

**Success is just  
10 Models Away!**



Shape It Up... The Right Way!  
Set Your Goal to Get Certified  
In The Art of Eye Color Application

**The Secret to your Success in Mary Kay is:  
Facials, Classes, Models**

*Now is the time to ...*  
**Book, Book, Book**

**Booking Script:**

“Hi \_\_\_\_\_! This is \_\_\_\_\_ with Mary Kay. Do you have a quick minute? Great! I wanted to take a minute to tell you how much I appreciate your confidence IN ME as your personal consultant! Your business has been greatly appreciated over the past several (months, years). I want to thank you again.

\_\_\_\_\_, during the month of June, I have a fantastic opportunity to become certified in the art of eye color application. When I talk with my customers or with potential clients, most mention that they would really like to know which eye colors are best and how to professionally apply their colors. Would you agree? I thought so! That’s the reason I’m calling. I need models in ten different eye shape categories and if I remember correctly, I believe you have \_\_\_\_\_shaped eyes. Is that correct? Here’s my question, “Would you enjoy learning specific application techniques along with the best colors; I’ll also be using all our newest eye products, which you’ll just love, of course!” (Smile) It’s a WIIN-WIN—you get the optimum in eye glamour and I get to include you on my model certification list, plus I’m giving my models a \$10 gift certificate they can use against any purchase at the time we meet. There are two options: we can do this either by your attending a “Eye-Cream Social” on our “It’s Girl Time!” on Tuesdays, or I can meet with you individually. The only thing is that I have to wrap this up by the end of June. When is the best time for you? This week or next? Weekend or weekday?

Complete 10 Individual  
Model Makeovers  
during the following dates:  
Jun 1—Jun 30  
and earn your  
“ Art of Eye Color Application”  
Certification

You must have a model for each of these eye shapes:

- |  |   |                                |
|--|---|--------------------------------|
| 1. Hooded Eyes (Bedroom)                                       | } | Training Emphasis on June 6th  |
| 2. Prominent Eyes  |   |                                |
| 3. Wide Set Eyes   | } | Training Emphasis on June 13th |
| 4. Close Set Eyes  |   |                                |
| 5. Deep Set Eyes   | } | Training Emphasis on June 20th |
| 6. Droopy Eyes (Puppy Dog)                                     |   |                                |
| 7. Woman of Color Ethnic<br>Eyes (Oriental, Hispanic or Black) | } | Training Emphasis on June 27th |
| 8. 60 & Sexy Eyes  |   |                                |
| 9. Young & Restless Eyes<br>(Young Teens)                      |   |                                |
| 10. Already Perfect Eyes<br>(Almond)                           |   |                                |

**At each Tuesday Night LIVE, we will treat your model to Advanced Glamour techniques specific to her eye shape and eye color, but you can meet with your models outside the meeting environment to earn your certification. Please see attached forms that need to be completed for evidence of your completion of this certification.**

Consultant Name \_\_\_\_\_ Ph #: \_\_\_\_\_ Total Models \_\_\_\_\_

Model's Name	Date Held	Eye Shape Category	Total of Retail Sales	Number of Bookings	Number of Referrals
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					

### Helpful Hints

Your **Beauty Bash Book** is a sure-fire way to choose the correct colors for your model. Her eye shadows and liners would be selected according to her eye color- green, blue, brown, hazel, etc. and the intensity of the color according to her personality preference—natural, career or glamorous.

Next you will have to choose the colors, frost, shimmer/matte, and the intensity according to her eye shape and her age. **Robert Jones' book, Simple Beaute**, is best for the choosing which highlighter, midtone and accent to her eye shape.

You may also utilize your **Virtual Makeover** from your **Personal Web Site** for their colors choices, then see if they're consistent for her eye shape. This also gets your customer to log on to your Web Site, which also is beneficial!

For each model make a 'Eye Application Goodie Bag.' Include in the bag:

- Cotton balls/cotton squares for eye- makeup removal.
- Samplers of eye shadows, liners, mascara
- Eye Shape Card
- Candy Sweets
- \$10 Gift Card, if you like, used only on the date of appointment held

You will need your demos for ALL eye supplements:

- Concealer
- Indulge
- Eye Primer
- Brush Set
- Oil-free Eye Makeup Remover
- Firming Eye Cream or Age-Fighting Eye Cream
- Brow Pencils