

## **BRIDAL TRAINING**

### **Why I Work with Brides:**

- Most brides are EXCITED about their wedding and ANYTHING involved with their wedding! They want to look GOOD, so they are excited to meet with me. 😊

### **How to find brides:**

- David's Bridal
- Facial Boxes at Bridal Shops
- Bridal shows at malls
- Affirm and say, "I specialize in working with brides" when you meet them!

### **What is a Bridal Pampering Session?**

- It's all about the bride! It's all about making her feel like queen for a day!
- This is the ONLY time you do skin care and color together!
- Your goal is to teach her how to take care of her skin and condition it for the big day, and you will teach her on day one how to apply make up like a professional! You will meet with her again later to pick out wedding day colors.
- I always tell the bride to only invite people who are going to make her feel extra special, and who will enjoy watching her get treated like a queen! Although the skin care and color are done on everyone, I pay special attention to the bride! I actually do her makeup for her that day with the brush set if she agrees that it's okay!

### **The Script**

- YOU MUST USE THE SCRIPT TO BE EFFECTIVE AND SOUND PROFESSIONAL!

### **Bridal Packet**

- o Bridal letter on pretty paper
  - o Look Book
  - o Gift certificate
  - o Small lotion
  - o Pamphlets
- Call her a few days after sending it to get her guest list and to see if she has questions. You will pre-profile her guests just like you do for a skin care class.

## The Session

- Have a small gift ready for the bride. I usually buy the bridal favor boxes from Michael's and use those with some confetti or something inside. I usually do a discontinued lipstick, limited edition something or other – something fun. Remember, you've already given her the lotion!
- I always put a piece of recruiting literature at every place setting (along with the Look book, Beauty Book, and profile Card)
- Do the skin care just like every other class.
- For the color, I have them choose a Look from the latest Look Book, and we use the color cards that day. I tell the bride that I will work with her one on one to find the perfect wedding day colors at our next appointment. I demonstrate with the brushes **ON THE BRIDE** with her permission...this is just another way to help make her feel special. Her guests can watch to learn and then apply their own colors.
- Lastly, I do the table close just like a regular skin care class and leave them with the Bridal Survey before I do the individual closes.

## Individual Closes

- Go with the Bride **FIRST**. Do normal close, go through survey, but before taking her order, go through wedding day essential brochure, as well as the emergency kit so she knows what she can get! I almost always book for a future appointment with the bride to share with guests! **I ALWAYS BOOK AN INTERVIEW! ALWAYS!**
- Follow up with rest of guests, doing the same thing as a normal class...working full circle!

*Working with brides can be very rewarding because you know that you are helping someone look and feel her very best for the most important day of her life! The energy of the bride is usually contagious and affects everyone at the party! An excited bride means an excited party! When you decide that **YOU** are excited about her wedding, about her dress, and about her big day, **YOUR EXCITEMENT** will be contagious, too! I always make a point to remind her over and over that brides are my favorite people to work with! I just **LOVE** weddings, and I love helping brides to look and feel perfect on their wedding day!*