

Dialogue for calling Brides:

(These 30 minute consultation sessions are to "sell" the Bride on you and your wedding service. Use the concept of getting her bridal party in Color Harmony for that Big Day and her lifetime Portraits.)

May I speak to _____. Hi _____ this is _____ with Mary Kay. Do you have a quick minute? Great! Am I correct that you are an upcoming Bride? Congratulations. I received your name from _____, and I would love the opportunity to show you what I can do to make you and your wedding party look fabulous for your "Big Day" and your Wedding Portraits.

I am scheduling 30 minute consultation sessions for the next 2 weeks to show you what I can do. Could you possibly find the time to allow me to show you some fun things? Great!

You are entitled to a Free Facial and Makeover. Would you like to take advantage of that at that time? Great! It will only take about 30-45 minutes extra and you will feel very pampered. When is better for you, daytime or evening? Weekday or weekend? How about _____(Sat) or _____(Sun). _____(1:00) or _____(2:00). Great!, I can't wait to see you on _____. Thank you, and I can't wait to meet you!

Bridal Party Information Card

Brides Name _____

Grooms Name _____

Address _____

City/ST/Zip _____

Daytime # _____

Evening # _____

Email _____

Do you have a Mary Kay Consultant _____

Are you currently using a skin care program? _____

Wedding date _____ Wedding time _____

Wedding Location _____

of Bridesmaids _____ Color of dresses _____

Color of Flowers for Bridesmaids _____

Colors of Bride's Flowers _____

Color of Brides Dress _____

Formal or Informal Wedding _____

Which of the following service(s) interest you:

- A. Skin Care Color Cosmetics Selection
- B. Bridal Party Color Selection
- C. Bridal Party Gifts/Favors
- D. Bridal Day Color Application
- E. Bridal Registry

There is absolutely no obligation to you! Call me today to schedule a FREE Consultation. I look forward to hearing from you. Congratulations!

All eyes will be on you!
Make sure every inch is ready for close-up attention!



How to avoid the 10 most common make up mistakes on your Wedding Day!

1. **Use the proper skin care:** give nature a helping hand by starting a basic skin care program. Daily care primes your face for the sheer makeup look brides love!
2. **Use a good waterproof mascara:** This is the happiest times of your life and you **may shed a few tears of joy.**
3. **Use Lip Liner and Lipstick:** the ultimate in kissable lips. Select a lipstick rich in moisturizers and emollients. Select a shade that is dark enough for photos. First line, use a brush to apply color and re-apply for staying power. Add a touch of gloss for shine.
4. **Use Translucent face powder:** Loose powder sets your makeup and provides a matte finish. Helps control oil break though and shine.
5. **Wear the correct foundation shade:** Gives skin a smooth even-toned finish as it guards against environmental elements. Apply with a sponge using light sweeping strokes, blending well.
6. **Use Color Harmony:** Color is the valuable that adds sparkle to your bridal look. To harmonize your color, simply choose makeup and wardrobe attire with a single undertone, either vibrantly cool or radiantly warm. Make sure you harmonize lip color, cheek color and nail color.
7. **Use Correct blush application:** Blusher should provide a nice glow, never streaked or blotchy. For photography, your blush needs to be darker than normal to have it appear "natural" in photos.
8. **Wear a fragrance:** A woman's fragrance is her most intimate trademark, the invisible part of herself that makes a lasting impression.
9. **Wear make up:** Use the tricks of the beauty trade, experiment several times prior to your big day.
10. **Use a Professional:** Beautiful skin care and glamour isn't just something you buy, its something you learn.