

Generations of Pink





GI / SILENT GENERATION

Born 1901—1945

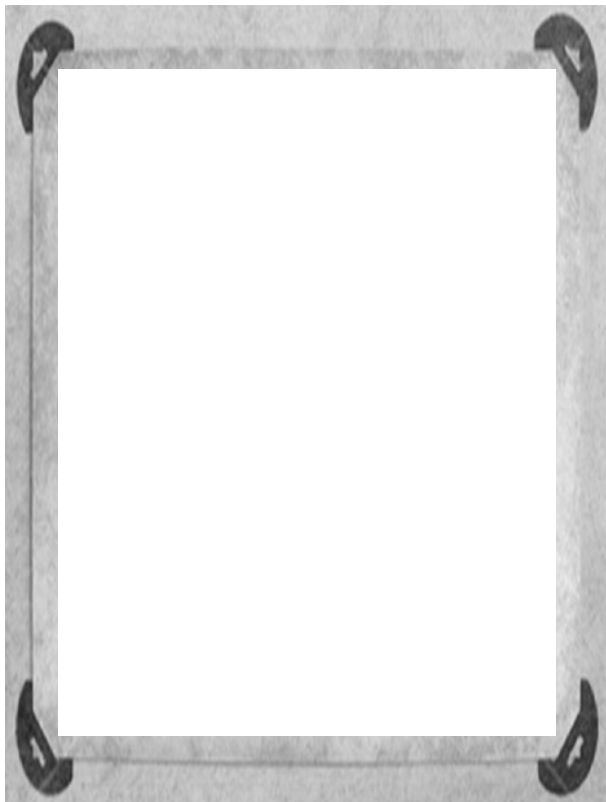
Historical Influences:

World War I, World War II, Stock Market Crash, The Great Depression

Characteristics:

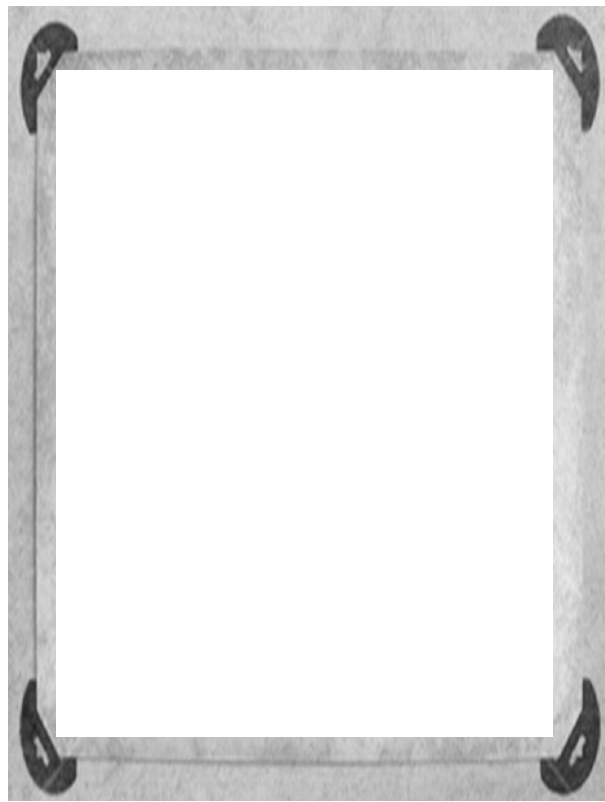
hard work ethic, patriotic, loyal, high respect for authority,
strong sense of civil responsibility





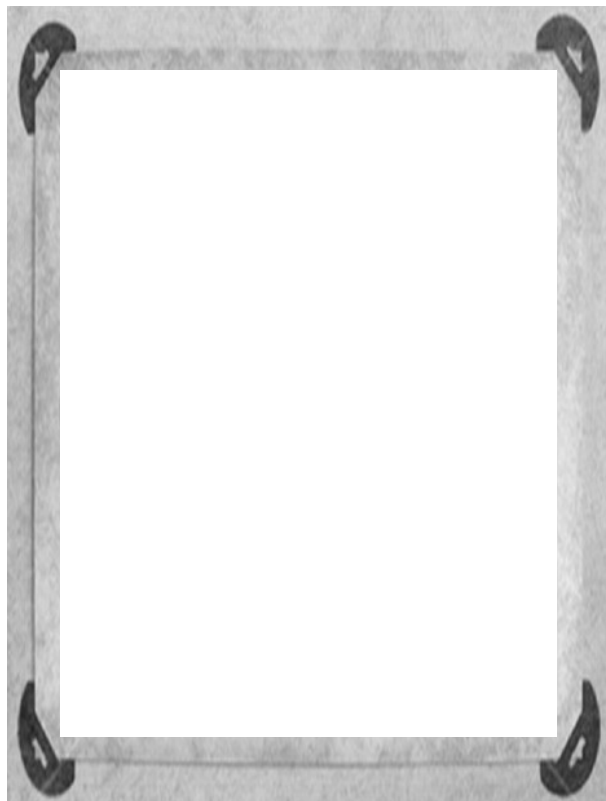
MODEL: _____

DATE OF BIRTH: _____



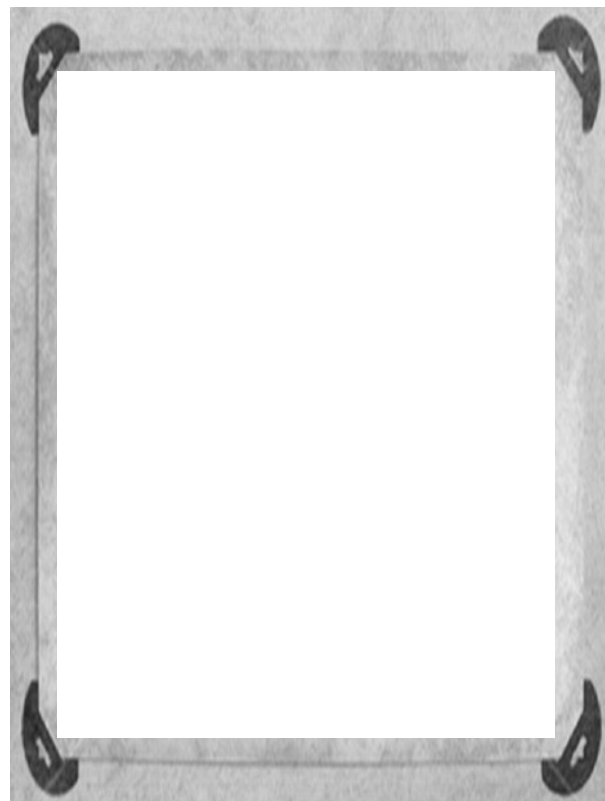
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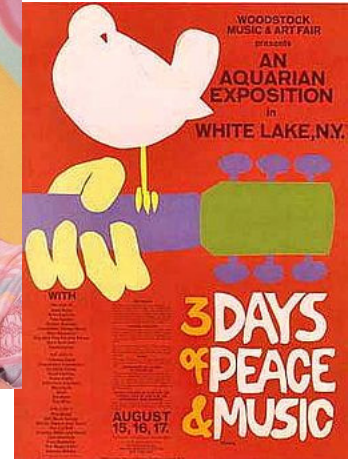
MODEL: _____

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MODEL: _____

DATE OF BIRTH: _____



Baby Boomers

Born 1946—1965

Historical Influences:

Vietnam War, Kent State Protests, Woodstock,
Assassinations of John F. Kennedy and Martin Luther King, Jr.

Characteristics:

competitive, created the extended work week,
dislike feedback from authority, value face-to-face time





Model: _____

Date of Birth: _____



Model: _____

Date of Birth: _____



Model: _____

Date of Birth: _____



Model: _____

Date of Birth: _____



GENERATION X

Born 1966—1976

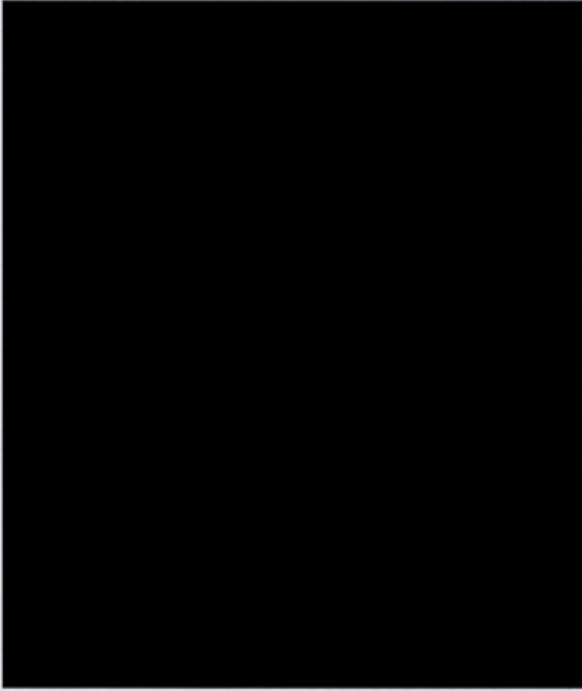
Historical Influences:

Watergate, Personal Computers, Fall of the Berlin Wall,
Challenger Explosion

Characteristics:

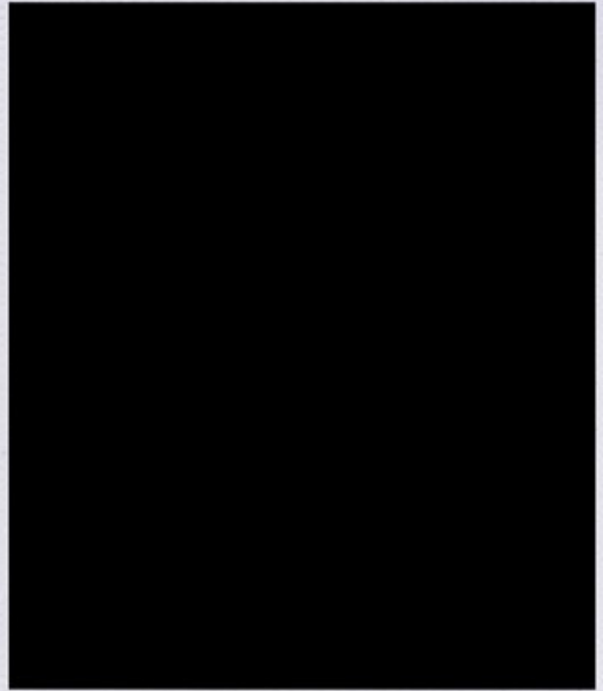
self-reliant, want a work-life balance, distrust of government





MODEL: _____

DATE OF BIRTH: _____



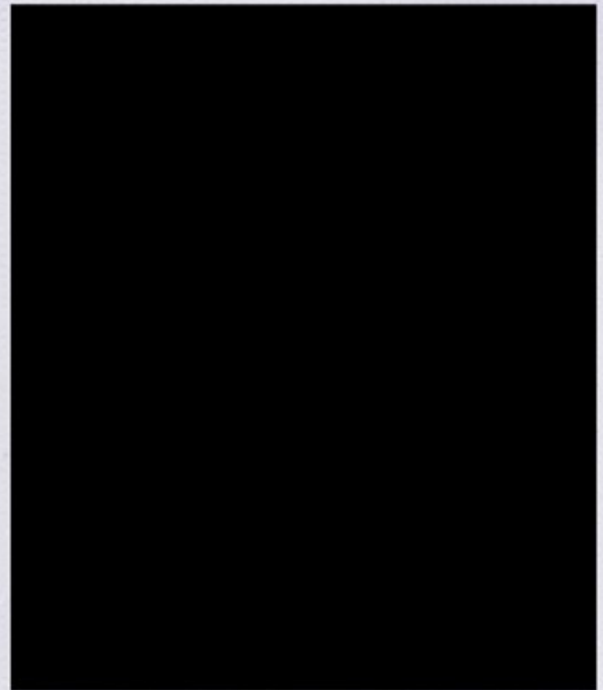
MODEL: _____

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MODEL: _____

DATE OF BIRTH: _____



MODEL: _____

DATE OF BIRTH: _____



generation y

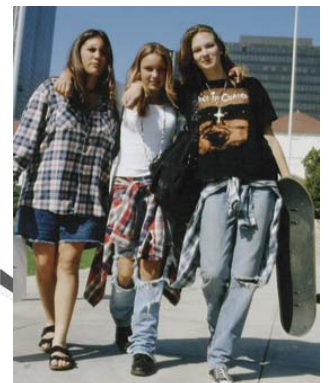
Born 1977-1998

Historical Influences:

Wars in the Middle East, Hurricane Katrina, September 11th, Columbine, Technology Boom, Unpredictable Stock Market

Characteristics:

live for today - few future plans, want a cause to support, technology is a necessity, little sense of privacy or security





model: _____
date of birth: _____



model: _____
date of birth: _____



model: _____
date of birth: _____



model: _____
date of birth: _____

How can I ask models to be in my portfolio?

Current Customers/Friends:

Hi, _____. It's _____ with Mary Kay. How are you? (short conversation) The reason I called is because I am creating a portfolio for my business called "Generations of Pink". I need models from all generations and was wondering if I could feature you as one of my (GI, Baby Boomer, Gen X, Gen Y) women?

<Set the date.>

Ok, great... Hey! - Is there someone else who could be there to represent a different generation?

*Make sure to give her a special gift if 3 or more generations are present!

Current Customers/Friends (message):

Hi, _____. It's _____ with Mary Kay (phone number). I am so excited! I am creating a portfolio for my business called "Generations of Pink". I need models from all generations and was wondering if I could feature you as one of my (GI, Baby Boomer, Gen X, Gen Y) women? Give me a call back and let's set a date. Thanks, _____! Have a wonderful day (evening)!

Text Booking:

So excited! I'm making a "Generations of Pink" portfolio with MK and need models from all generations. Could I feature u as a Gen Y (or Gen X) woman?

<Set the date.>

THX! Is there someone else who cld b there to represent a diff generation?

Warm Chatter:

After having a short conversation with someone while out and about...

I have really enjoyed talking with you. I know this might sound crazy, but I'm creating a portfolio with my business (open it up to her generation page) and need women from all generations as models. Would you be willing to be a (GI, Baby Boomer, Gen X, Gen Y) model for me?

<Set the date on the spot if possible. If not, get her phone number and call her within 24-hours.>

**On the front cover, add your own picture along with family/friends.*