



Hi. I'm Katie.

Value Proposition: Selling is An Energy



Visualization Exercise



Ideal Client: Blake

- 36 years old, SAHM
- 3 kids, gorgeous, drives a luxury SUV
- Plugged in to a bunch of social circles
- Husband is a professional athlete.
- She's very intelligent, volunteer work
- Loves makeup, dresses impeccably
- · Doesn't love her current routine
- Runs into you at Target
- She loves your makeup.
- Moment of IMPACT.





Ideal Client: Blake

- Instead of the usual self-deprecation
- You say THANK YOU!
- Go outside your comfort zone & invite her over for a makeover!
- You knock it out of the park!
- She purchases Tres Leches, a Large Double Decker, Brushes, Stay, etc. and can't stop thanking you.
- You just had a \$600 sale!





1

- Ask Questions!
- What is her routine?
- What attracted her to Maskcara?
- Discovery process is critical so you don't confuse her later!

2

- Always Offer A
 Before & After when possible.
- She could text it to a friend.
- Go fuss with her old makeup and will come back to it later!

3

- At the close break up the total...
- Makeup Total
- Tools Total
- Skincare Total
- SHUT UP!
- Wait eagerly & without fear.



There is no tip or trick to this.

SELLING IS THE EMBODIMENT OF AN ENERGY OF VALUE.

It begins and ends with YOU.



- I'm so introverted, and Katie you're an extrovert.
- I'm no good at social media.
- I don't have a big following.
- I'm not good at color matching.
- I'm not an expert makeup artist.
- Nobody will buy from me.
- I'm no good at this business.

Myths (aka lies we tell ourselves)

ANYONE

Can have a meaningful exchange with someone one-to one. And that's what it takes to sell. REAL CONNECTION.



TRUTH.



TRUTH.

You must be willing to do the personal work.



What kind of customer do you currently have?

- I really love the makeup and I want all of it but....
- I need to wait for my next paycheck.
- I need to ask my husband.
- I need to wait for my tax return.







This client is PERFECT for you right now. Because she is teaching you about YOU.

"If you are willing to do the personal work, I promise you - all these fears you have about selling will fade and you will value yourself, this product, your time and your life enough to be able to create and build the business of your dreams!"



It takes practice. Managing disappointment



- Some call it "Expectation Resiliency"
- Let's visualize your worst case scenario.



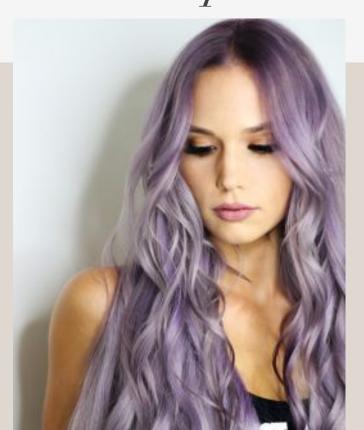


- Denny's Waitress
- Who is at the next table?
- What should negative feedback do for us?

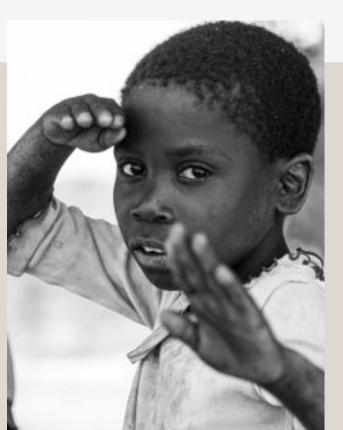
Do not let disappointment DISEMPOWER you.



It takes practice. The energy in your pitch.



VS







ASK YOURSELF...

What is this worth to you?
What does it mean to you?
Get REALLY REAL with this.









HOW ABOUT
WE START
WITH THIS
QUESTION...

WHY DID YOU FALL IN LOVE WITH MASKCARA SO MUCH THAT YOU DECIDED TO BECOME AN ARTIST IN THE FIRST PLACE?



YOU DIDN'T SIGN UP TO BE A BUSINESS OWNER.

YOU WANTED TO BE A CREATOR.







Create JOY.



The customer you have currently is the perfect one.

TODAY.





Don't unfriend me. LOL.

I love you. This is all LOVE.



The SALE occurs the moment you open your mouth.

CONNECT

2

EDUCATE

FOLLOW UP

3

DELIVER



YOU ASK FOR A REFERRAL!

Final Exercise... Setting Intentions.



My Promise To You



Thank You!

Whip out your phone and let's be BFFS!

@KATIEMARTINSTUDIO

Mastrara