



# Cosmetic Education Program

MCT Guide

## Outline of Motives Trainings with supplies and objectives:

1. Motives Day 1 Training: Product Knowledge/Application & Techniques and Getting Started with Motives – 5-5.5 hour training for \$50.00.

Course objectives- Introduce consultants and guests to the Motives by Loren Ridinger cosmetic line, the cosmetic industry, and cosmetic consumer. You are expected to demonstrate all applications & techniques using our entire line of Motives pre-packaged cosmetics and cover getting started with Motives within the UnFranchise business. Students should have with them Day 1 packet from unfranchise downloads and encourage them to bring any Motives cosmetics they may have from supply list. It is a good idea to bring with you several extra packets for those who did not print out and extra evaluations. Have your Motives case packed neatly and organized and have students inspect for duplication. Palettes and brushes must be clean and organized. Many of the various foundation applications may be shown on the back of your hand for maximum demonstration purposes.

\*\* You must have displayed ALL Motives by Loren Ridinger cosmetics \*\*

2. Motives Day 2 Training: Motives Custom Cosmetic Course/ Liquid & Minerals hands on class – 5-5.5 hour training for \$50.00.

Course objectives- Complete training demonstrating our custom minerals & our custom blend liquid foundation. This class will now be hands on for students to learn and practice blending and build confidence to be able to conduct successful custom consultations and clinics. If students do not have custom kits provide sample kits of custom minerals (MA sample jars with ½ tsp of each of the 12 custom minerals for \$25.00 and 2-3 extra jars). Divide class into teams to blend custom blend liquid according to how many students brought custom liquid. All students should have the opportunity to blend their own formula and assist in blending other teammates. Students should have with them Day 2 packet from unfranchise downloads, as well as custom products they have purchased.

\*\* You must have complete sets of both custom minerals and custom blend liquid along with all tools to demonstrate mixing formulas\*\*

3. Motives Skin Care 101 Training – 2.5 hour training \$15.00.

Course objectives- To introduce distributors and guests to the skin care industry, types of skin care consumers, and each of our Market America skin care lines. When going through the presentation explain product usage along with the science behind each product. Teach how each product may be used in conjunction with other lines for maximum results and how to match products to skin types. Bring skin care evaluations for class to fill out end of class.

\*\* You must have displayed all skin care lines on table in front of the room\*\*

4. Motives Workshop #1- Getting the Look – 2.5 hour hands on \$15.00.

Course objective- Hands on training to build confidence in consultants and allow a learning experience to improve application skills. Whether someone wants to improve their own techniques, learn how to get the most from their regime or work with individual clients this class will help students create the look they want with Motives. Have all students begin with a clean, moisturized face and apply all products following 4 steps on themselves. This will save time by not doing each other and is very empowering for all. You may have a model or 2 to demonstrate applications. Review supply list from consultants guide for attendees. You should have same set up as you do for Day 1 class.

5. Motives Workshop #2- All about Eyes – 2.5 hour hands on \$15.00.

Course objective- Hands on workshop to teach eye techniques for any shape eye. The hardest feature for a woman to apply cosmetics correctly is the eye. This class will cover shaping & defining eyes as well as shading & blending techniques and how to layer products for a look that will last all day. A must have for the Motives Consultant. You must feel confident in eye applications in order to conduct this training. Remember it all comes down to the basic applications and mastering the techniques first, study outline and before and after photos in presentation before scheduling class. Refer to consultant guide for supplies for class and set up should also be similar to Day 1 class.

6. University Major Overview for Motives (UMO) - \$15.00  
Conducted by Motives National Trainers only – 2.5 hours

This is a great training for any area which wants to grow with Motives and perfect before a local seminar or major event. A great way to prospect new partners this training not only covers the entire line of Motives cosmetics, but also shows the business plan and how Motives can play a major role in expanding any unfranchise business. Bringing in a National trainer to your area will only help to fill your future classes and create excitement in your local area.

## 7. Motives UnFranchise Business Presentation or Home Kick Off

Show the UBP incorporating Base 10 – 7 Strong and Motives by Loren Ridinger cosmetics as the University major. This will rock your team and prospects with the many ways Motives creates income and business volume. The goal for each of us is to create pin levels within our own organizations and create residual income through Motives by Loren Ridinger.

## 8. Winning with Motives- Expanding distribution – 2.5 hour Coring

Course objective- This class covers how to conduct successful clinics with Motives and demonstrates using a completely duplicatable system anyone can implement with success. Whether you like to apply make-up or not following this system will guarantee success with motives clinics within your business. Also we will cover working with Salons and conducting Days of Beauty within them, learn how to set goals for yourself and your team and develop your plan of action with Motives. It is important that you set up the room as though the class is coming into a clinic. Have folders to demo clinic handouts at each set up table.

**\*\*Presentation is key and what the field duplicates they learn from you\*\***

One table can hold supplies for Skin Care clinics, one for Motives by Loren Ridinger cosmetics, and one for Motives Press Kit or Custom. Be creative in your set up and remember we want to demonstrate duplication for maximum expansion and growth within our business

## 9. Business Building Presentation

- Winnings with Motives
- Salon Presentation (Coming Soon)

Remember if new consultants do not have any products before attending Day 1 and Day 2 classes it is ok, the learning experience alone will give them a better understanding of what Motives is and what role it can play in developing their businesses.

For new workshop trainings attendees must have attended a Day 1 class prior to registering for workshops for maximum learning experience.

Winning with Motives begins with you and you cannot teach what you do not know and you cannot lead where you will not go. Clinics should be part of your Motives business before you teach how to conduct them to other distributors.

## Motives by Loren Ridinger Consultant Supply List for Day 1

- ❖ Bring Day 1 Packet from UnFranchise downloads. Easy to take notes.
- ❖ If you have Motives Cosmetics or need to order Motives Cosmetics bring the order list to class for practice.
- ❖ Foundation Primer
- ❖ Invisi-line
- ❖ 1 or 2 shades of Motives Cosmetics (should be your skin color) foundation
- ❖ 1 loose or pressed powder (should be your skin color)
- ❖ 1 concealer (should be your skin color)
- ❖ 2 Motives Blush colors
- ❖ 1 Pressed Bronzer
- ❖ 10 Years younger: Weightless Moisturizer
- ❖ Eye Base
- ❖ Minimum of 3 shades of eye shadow ( one light, medium, and dark) or 2 shades of cream eye shadow
- ❖ Eye pencils including black and white
- ❖ Mascara
- ❖ False Eyelashes
- ❖ Eyebrow kit or Brow pencil & wax
- ❖ Lip liner
- ❖ Lipstick
- ❖ Lip gloss
- ❖ Motives Brush set including Foundation brush
- ❖ Travel Skintelligence Kit
- ❖ Wash Cloth

## Motives by Loren Ridinger Consultant Supply List for Day 2

- ❖ Bring Day 2 packet from Unfranchise downloads and a notepad
- ❖ If you have custom blend minerals or liquids, please bring them for practice. If you do not have been prepare for purchase and practice. Small sample sets of custom minerals will be made available from your Motives Certified Trainer for \$25.00 and if you do not have the custom liquid foundation kit be prepared to purchase your personal bottle from class for distributor cost of \$25.00

## Motives Skincare 101 Supply List

- ❖ Print out from Unfranchise all downloads for skin care
- ❖ Skincare- skintelligence ingredient list
- ❖ Skincare- cellular lab ingredient list
- ❖ Skincare- guide to healthy skin chart
- ❖ Skincare- skincare regiment guide

Easy to take notes

## Winning with Motives

- ❖ Print out from UnFranchise downloads:

Spa night details, Motives guest list, and Consultant Event tips and bring a notebook

## Motives Workshop #1 Get the Look Supply List

To create the look you need to bring:

- ❖ Download 4 steps to a complete face and Motives face chart
- ❖ Foundation Primer
- ❖ Invisi-line
- ❖ 1 or 2 shades of Motives Cosmetics (should be your skin color) foundation
- ❖ 1 loose or pressed powder (should be your skin color)
- ❖ 1 concealer (should be your skin color)
- ❖ 2 Motives blush colors
- ❖ 1 Pressed Bronzer
- ❖ 10 Years younger: Weightless Moisturizer
- ❖ Eye Base
- ❖ Minimum of 3 shades of eye shadow ( one light, medium, and dark) or 2 shades of cream eye shadow
- ❖ Eye pencils including black and white
- ❖ Mascara
- ❖ Eyelash Curler
- ❖ Eyebrow kit or Brow pencil & wax
- ❖ Lip liner
- ❖ Lipstick
- ❖ Lip gloss
- ❖ Motives Brush set including Foundation brush
- ❖ Travel Skintelligence Kit
- ❖ Wash Cloth

## Motives Workshop #2- All About the Eyes Supply list

- ❖ Print and bring both getting the look downloads from UnFranchise.com
- ❖ Motives face chart
- ❖ Foundation Primer
- ❖ Invisi-line
- ❖ 1 or 2 shades of Motives Cosmetics (should be your skin color) foundation
- ❖ 1 loose or pressed powder (should be your skin color)
- ❖ 1 concealer (should be your skin color)
- ❖ 2 Motives blush colors
- ❖ 10 Years younger: Weightless Moisturizer
- ❖ Eye Base
- ❖ Minimum of 6 shades of eye shadow combine mattes and frosts ( 2 light, 2 medium, and 2 dark) or 3 shades or cream eye shadows (light, medium, and dark)
- ❖ Eye pencils including black and white
- ❖ Mascara
- ❖ False Eyelashes
- ❖ Eyelash Curler
- ❖ Eyebrow kit
- ❖ Lip liner
- ❖ Lip gloss
- ❖ Motives Brush set including Foundation brush
- ❖ Travel Skintelligence Kit
- ❖ Wash Cloth