Time is Valuable
To the Point



People Oriented
Love to Talk
Motivational
Enthusiastic
Recognition Oriented



Family Oriented
Loyal
Slow to Change
Security Minded
Go by the Rules



Detail Oriented
Perfectionist
Cautious
Analytical
Reluctant to Change

A NEW TWIST ON USING YOUR COLOR 101 PORTFOLIO

Thank you to U.S. Senior Director Donna Bayes for this wonderful idea! I simply took her idea and put it together with the Color 101 Information I already had.

- All women want to be considered professional
- Women like to support other women
- You want to give facials to professional women--they wear more makeup and have more money to purchase
- You will build your clientele with professional women who would make quality team members
- You can also have a wife or secretary of a man's profession (mechanic) to represent his business
- You could call up a business and offer this service for their advertising in your portfolio
- We'll offer networking opportunities for these women, such as coffees or teas, so they can meet one another.

This notebook was created to target professional women. It's called **"Women Helping Women"** Professional Women's Network. Because it is for professional women, your materials need to be professional, too. You will want to purchase an extra wide 3 ring notebook from an office supply store. The reason you need it extra wide is so that when your pages are in the plastic sleeves they won't stick out past the edges of the notebook. Also, you need to purchase extra wide page dividers, so that the labels will stick out past the page protectors.

The Bio Sheet only contains the after picture, because some women prefer not to have their before picture featured. And, without a really good camera, the before and afters aren't that dramatic, anyway. Our goal is to have a picture of them — not one that is necessarily showing off a perfect glamour look, but just a picture of them to promote their business. Yet the picture will be taken after the makeover.

On the one side, below their picture, they've talked about the product, but on the right side, below their business card, they promote themselves to go along with the theme of women helping women.

Not only are we helping to promote one woman's business to another woman, you and your client are also supporting the Mary Kay Ash Charitable Foundation. As you give to the Foundation each time you place a wholesale order, in a sense, the client is also contributing to the foundation, too, as they purchase from you.

Put your Professional Women's Portfolio together as follows:

1. Cover Page for your Portfolio
2. Then an INSIDE Cover Page in the first "sheet protector"
3. The Mary Kay Ash Charitable Foundation Page goes on the back side of the "inside cover page" in your first sheet protector, so that that's the first thing your client sees when she sits down to choose her "look" and to have her facial
4. Then you'll have a "cover page" preceding the various categories of "looks" for your clients to choose from, followed by 7 pages of "Looks".
5. You'll need to have several "BIO" pages photocopied or printed off — one for each professional woman you facial.

6. Make LABELS for your Portfolio to “categorize” the various professions you will be featuring such as **medical/dental, executive/management, education, self-employed, services, insurance, administrative, real estate, manufacturing, homemaker, retail, finance, legal, sales/marketing, retired, and government/political.**

Script to Book Professional Women:

Hi Suzie, this is _____ with Mary Kay. Do you have a minute? As you might be aware, Mary Kay’s mission is to enrich women’s lives. And as part of that mission to help other women, we are compiling a network of professional women—and I would like to include you!

You know, women are always wanting to know the best mechanic and a plumber they can trust. They want to know, “who does your hair, who does your nails? Who’s a good realtor?” And so, we are forming a professional women’s network of women in all walks of life. Suzie, I would love to have you included in the (Medical/Dental) professional category.

I’ll feature your picture in my portfolio after a makeover using one of our new career looks. I’ll include your business card, plus your business bio where you can promote your business and your career. When others are looking through the portfolio, they will learn about you and the services you have to offer. Or it will just be a great form of recognition from one professional to another. We’ve found that women do want to support other women, and this is a great way.

*I
s there any reason why you wouldn’t want to be featured in our network as a professional woman? I think you’d be perfect! Great! We need to schedule a makeover so I can take your picture and fill out the bio. Which is better for you—the first part of the week or the latter? Tuesday or Wednesday? Right after work or later in the evening? 7:00 or 7:30?*

Great! I have you down for Wednesday at 7:30. By the way, you probably know other women who would also like to promote their businesses in our Professional Women’s Network. I would love to feature them, too. Please feel free to ask other quality women like yourself to also join us. We have categories that include medical/dental, executive/management, education, self-employed, services, insurance, administrative, real estate, manufacturing, homemaker, retail, finance, legal, sales/marketing, retired, and government/political.

In fact, if you can bring along 2 or 3 others, I will reward you with lots of free products! And you’ll all be featured in our portfolio.

**Remember, in Mary Kay what you earn is UP TO YOU!
Why not give this a try to build a “Professional” Clientele?!**

Professional Women's Network Portfolio



***Women·Helping·Women
Professional Women's Network***



Throughout her life, women how to live. spirit was legendary hope to women who esteem, and financial believed in.



Mary Kay Ash showed other And how to give. Her generous throughout her career. She gave lacked opportunity and self support to the causes she

In 1996, she created Foundation to give the issues she held so close to her heart: finding a cure for women's cancers and putting an end to violence against women.

the Mary Kay Ash Charitable others a vehicle to help support



The Mary Kay Ash Charitable Foundation Causes

- **Cancers That Affect Women**
- **Domestic Violence**

**A portion of all sales from
Professional Women's Network Makeovers
will be donated to
The Mary Kay Charitable Foundation.
You will be a part of
*Women·Helping·Women***

***Women·Helping·Women
Professional Women's Network***

Professional Women's Network Color 101 Looks



Women·Helping·Women
Professional Women's Network

Women*Helping*Women Professional Women's Network

PICTURE

BUSINESS CARD

BUSINESS BIO

My Profession: _____

Began in: _____

About My Company: _____

A Description Of What I do: _____

Community Activities: _____

Awards, Honors & Degrees: _____

My Family: _____

Model: _____

Date: _____

Skin Type: Dry Normal Combination Oily

Hair Color: _____

Favorite Mary Kay Products Sampled At My
Makeover:

My Look: _____

Foundation Color: _____

Eye Colors: _____

Eye Defining Pencil: _____

Cheek Color: _____

Lip Liner and Lipstick: _____

Lip Gloss _____