



A FRIENDLY INTRODUCTION TO SENECE

# Overview Guide

2019





# Thank you for reaching out.

## Let's Chat!



I am so happy you are here and for expressing interest! First, you may have heard of LipSense before or other direct sales businesses. My hopes are for you to find out more about anything that peaked your interest and about the opportunity.

Today' world is filled with negative images of the MLM community and I was one of those skeptics! An average job is what we are trained to seek out. Do you fear saturation in your area? Or is there a stigma of just sell, sell, sell to our family/friends that is a reputation you would like to avoid? I hear ya!

So what can you do when you have big ideas, goals....dreams? For me as a busy schoolteacher, I wanted something that had a structure and system already in place. From there, it's all about being creative and making it your own.





## Time to have fun and utilize all the hard work that's been done for us.

I have discovered that direct sales companies can offer a name of a trusted brand with products that have been proven to work. It's up to us to do things a little bit differently and provide a trustworthy business for our ideal clients.

You get the chance to use what an established company provides to build your own brand. Then make valuable connections with meaningful content and you can help brighten smiles everywhere!

# What's the stigma with MLMs all about?

I have supported friends and family throughout the years when they host a "home party". I don't know about you, but sometimes the distributor, they are helping out by hosting, can be a little pushy. That makes me want to run away!

Have you ever received a blanket message like, "Hey! I haven't talked to you in so long. I think you will love this new product, {fill in the blank}!" Or they are trying to recruit you for their team. This tactic does not work....period.

Like I said, I joined SeneGence for the discount in the beginning not knowing what it could become. I literally wanted every lip color if it was going to stay on my lips! By simply learning about this amazing product, it sells itself. We have to share the information and allow people to discover for themselves and make the decision to find out more.







No shade. Not trying to give anyone or any other direct sales company a bad rap, but there is a better way to go about it. Every woman can FEEL CONFIDENT and discover her personal style with the right shade of lipstick. Makeup is creative and fun!

Let's be genuine! No need to send those cold call messages or beg your friends and family to purchase from you. I have discovered if you share your excitement about something, people will listen. Build authentic relationships and share why you are rockin' your own beauty business. Let's break the mold and be proud of what we put out into the world.



# My Why

I have been an elementary educator for over 13 years. Always seeking out alternative and additional income, I have worked the hospitality circuit with server to management positions as well as retail jobs over the past decade.

I was tired of multiple jobs especially those where you are not always shown a high level of respect. I felt uninspired, put all my DIY projects off to the side, and had less time to spend with my family and friends. I craved a creative outlet and that's just what I got.

It really didn't take me long to put two and two together once I started sharing my love of LipSense. From there, I discovered the rest of the amazing makeup and skincare....we'll talk about that later.

I absolutely adore helping someone smile and feel more confident by adding a little color to the face. I have also earned my MUA (Make Up Artist) certification through SeneGence, which allows me to share tips & tricks with my clients and team, while also accessing all my creativity. There is no looking back!





# So What's Different About SeneGence?

SeneGence International is the mother company of the famous product of social media fame, LipSense. It all STARTED WITH ONE! Joni Rogers-Kante began in 1999 with a whopping total of six lipstick shades.

She designed this business for women to become independent financially, benefit from long lasting products that work, and her motto is "Choose to live life in love and abundance and then work for it."

**"We never wavered from our initial vision to provide superior anti-aging products and long-lasting color technologies to be used as a tool that provides a wonderful opportunity to women across the globe."**



LipSense was the star of the show to help the company explode 3 years ago. Thanks social media! In the business growth model, our company has just begun in the momentum phase and continues to rise with more global expansion in 2019.





## All SeneGence & LipSense product formulations include:

- No Animal Testing
- Made in the USA
- Made in 'Pharmaceutical Grade' rated manufacturing facilities
- All products formulated with FDA approved ingredients
- No animal by-products (we use alternative sources)
- Use of naturally reoccurring natural ingredients
- No wax or lead
- Gluten and GMO free (most products)





# How to Make it Work

I often get asked about saturation. You may already know someone that sells beauty products or even SeneGence products. The world is filled with so many humans! And with the help of social media you can make connections and meet so many like-minded individuals everyday. All of this can be accomplished from the comfort of your own home, a coffee shop, or even your favorite outdoor spot.



As a teacher, we always work towards SMART goals. That is, Specific, Measurable, Attainable, Relevant, and Time. I can help guide you to success with the right plan. With follow through and focus, your goals can be closer than you think.

Set one goal at a time and crush it! From there, you keep growing and start discovering new things about yourself. I know, I sure did. I am so much more confident, I create videos all the time, and wake up excited to share new ideas with those that support one another.

**PLUS all the tools and resources to get you started are available to my team.**

# All the Possibilities

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You can make a difference in your lifestyle and create something so powerful for others. You are in charge and you make the rules. With a little hustle on the side, your dreams and goals can be achieved. What are you going to offer to this beautiful world of ours?

Wouldn't it be nice to know you can pay your bills each month and still have money left over? Your goals may be to earn extra money to take your beau out to dinner, to get your nails done at the salon, or to help contribute to your family's income. Maybe you are seeking something to get your creative juices flowing that you can call your own.



The quality products sell themselves. To start your own wholesale account, it is only \$55 and the opportunities are endless. The amount of work and consistency you put into it determines the outcomes. Earn rewards like a covered car payment, vacations, new friendships, extra income, and more.



# At a Glance



Sign up for \$55 to start your business today!

Start earning money by buying products at a discount and selling at retail price to customers.

AND

Earn commission checks from sales of other boss babes that join your team. The compensation plan is ah-mazing! More on this in our training resources.

PLUS

Earn extra discounts and free products in your first 90 days.

**Here are the answers to a few questions I often get asked:**

- You can totally shop at a discount now and turn it into a business later.
- The \$55 is an annual fee, just like a Costco membership, but is always an option each year to renew and you are never charged without your consent.
- There are no auto-ships of product. You are in charge of any inventory.
- Requirement to stay active is \$200 total every 6 months. There is no cancellation fee either.

# Resources

We will work together to build your brand.

It is well known that people buy from people they trust. You and your unique viewpoint is what makes you the best at what you set out to do.

As a distributor, you can purchase products for 20-50% Off. Full training on how to maximize your profits when you sign up.

1 PV = \$2 Retail

NEW AND CURRENT DISTRIBUTOR	
<i>Discount structure</i>	
PV (POINT VALUE) = HALF OF RETAIL PRICE	
1-99PV	20%
100-299PV	30%
300-749PV	40%
750+PV	50%
Once a cumulative 750pv is reached in a calendar month, 50% discount will be applied for all subsequent orders that month, no matter the size.	

Full access to training materials to get you started!



**Build a Brand Identity, Not Just a Business**

Quick Start Guide for a Modern Day Brand



**Curated Content Guide**

30 Ideas of Social Media Content for the Month



You also receive access to my Facebook group for weekly trainings on topics you can apply straight to your business.



# Let's Do This Thang!

## Resources Include:

- How to Launch Your Business
- How to Build a Brand
- Packaging and Supplies Checklist
- Set Up Payment Processing Guide
- Social Media Best Practices
- Customer Q&A
- How to Develop Curated Content





I can't wait to help you get started in this new adventure.  
I'm happy to help answer any questions about the business  
or products. Let's chat!

[www.maisonofbeauty.net](http://www.maisonofbeauty.net)  
Instagram: [maisonofbeauty\\_](#)  
[info@maisonofbeauty.net](mailto:info@maisonofbeauty.net)  
Distributor ID: 280363

