

## **Motives Tips**

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**2004 Motives Challenge Winner**

1. When recruiting people who are employees in the beauty industry (i.e. makeup counters in department stores) be very clear that this is a business and that they are responsible for their own supplies (not just the kit, but for support materials also).
2. When working with darker skin tones, stick to the more vibrant hues. Our colors are highly pigmented and the more vibrant eye, cheek and lip colors look great on darker skin.
3. Make sure to tell prospective business partners about all the stores of Market America and let them know they have a choice. Just because someone works in the beauty industry, doesn't mean they want to work with Motives.
4. Learn the difference between Motives and other cosmetic lines. If it is a MLM company, know their compensation plan. If it is a department store brand, understand how much commission and hourly pay they get. Every line has branding. For instance, MAC is for photography and is trendy vs. Mary Kay which is for personal use and is inexpensive. Learn to contrast the popular lines from Motives.
5. Always wear Motives! Don't pay anyone else retail for anything else! We have the best and we have the best price! We have Joe Blasco quality (high quality professional line) for Clinique prices (mid-grade department store line!) Don't let anyone tell you different! Be proud!
6. There are no lines made for Caucasian skin v. any other type of skin. Our skin care and cosmetics are customizable and therefore they are for all skin types.

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