

# Motives® FAQs

## What are the various partnership options?

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- **Motives & Me**-A free opportunity for teenagers to embrace entrepreneurship through partnering up with an existing UnFranchise Owner to secure their own website and generate sales throughout their warm market. The Motives & Me Associate earns ALL of the retail profit and the UnFranchise Owner, all of the BV generated through these sales.
  - Reference Motives & Me FAQ for more details and/or attend a Motives Training
- **Motives Pro Artist** -A platform for existing/established makeup artists or beauty professionals to further brand themselves as industry professionals working with this exclusive line. The artist applies for the program (details on your Motives website) and, if approved, invests in their own Motives website for only \$40/year. They earn retail profit; the UnFranchise Owner earns the BV.
  - Reference the Motives Pro Artist FAQ for more details and/or attend a Motives training.
- **Motives Beauty Advisor** -This is the most lucrative way for an individual to create ongoing income and leverage their time by identifying a team of people who wish to work together in exposing not only Motives by Loren Ridinger, but the business opportunity behind it. As a Beauty Advisor, you'll have access to all exclusive products at a wholesale cost; including kits and crossover products (i.e., skincare, nutritionals, etc.) In addition to earning retail profit, a Beauty Advisor can earn 100 percent commissionable credit on all sales generated not only through themselves, but throughout their entire team of UnFranchise Owners. Furthermore, they have access to all business support and marketing materials through their back office.

## How long Has Motives been in the marketplace?

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- Motives by Loren Ridinger was launched in 2009. Prior to then, Motives Cosmetics was in existence, but it was a completely different collection paired with a much different branding initiative. Encourage people who have heard of the line but haven't tried it since the re-branding to experience the new collection. It's a true compilation of nothing but the crème de la crème of cosmetics, sourced out from over a dozen different manufacturers to ensure that we always stay on trend with the latest developments in beauty and fashion.

## When was Motives for La La created?

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- Loren Ridinger was introduced to La La Anthony through a mutual friend and quickly realized they shared a passion for beauty, fashion and entrepreneurship. They joined forces to further collaborate on how they could positively impact the marketplace of consumers as well as entrepreneurs in the beauty industry. Since La La had always dreamt of having her own cosmetic line, Loren viewed it as an opportunity to help bring this passion into fruition, all while being able to accommodate an entirely new market of consumers by offering “Beauty in Every Shade.” So in 2012 Motives for La La was launched bringing existing clients an exciting new palette of color and, of course, attracting more people than ever before to try Motives by Loren Ridinger and Motives for La La. Since then, the media has embraced both Loren and La La as not only trend-setters, but powerhouse businesswomen in the industry empowering others to pursue their passion of making people look and feel great all while creating a lifestyle most only dream about.

## Why doesn't Motives sell samples or refills?

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- Since the re-branding efforts with Motives, we've embraced products from manufacturers that truly offer the best of the best. In order to properly represent the product, we feel packaging/appearance is relevant as well as quality control (which is harder to maintain when creating various sizes using different packaging). In addition, we feel it's best for potential customers to have the personal touch behind the trial experience (i.e. Beauty Advisor) and highly encourage UnFranchise Owners to offer their clients an experience in trying the product, not simply giving something away.

## How do I fill my customizable palettes?

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- All empty palettes come with magnets that you can peel and stick to the bottom. So, when you purchase the products/colors you wish to use to fill the palette, simply turn upside down and pop out into your hand. The metal pans the products are in are magnetic so you can simply place them into your empty palette with magnets and you're all set.

## How do I fill my Motives professional display?

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- There is a diagram available (under Motives downloads) of how we choose to display the products in the Professional Display Case (25092) at events, but we leave it up to you to arrange your product how you feel appropriate.

## How do I fill my Motives Pro-Color Kit?

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- Your kit should come with a diagram on the suggested way to fill your Pro-Color Palette. However, with all of the new shades always being introduced, it's up to you to determine which shades you would like to place where. You will have to take each individually packaged shadow and pop out the individual pan inside. We recommend you also peel off the label/color sticker on the pack of the individual shadow case and apply directly to the bottom of the metal shadow. Then place in your Pro-Color kit so that if the shadows ever fall out, or you want to re-arrange, you still know the name of each individual shade.

## How do I fill my Motives Professional Display Case?

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- There is a diagram available (under Motives downloads) of how we choose to display the products in the Professional Display Case (25092) at events, but we leave it up to you to arrange your product how you feel appropriate.

## How do I file taxes once I start selling Motives?

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- Every time you place an order on your back office, there is a 2% admin fee that is automatically added to the subtotal that is in place to pay the taxes for any retail profit of the product ordered. So, you can focus our efforts on retailing product and building your business without having to worry about filing taxes in earned profit through retailing product. Once you expand distribution by building a team through the MPCP (Management Performance Compensation Plan) and start earning commission checks, the company will simply send a 1099 form at the end of the year. We recommend finding an accountant who understands/specializes in filing for home- based businesses, as there are many household/ living expenses which qualify as tax deductions.

## What do I do if I want to choose Motives as my major?

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- Attend a Motives UMO (check the NMTSS for one being held in your area)
- Add yourself (as a business owner) to the FB Group Page "Motives by Loren Ridinger Official Online Party Program"
- Tune in to all available [unfranchise.meetonline.com](http://unfranchise.meetonline.com) broadcasts
- Register for the next Motives Training
- Download the event documents "Beauty Basics"& "All About Skin" to get the guidance and support in hosting your first couple events
- Host an online party through the "Host" tab on your Motives website.