

SeneBlends™ Makeup Artist

What is a SeneBlends™ Makeup Artist? How Do You Become One? What Do You Receive?

As a SeneGence Distributor, YOU have the opportunity to become a certified makeup expert when you complete our Certified SeneBlends Makeup Artist (MUA) program. To be a SeneBlends MUA means that you have practiced and completed over 50 different makeup applications on over 50 individuals, and can be confident in your ability to beautify any subject and enhance any feature with SenseCosmetics.

Here's how to qualify to become a SeneBlends MUA:

- ✓ Attend a January "Glam It Up" P.I.T. Stop event
- ✓ Complete the SeneBlends MUA application forms
(performing application techniques on 58 different faces)
- ✓ Accumulate at least 10,000 PV in the current Seminar Year
(April–March)

Those who complete the SeneBlends™ MUA certification process will receive

- An exclusive name tag to wear when they are conducting SeneBlends makeovers at SeneGence events or their own demo events
- A makeup tool belt
- Onstage recognition at Seminar
- Newsletter Recognition
- Training Opportunities
- MUA of the Month

Benefits of Becoming a Certified SeneBlends Makeup Artist

- Product Knowledge
- Learn how to conduct proper demos
- Product Sales Go Up
- Potential Recruiting from Makeover Clients
- Boosts confidence

How to book SeneBlends Makeovers

- Post on your personal Facebook page
- Contact family & friends via phone, text or email
- Post on high traffic groups or community pages (yard sale sites, mommy & me groups, meet up groups)
- Have a signup sheet at parties
- Referrals

Examples of a post:

"Friends & Family!! I need your help!!

I have a HUGE goal to become a Certified Senegence Makeup Artist but I need YOUR help! I need to do 58 different makeovers by March 31st!! I am new at this but it will be so fun and I will learn so much along the way with your help.

So, I need volunteers for a FREE makeover! This can be an evening look, or just a simple day look. And if you aren't wanting a full makeover, I can even just do one small technique on you and it would help me a lot!

Comment below if you are willing to help me out and I will contact you to set up a time. THANK YOU!!!"

How to book appointment

- Calendly.com to book appointments
- Set your availability
- When someone schedules it will send an email to your phone
- Send confirmations the night before the makeover to your client (Facebook messenger or texting)
- "Thank you for scheduling a Makeover appointment with me tomorrow at ____ time and helping me reach my goal. I am so excited to meet you and do your make up. My address is _____. Please come with a clean make up free face, your own foundation and favorite current lip color."

Where do you hold Makeover Appointments?

- Your home (if comfortable)
- A public location like a local Starbucks (draws attention)
- An office, if available
- Makeover parties with other team members at a local event center or hotel

The day of appointment

- Have an area set up for appointment (make up chair, brushes set up, tools and make up ready)
- Work area should be clean, sanitary and professional
- Welcome customer and make them feel comfortable and like that appointment is about THEM
- Seat them in makeover chair
- You also need to sit facing them at eye level (this creates a comfort zone)
- Ask questions (“tell me about yourself” makeup likes & dislikes, what is their makeup skill level, what would they like to know about makeup, lifestyle, current skincare routine)
- You can use a form in the Back Office to take notes (Resources tab, Glamour Demo, SeneBlends Blank Profile Form)
- Get to know them and build a relationship
- While applying makeup you can be standing
- TAKE A BEFORE PHOTO
- Give them a beauty book while you are applying so they can star the products they love and take notes
- Have a mirror in front of them while applying makeup (this is a teaching session so they need to be able to see what you are doing)
- Sanitize hands
- Put on gloves or pinky puff if not a licensed cosmetologist
- Explain what you are doing at each step, educate them on products and techniques
- Do only one side of the face & after each step (foundation, brows, blush, etc) have them complete on the opposite side
- You don't have to give them the ingredients or science of products- just share why you love them

At the end of the appointment

- Thank them and ask how they feel about their makeup & answer any questions they have
- Give them your information (business card, website info, social media platforms)
- Send them with a Beauty Book for future ordering (give them the ones they took notes in)
- Send them with a Glossy Gloss sample so they can use it through the night and their Lipsense will stay on longer
- (If available) Send them home with the strip samples of our Skin Care System
- Make sure they know about Fooops and Oops Remover
- TAKE AN AFTER PHOTO (create a collage using the pic collage or pic stitch apps)
- Post her before and after on social media listing all the products you used & tag customer

HOW TO FOLLOW UP WITH YOUR CUSTOMERS

Most important part of the process Don't waste your time or make up if you're not going to follow up with them!

Evening of appointment

- "Thank you for coming and allowing me to do your make up today! I loved getting to know you and had so much fun! I would love if you could help me one step further by filling out a brief survey to help better my customer service and to help me further my Makeup Application Skills".
- Create a survey on Google Forms
- Rate your overall experience from 1-10
- Ask them what they would have liked to know or hear more about during the appointment
- Ask if they are interested in learning about receiving a 20-50% discount on products, learning about the Senegence Business Opportunity or if they would like to host a party with their friends & family to earn discounts & free product
- Would you like to be added to my VIP group on Facebook for tips, tricks, deals, tutorials, etc
- With this survey, include a 10% off coupon to be used in the next 48 hours for their time & as a thank you (have an expiration date on the coupon)

24 Hours After Appointment

- Send her a message asking about the longevity of the products and the make up
 - How did they like the products?
 - Have fun with this
- (can be in text or sent as a voice message)
- Compliment them

48 Hours After Appointment

if they haven't responded or purchased anything

- ""Hey girl! I noticed your 48 hour coupon is about to expire! I just wanted to send you a face map to remind you of all the products we used (screenshot the form you filled out for her from the back office with all the products you used)"
- Then ask her a question so is more likely to respond to you

Follow up File System

- Needs- Index Cards and a small accordion file folder with tabs
- Label your tabs 1-31 (for 31 days in a month)
- You will have an index card for each customer which includes their name, contact info, notes from apt, and the date from their makeover
- Keep notes from any contact you make with her
- And if you do her make over on the 10th and need to contact her in 48 hours, then I would move her card to the 12th slot and make a note on her card of what I need to do that day
- Or if you do someone's make up on the 10th and they want to buy but don't get paid till the 15th, then you move her card to the 15th and make a note of it on her card
- This help you stay organized with your follow ups
- Have a system of tracking your customers (profile binder, excel spreadsheet, whatever works best for you)

This will be just to track their contact information & info from apts

Makeup Kit and Appointment Needs List

- Hand sanitizer
- Pinky puffs or gloves
- Mirror (light up mirror if possible)
- Make up brushes (foundation, eye shadow, brow, concealer, powder, blush, contour, highlighter, etc)
- Lipsense applicators
- Lip liner applicators (back office order form)
- Disposable Mascara Wands
- Senegence brush cleaner
- Senegence pallets (back office order form)
- Masking tape (can be used as a pallet)
- Clean towel or paper towels
- Tissues
- Silk
- Color correcting tinted moisturizer (in medium and light if possible)
- Foundations in every color if possible or the most popular colors (or testers)
popular foundation colors-Almond, Cream Beige, Café Au Lait, Tan, Dewy
- Concealers- green, white, light, medium, deep
- Blush (in every color if possible or just the popular colors)
popular blush colors-bronze, pink berry, toasted rose & pouty pink
- Powders- Natural & Bronze Dust
- Fooops Remover
- Shadowsense (every color if possible)
popular shadow colors-snow, onyx, garnet, amethyst, candlelight, moca java, sandstone pearl shimmer, moca java shimmer, smoke topaz
- Browsense in 1 or 2 shades (light & dark)
- Eyesense liner (in brown or black)
- Lash sense with under sense (in black and brown if possible)
- Lipsense colors
- Multiple glosses
- Oops Remover
- Witch Hazel
- Lip Balm
- Case to carry everything in
- Beauty Books
- Glossy Gloss Samples
- Cotton pads
- Customer Receipts
- Inventory

Optional

- Make up chair
- Luxe spinning brush cleaner
- Skin Care Samples

Forms you will need

- SeneBlends Beauty Guide (back office order form)
- Application form (back office, resources, recognition programs, SeneBlends MUA, application form)
- Make up sheet (back office, resource's, glamour demo, SeneBlends blank profile)
(Additional Information can be found on the Back Office under resources, recognition programs & SeneBlends MUA or resources and Glamour Demo)

List Created by Sadie Carter

With input from Misha Rees and the Southern Utah Leaders: Tauni Alexander, Chelsea Nielsen, Kylie Burton, Korri Whipple and Crystal Wood