

# BREAST CANCER Awareness

— PORTFOLIO —



- Mary Kay started the Mary Kay Ash Charitable Foundation to support research for cancers affecting women and provide critical funding for domestic violence education and prevention programs. The foundation has donated over \$50 Million to these causes.
- Mary Kay has been involved in funding cancer research since 1977.
- The Mary Kay Foundation has awarded more than \$31 Million to women's shelters to help end domestic violence and \$19 Million to research for cancers affecting women.

Be a makeover model and a donation will be made to go towards Research for cancer's that affect women

All makeover models will be entered to win their look for **FREE**

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Mary Kay has a mission to do a **MILLION** Makeovers for Good! "Makeovers for Good" means helping women feel beautiful inside and out, without expecting anything in return. We strive to put people before profit, by focusing on developing relationships with the women we are in front of and taking the time to really connect with them.

Use our Breast Cancer Awareness tools to help you connect with more women, pour into them, impact their life and provide a pressure-free environment for them to experience our Top 5 Global Beauty Products.

**Portfolio:** This is a great tool to use when booking your appointments.

**Script:** "Hey {Name}! I wanted to see if I could borrow you for something!? I am working on a new portfolio called Breast Cancer Awareness in support of MK's mission to complete a million makeovers for good— pampering a million women, without expecting anything in return. They created an app just for us to log each one we complete. We are passionate about ALL women feeling beautiful inside and out. I am committed to completing 30 this month, and I would love if I could pamper you for one of them!? You don't have to buy anything, it would just be for fun :) I would love to spend time with ya!"

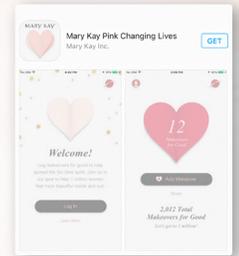
**BREAST CANCER AWARENESS REFERRAL SHEET:** To thank the women who participate in your portfolio, they can select as many women as they would like to gift with a free pampering package.

**Script:** "As a thank you for helping with this project, you are able to gift women in your life with Breast Cancer Awareness Packages! It doesn't cost you anything, so you can gift as many as you would like. This allows us to reach MK's goal to pamper a million women, helping them feel beautiful inside and out, without expecting anything in return. {Mention the app} It also allows you to love on and appreciate the women in your life, who could use some pampering!"

**REFERRAL SCRIPT:** "Hey {Name}! My name is {Name} and I own a cosmetic & skincare business. I have a gift for you from {Name}! She said that she wanted to gift you with a pampering package because {Love Note}. I am excited to meet you! I am going to attach a picture with the details. Let me know when would be a good time to schedule your session, and I will see what openings I have available!"

## MARY KAY Pink Changing Lives APP:

Use this app to log all of your Makeovers for Good.



## Gift Tags:

Print the Breast Cancer Awareness gift tags to attach to your swag bags. You can print these on Avery Business Cards, or on Cardstock.



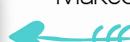
## Referral Texting Image:

Use this to text your referrals after you send them the suggested script.



## Posting Templates:

Edit these in your favorite photo editing app (like Pic Collage) and post them to thank your participants and create awareness for your project! You can decide if you want to post a before and after or just the after photo. For added fun, have them hold up the Breast Cancer Awareness Makeover Sign!



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Lashes: \_\_\_\_\_

Cheeks: \_\_\_\_\_

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Top **4** favorite products you tried?

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\_\_\_\_\_  
\_\_\_\_\_

How would you prefer to pay for your products? Split payments and payment plans are also available.

- Visa       Mastercard       Discover       American Express  
 Check       Cash       Split Payment       Payment Plan

**Relationship building** is our top priority when it comes to our clients.

You are entitled to a customized follow up appointment so that I can continue to get to know you better!

Please tell me what you would prefer for your next appointment:

- One on One       Invite some friends for free product       Meet for coffee

Please share what you **learned** about MK the company, that you did not know before today?

\_\_\_\_\_  
\_\_\_\_\_

If you were to ever pursue MK as a business for yourself, how would it **benefit** your life?

\_\_\_\_\_  
\_\_\_\_\_

Out of the 4 areas MK strives to enrich women's lives, which one could you see benefiting you the most?

- Personal Growth/Confidence       Positive Mentors/Friends  
 Financial Freedom/Unlimited Income       Freedom & Flexibility

Please rate your interest level in the MK opportunity \_\_\_\_\_

1- Nothing about the opportunity would benefit me. 4- This opportunity could benefit me

1

2

3

4

# BREAST CANCER Awareness



*Before*

3 x 5 photo works best

*After*

3 x 5 photo works best

My name is: \_\_\_\_\_

Eyes: \_\_\_\_\_

Lips: \_\_\_\_\_

Liner: \_\_\_\_\_

Lashes: \_\_\_\_\_

Cheeks: \_\_\_\_\_

# What did **YOU** think?

Top **4 favorite** products you tried?

1. \_\_\_\_\_ 3. \_\_\_\_\_  
2. \_\_\_\_\_ 4. \_\_\_\_\_

If money had nothing to do with it, what **collection** would you use in your own bathroom?

\_\_\_\_\_  
\_\_\_\_\_

Please list out any **products** you know you would like to take home today:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How would you prefer to pay for your products? Split payments and payment plans are also available.

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# BREAST CANCER Awareness



Complete 30 faces and 10 marketing plans to earn a special prize from your Director.  
Please return these completed sheets to your director, either in person or via text or email.

Name: \_\_\_\_\_  
Facial  Interview

Name: \_\_\_\_\_  
Facial  Interview