

Motives® Pro Artist FAQs

What is the Motives® Pro Artist program?

The Motives Pro Artist program gives makeup professionals exclusive access to Motives by Loren Ridinger, a cutting-edge cosmetics line. This program offers the makeup professional a direct link to Motives by Loren Ridinger, as well as member-exclusive benefits such as a Motives website, where makeup artists can sell directly to their clients and earn up to a 40 percent* retail profit on Motives cosmetics and skincare products. Throughout the program you can count on us to provide you with the highest level of service, exclusive benefits other makeup artist programs do not offer, and the most comprehensive, highest-quality line of makeup.

*Retail profit percentage is set by Market America, Inc. and may vary from 40%. Note: an Administrative Fee and Cashback will be deducted from the Pro Artist's retail profit.

What are the major benefits for the Pro Artist?

- Access to all products on Pro Artist Motives mini website at distributor cost
- Receive the retail profits from purchases made by customers to their Pro Artist Motives mini website

What are the major benefits for the Pro Artist Shop Consultant?

- Receive the BV on all sales completed by the Pro Artist
- Drive awareness to their Motives business
- Reach a new consumer base

Who is eligible to participate in the Motives® Pro Artist program?

The following are examples of professionals that are eligible to participate in the Pro Artist program: makeup artists, fashion stylists, costume designers, models, on-air talents/performers and photographers. Applicants are not limited to the above professions, but must *demonstrate an appropriate level of experience* in order to be considered for the program.

Are Distributors eligible for the Motives® Pro Artist program?

Distributors are not eligible to participate in the program and will not be accepted should they apply. Distributors already receive the same benefits as a Pro Artist; products at distributor costs and the retail profits from sales. The Distributor is able to market themselves through their UnFranchise Business and therefore would not benefit further from the program.

How does an individual apply for the Motives® Pro Artist program?

Individuals wishing to be considered for the program may download the Membership Form from www.motivescosmetics.com under the Pro Artist tab. Membership Forms will need to be mailed to the Motives Pro Artist

Program at Market America, along with a photo ID, two forms of professional documentation, and examples of their work. Applications that are not received in their entirety will not be processed further for approval until **all** documents are received in the Motives department by mail, fax, 336-605-0041, or email, motives@marketamerica.com.

What are the required documents to be submitted with the application?

- Photo ID
- Professional Documentation (**2 Forms Required**)
- Examples of Work

What are acceptable forms of Photo Identification?

- Drivers License
- Passport
- Identification Card

What are acceptable forms of Professional Documentation (**2 Required**)?

- a composite card
- business card with your name and profession
- editorial page with your name credit
- union card
- head shot and resume
- professional license
- diploma/professional certificate
- publication masthead
- program/press materials with your name
- contract on production company letterhead
- crew/call list on production company letterhead
- a professional employment letter of reference

The professional documentation submitted need to lend credibility to your profession and experience.

What are acceptable forms of Examples of Work?

These examples (images) need to show the Artist's experience level and skill within the industry, and must be presented in a professional manner.

How will the applicant be notified if they are accepted to the program?

If the applicant is accepted into the Pro Artist program they will receive notification via email with a letter from the Motives Team, steps to activate their Pro Artist website, and account information.

How will the applicant be notified if they are *not* accepted to the program?

If the applicant is *not* accepted into the Pro Artist program their materials will be mailed to the address provided on the application,

along with a letter explaining why they were not chosen for the program.

How is the Pro Artist Mini Website activated?

The Pro Artist can access their website from the URL link provided in the notification email. Once directed to their website, the Pro Artist may sign in and purchase the \$40 subscription*. The Pro Artist will not be able to purchase products from their website until the \$40 subscription* has been purchased. If any attempts to purchase products are made, the Pro Artist will be redirected to the checkout cart with the \$40 subscription*.

*Motives Pro Artist subscription price may vary for international countries

Is the Shop Consultant required to maintain an active Motives® Mini Website to sponsor an applicant?

The Shop Consultant is not required to maintain a Motives Mini Website in order to sponsor an applicant to the Pro Artist program.

How will the Shop Consultant know if a Pro Artist has been accepted?

The Shop Consultant will receive notification via email that includes a summary of the Pro Artist account, and where the Pro Artist can be viewed and managed under Preferred Customers on www.unfranchise.com.

If no Shop Consultant is listed on the application, how will the applicant be placed?

The Motives Team and Creative Director will assign a distributor to the applicant if they are accepted to the program.

How will the Motives® Team know which Shop Consultant has referred the applicant if there is no Distributor ID# on the application?

The Motives Team will look up the Distributor by name to determine their ID#. If there are multiple distributors with the same name, the Motives Team will contact the applicant for further information regarding their referring Shop Consultant. *The Motives Team will make every effort to ensure proper placement of the Pro Artist should they be accepted to the program.*

How will the Shop Consultant be able to view accrued BV from the Pro Artist?

The Shop Consultant will be able to view accrued BV under the view and manage Preferred Customers area of www.unfranchise.com.

How will the Pro Artist be able to track orders and retail sales?

The Pro Artist will be able to view their retail sales and track orders on the "Your Account" page when they are signed into their Pro Artist Mini

Website. Simply click the "Your Account" link in the top right hand corner.

How will a Pro Artist collect their retail profit?

Once directed to their account page the Pro Artist should click the link "Request Payout" below their "Account Balance" total. This will send an automatic email to Market America notifying the appropriate department to print a check for the total amount listed and send it to the Pro Artist. Note: the "Account Balance" total must be **at least** \$50.00 in order for a Pro Artist to request a payout.

If an existing Pro Artist refers another applicant to the program how will the original Shop Consultant be linked to the applicant?

A Motives Pro Artist *cannot* be listed as a Shop Consultant on the application. In order for the new applicant to be linked to the original Shop Consultant, the Shop Consultant will need to be listed on the application. If the Shop Consultant is *not* listed on the application, a distributor will be assigned to the new applicant if they are accepted to the program.

Can an applicant become a Market America distributor after being accepted to the Pro Artist program?

The Pro Artist can become a distributor, but will *no longer* be a member of the Pro Artist program.

What are the responsibilities of the sponsoring Shop Consultant?

The Shop Consultant is responsible for mentoring their Pro Artist and providing guidance in building their Motives customer base. The Shop Consultant is there to guide the Pro Artist in marketing their mini website to customers and providing tools to help the Pro Artist grow their business with Motives.