

Hi _____, this is _____ and I'm SO excited because I'm creating a new Model Portfolio called One Woman Can in honor of Mary Kay's 50th Anniversary and I want to represent women from different life stages and personalities and one of them is called _____... (give her the name and description)

...of course I immediately thought of you! Is there any reason why we couldn't get together in the next few days so I can pamper you and have you as a model representing my (Second Act, Super Mom, etc.)? I know we will have so much fun!

The Second Act. These are women who are in their 40s, 50s and beyond and have already found great success in life. Now they are mentoring other women and finding new ways to challenge themselves and...

The Life of the Party. These are women who have fun everywhere they go and can turn any occasion into a party...

The Super Mom. These are full-time moms who are doing a great job of juggling all that life brings and find joy in putting their family first.

The Image Maker. These are women who love bringing beauty & fashion to others by helping women achieve their most beautiful selves.

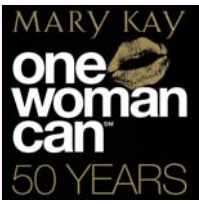
The Mobile Entrepreneur. These are women who love feeling free and flexible while staying connected through mobile and social tools.

The Everyday Hero. These are working moms who are finding their way to balance a life filled with family, work friendships and other responsibilities.

The Rising Star. These are women who love to set goals and enjoy recognition for reaching their personal best.

The Social Networker. These are women who love building relationships—old and new—and really value their time encouraging and connecting with girlfriends.

The Biggest Fan. These are women who really love their Mary Kay products and get excited about sharing them with others.



Model Portfolio Tracking Sheet

The Second Act

1. _____
2. _____
3. _____
4. _____
5. _____

The Life of the Party

1. _____
2. _____
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The Super Mom

1. _____
2. _____
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The Image Maker

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The Mobile Entrepreneur

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The Everyday Hero

1. _____
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The Rising Star

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The Social Networker

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The Biggest Fan

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