

A soft-focus, close-up photograph of a woman's face, likely a model, with blonde hair and light skin, looking slightly to the right. The image is faded and serves as a background for the text.

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Mind the Gap by Kat Fairchild



Let's Get Acquainted!

Leader of nearly 3,000 Artists in Team Fairly Polished with almost 300 of those being directly enrolled Artists.

Top 5 in sales each month and frequent top enroller.

Live video & Insta story lover.

Audience of over 180,000 cross-platform subscribers.

Mother of 3 kids and wife to one large man-child.

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What are we here for?

Learning to balance sales and managing a team!

Let's Talk About Your Goals

- Increased Income
- Work from Home
- Creative Outlet
- Feeling Part of Something Bigger
- Helping to Empower Others

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Did you know that all those facets of being an Artist can grow, thrive, and fulfill while focusing on both sales & growing your team?!

Learn how to manage the best of both worlds!

Let's start by breaking down some of the goals we just talked about and how they can thrive with both sales and team building.

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Increased Income

- Taking advantage of both sides of the comp plan.
- Cross promote sales & Artist program at the same time, simplistically.
- Plant the seeds, water them, at least 7-10 times!
- Get personal with sharing stories about the Artist program your audience can relate to.
- Create FOMO like a MOFO.
- GET OVER YOURSELF!!!
- Watch your income increase as you rank advance and build leadership.

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Work from Home

- Work around your own schedule. Even if you work outside the home in another field, you have the ability to work from anywhere using your smart phone.
- Raise the Roof! Host parties and bring the party to the people with Maskcara's generous Hostess Program.
- Be a Detective. Read between the lines and plant seeds about the artist program with frequent buyers.
- BFF's - Stay active in team groups or chats with your Artist gal pals! Use Facebook messenger, Voxer, Marco Polo or Zoom calls to establish a leadership routine and inspire others. Call on leaders for help.

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Creative Outlet

- Before & Afters, Before & Afters, Before & Afters!
- Make your own graphics using Canva (find my tutorial here, <https://youtu.be/gVr8P6VGICM>), Over, & Unfold
- Make short videos using apps like iMovie, InShot, Videorama, StopMotion, & HypeType.
- Use Lightroom Mobile to optimize lighting.
- Host beauty bashes (with the help of sideline pals or leaders), create graphics for team use including sales images, bundles, or artist inquiries.
- Think outside the box with fun eyeshadow tutorials.

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Empower Others

- Keep active in your business on social media to inspire the Artists around you to do the same.
- Run events geared around recruiting and ask team mates to share their stories of how the Artist program inspires them as well as makeup tutorials, games & prizes.
- Create a team Artist inquiry group to share content about getting started. Ask for help in created content.
- Get talking with 3-way calls or Zoom calls with prospects or new artists.

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A close-up portrait of a woman with light brown hair styled in an updo, wearing a gold crown. She is looking directly at the camera with a neutral expression. The lighting is dramatic, with one side of her face in shadow. She is wearing a light-colored, possibly beige or cream, garment with a decorative border along the neckline.

Automation Details

Streamline and put your time into more
income producing activities!

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A woman with long, straight, light brown hair is shown from the back, wearing an ornate, rose-gold crown. The crown features several pointed arches and is adorned with small white flowers and light blue gemstones. The background is a soft, out-of-focus bokeh of light. On the left side, the word "reign" is written in a gold, cursive font inside a thin gold circle. At the bottom, the words "SALES AUTOMATION" are written in a dark, sans-serif font, separated from the rest of the page by a thin horizontal line.

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SALES AUTOMATION



Sales Automation

Take a look at where you spend most of your time. Think about ways you can spend time with repetitive activities.

Prep Auto Responses - You don't have to be a full fledged automated, non-personal bot woman but you can save some frequently used notes, in your own words, to quickly copy and paste when giving responses. Keep links handy and any marketing documents or images you frequently use.

Colormatch Form - Use a system like a color match form to collect emails and follow up more easily. Require an email with customers requesting a color match so you can send them their match via email. In my opinion, it will be easier for them to find and keep track of your email if they are not willing to order at that exact time. Give them a couple weeks and then send a follow up email! Ask if they need additional help or have any more questions! If they still do not order, you can email them in another 4 weeks and offer help with building them a cart or even entry into a mystery hostess event or party if funds are an issue for them. After 3 tries, don't bother them with individualized emailed until they reach back out. TRUST ME, they'll be watching you on social so that seed will keep growing and blossoming! You can add them to a general newsletter to keep them informed and updated! The service I use is Typeform! It does cost if you want to enable photo uploads but there are other services like JotForm, and Google Forms. Do some research and pick a platform that works for you!

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how to get a

COLORMATCH

from kat fairchild

WWW.COLORMATCH.KATFAIRCHILD.COM





Sales Automation

Organize Follow Up - Increase in sales means increase in messages, customers, and comments you need to keep up on. Best utilize your social platforms to get organized.

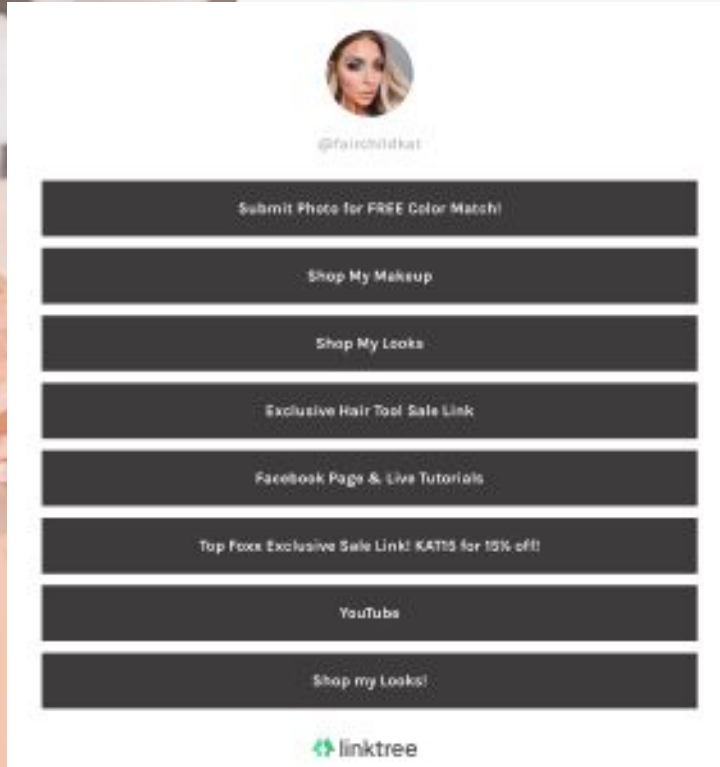
Facebook Page - this is by far THE BEST platform for staying organized. It has the ability to tag messages, create follow ups, assign messages to assistants, keep notes on messages, streamline engagement notifications. Make lists of frequently used responses to save time.

Instagram - Categorize messages (primary - friends / general - acquaintances) and utilize flag feature. Also save frequent responses.

Trello - Keep lists of VIP customers, notes on conversations, more in depth details. Add reminders to calendar for contact.

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Streamline Social



When you are sharing online, use a service like linktree, linkinprofile, lynxinbio, to keep all your links in one place. Make it easy for people who follow you to find what they're looking for! Here is an example of what my link tree looks like! If you don't have 10k on IG, no problem!! Refer people to your "link in profile" on IG and see what you're referring to. Keep the most important links at the top.

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Streamline Social

Let's get more in depth about what type of content you want to be posting and how often!

IG Stories - You should be posting on stories every single day! Keeping your stories active is a great way to genuinely connect with your audience. Share your life & keep it simple! Use highlights to keep important stories like makeup tutorials or anything you want to live beyond 24 hours.

IG Posts - Posting every 1-2 days is a good idea. I know it's hard to come up with content but if you have a mixture of what you post, you can totally make it happen! Cycle through topics similar to this: personal before & after, hair, family, food or drink, quote, selfie, outfit, home or architecture, testimonials.

IG Videos - Instagram gives you the option to go live or share videos in the form of "IGTV". Personally, I don't think IG Lives are a good investment of your time. They disappear & you can't really interact after they are over.

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Streamline Social

Facebook lives - Facebook lives are where it's at!! They are available long term and are shareable by your audience. Take advantage of that by providing content people would want to share with their community. Use that to leverage those who "like, know & trust you".

Facebook posts - follow the same guidelines as IG posts or have your IG posts pushed to post on your facebook business page. This makes your cross-platform posting super easy!

SHARE!! - When posting on facebook, I find it effective to share your videos to your main facebook wall. If you share from a business page or public group, you are within the guidelines of selling ethically on facebook and not at risk of being flagged. Start your live, grab a second device and share while you're live! You'll be surprised who will hop on!

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General Social Media Ideas

Keep content fresh by focusing on single products. Stress the free shipping and make it easy for a beginner to commit to trying one product! Blush, brushes, illuminators, skincare or anything! Go in detail about why you like that ONE item! You'll never run out of content!

Pre build palettes and with shareable links for favorite looks! Use BITLY app to make live palette builder shareable links!

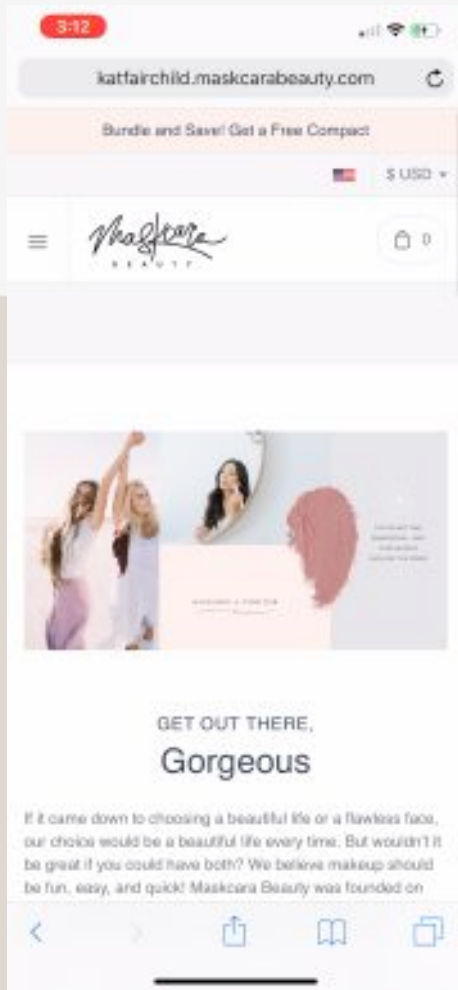
Eyeshadow 4 or 8 count

Blush Quads

Bronzer & Illuminator Quads

Contour & Brow Palettes

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Use bit.ly app to create shortened links to share palettes with customers via Instagram, Facebook, email, etc.

If you try to create links not using the bit.ly app and just using their online platform, you may find that the links don't convert. Not sure why but just use the app! You can also track analytics from each link!

Go a step further by making graphics and sets for your favorite eyeshadow looks to share instantly with your audience!

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TEAM AUTOMATION



Team Automation

Organize content and third party tools at your fingertips. The BEST thing you can do is make the on-boarding process easy and duplicatable for your new artists. If they have a questions, point them to a video rather than explaining it yourself. What does this do? Helps them learn AND gives them the tool to give their girl! And so on and so forth!

Have a list of links and training videos you reference frequently. Share them in a welcome email and/or in a pinned post in your team group. I advise all new artists that the most important documents will be found in the pinned posts. It's the easiest way to find what they need!

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Team Automation

Keep in Touch and Create Connections

Encourage that Maskcara sisterhood with ways to introduce and connect sidelines together!

Voxer - voice messaging app

Facebook Group Chats - suggest one team chat and also smaller niche groups for goal setting, for example, sales focused, recruiting focused, etc.

Telegram - similar to Voxer but also the platform Maskcara uses for announcements. Good to make sure everyone is on there!

Zoom - Set regular team meetings for training or just mingling. Assign other people on your team to encourage and head up different topics.

youcanbook.me - Set your schedule to make it easy for teammates to schedule calls and meetings with you! Reduce the back and forth and make it easy.

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Team Automation

Stay organized using Trello

I have a team trello board that I use to keep track of all my direct artsits! I categorize them by rank and move them as they rank advance. They are prompted to share a little about themselves in our team group page when they join and all that information as well as a photo is added to their Trello Card as well as any correspondence I have with them. When you have a large team, it may become difficult to keep everything straight so don't rely on your brain to remember it all!! You can add the Calendar Widget to your trello board to keep active on communication. For example, I want to make sure I follow up with Bethany on a party she had so I post a reminder 2 weeks out on my board calendar and I'll get a reminder to contact her!

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Direct Artists

Team Fairly Polished sc Team Visible 8K Invite

Calendar Show Menu

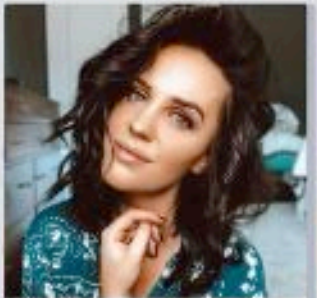
Influencer



Stacy Smart
May 10

+ Add another card

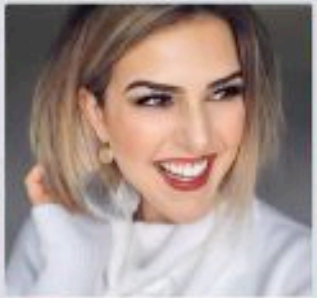
Top Ambassador



Kristyn Cole

+ Add another card

Elite Ambassador



Brittany Lawrence

+ Add another card

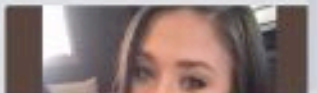
Artist Ambassador



Jenna Kuzawski



Donann Dutton
Jan 7

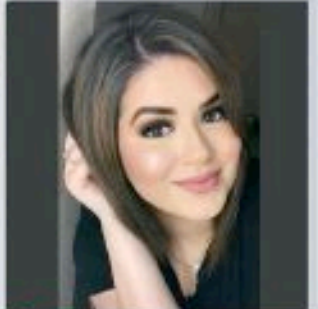


+ Add another card

Top HACR



Amanda Schmidt



Dalany Jensen

+ Add another card



Bethany Balsis
Aug 26

+ Add another card

Team Automation

Other uses for Trello:

HOT Artist prospect leads - I can add Trello cards with pictures, notes, reminders labels.

Top customers - You can check in your back office for customers who frequently buy and keep track of them to make sure you give them five star service.

Idea Boards - Use Trello to dump ideas and organize into categories

To Do Lists - Use cards to categorize to-do's and also the calendar widget for reminders.

Content for scheduled posts - A way to stay on top of posting is to schedule out content. Time block 2 hours per week to create all your content. Get inspiration from sites like Pinterest or Reddit and compile them in Trello with photos and wording. Try to post a majority of personal content with a mix of inspo, memes or polls. People love polls!!

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A hand holding a white pencil over an open eyeshadow palette. The palette has various shades of eyeshadow, including browns, oranges, and blues. The word "artist" is written in a typewriter font on the white base of the palette.

Cultivating Big Ideas

Use tools to help your downline visualize their goals!

Use a getting started guide and have artists establish goals so you can more easily establish how to gage communication with them. Would they consider themselves a runner, walker, or jogger? Tell the walkers that you'll be here for them when they need you so let them reach out as needed. Keep higher correspondence with Jogger/Runners as they wanting to do more with their business. Reevaluate walkers because they might pick up the pace to a jogger or runner!

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Which goal suits your lifestyle best?

(Grid shared with permission from Sara Davis, Heather Burgo and Team KISS)

{Circle Goal}	WALKER	JOGGER	RUNNER
Monthly Income Goal	\$100-\$250 per month	\$500-\$1,000	\$2,000
Hours Per Week	2- 5	5 - 10	10 - 20
Ideas for How to Get There	<ul style="list-style-type: none"> • One in person makeover a week • One online or in person class per month • One before and after post on personal social page 	<ul style="list-style-type: none"> • 2-3 in person makeovers a week (borrow faces) • 1 - 2 classes (online or in person - consider "Party in a Box") • Add 1-2 teamies and help them reach Elite • Go Live 	<ul style="list-style-type: none"> • Host at least 2 classes per month • Create Beauty/VIP Facebook Customer Group • 4+ in person makeovers per week • Daily social media posts Weekly Live Videos
First Year Rank Goal	Top HACer	Ambassador	Influencer



Roadmap to Influencer

Bubble chart your way to rank advancement!

Once you've established goals with your Artist, a really special tool you can share with them is a visualization of how they can hit the next rank! Myself, Sara Davies, and Amanda Earnest worked together to create an easy way to see exactly what is needed next, at a glance. We would love to share them with you!

Download the PDF here < [Roadmap to Influencer PDF](#) >

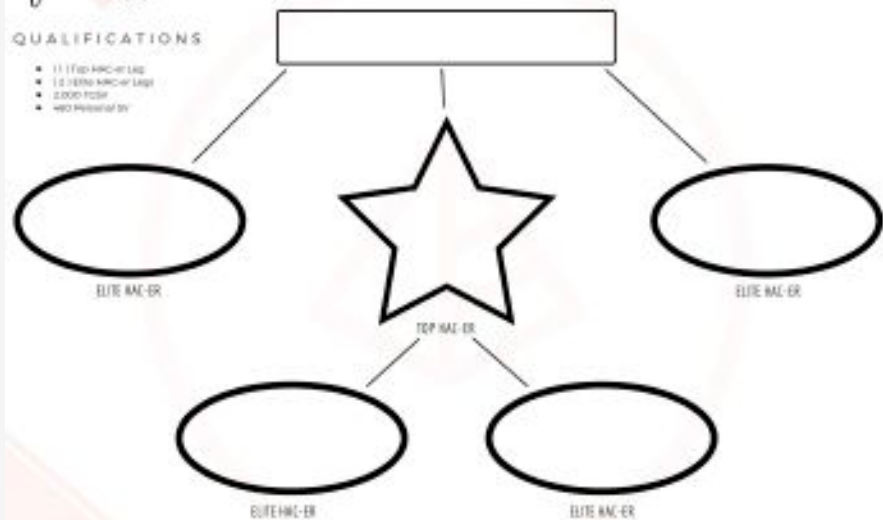
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Gambassador

ARTIST

QUALIFICATIONS

- 11 (11) Top MNC or LAG
- 1 (1) JETRO MNC or LAG
- 2,000 FOLLO
- 400 PREFERRED BY



CREATED BY
Madison
ARTIST

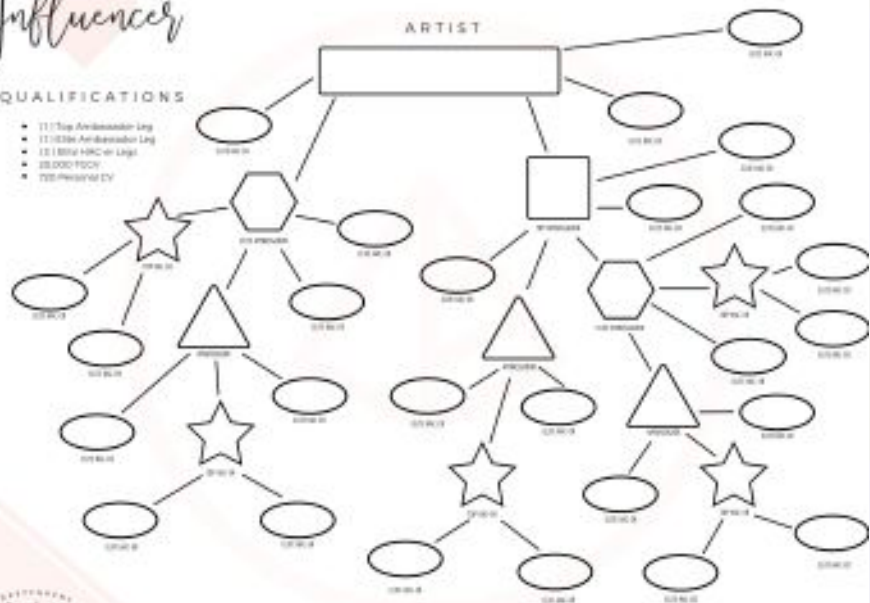
Team Andrea

Influencer

ARTIST

QUALIFICATIONS

- 11 (11) Top Ambassador LAG
- 1 (1) JETRO Ambassador LAG
- 12 (12) Top MNC or LAG
- 20,000 FOLLO
- 700 PREFERRED BY



CREATED BY
Madison
ARTIST

Team Andrea

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Understanding line etiquette and use it to your advantage or know when you bypass it.

When you are busy building a team as well as being a rock star seller, you may not have all the time in the world to share with those who aren't your personal directs.

Time block most or all of your correspondence with your directs and if there are people who are in need of your help who have an inactive upline, make special circumstances to help them as best you can. Help them by telling them where they can find what they are looking for and not just GIVING them what they need. Then they will have the tools they need next time to find it themselves.

Example: A direct asks you where they can find before and afters. Tell them to use the search feature in the Facebook Mascara Artist Group to search before and afters and they'll find all they need! Next time they need something, they'll know they can now utilize that search feature!

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Leveraging Events

Don't reinvent the wheel!! If corporate is hosting events, promote the heck out of them!! Example, the Blush Bash! This is a great way to ride the coat tails of corporate and share amazing events with your team!!

Look up your line to see if any sponsors are hosting a beauty bash or think about hosting your own!! Ask your leaders or eager teammates to help!! Some girls can do videos and/or schedule posts! This helps those who are just getting started to learn more how online parties work! Make it fun with games and prizes for customers.

Think about hosting an easy mixer with your local artists. Keep it simple by going out to dinner or having it at someones home! This makes a great environment for artists to invite prospects to meet and mingle and see how fun it can be to be an Artist!

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Build Up Confidence in Your Artists

Give tasks to Artists that can help them build leadership skills.

Have them host team facebook lives or Zoom calls & share tips or their story.

Come together to host an event, either local or online.
Delegate tasks where Artists have certain strengths.

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Don't Do Things You Hate or Can't Find Time To Do

You might not realize it's not as expensive as you think so hire out help! This applies to work related and household as well.

\$15-\$20/hour for VA or in home assisting. Best practice is finding someone via referral. There are also websites like [upwork.com](https://www.upwork.com) to find VA's.

Be picky and keep in mind that these sites keep 20% of what you pay the helper.

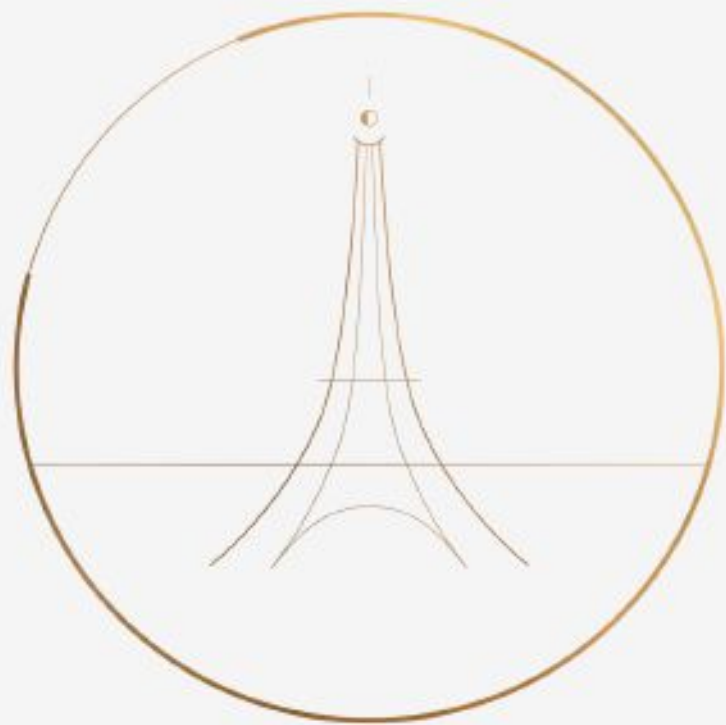
Know that people working for you will probably get a heck of a lot more done in a shorter period of time, more efficiently, because they are less distracted by your own social channels. If they happen to see Susie's post (let's say your neighbor) about her new baby on the way, they wouldn't engage and get distracted like you obviously would!

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Have Joy In The Journey!

Know that there is not any right or wrong way to be an Artist. This is 100% your own unique journey and do what makes you the most happy and feel the most fulfilled!!

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Maghara