

## **What is a PR?**

Public relations (PR) is the practice of managing the spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public.[1] Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment.

When a consumer sees third party coverage of a product or service, it is perceived much differently than a traditional advertisement. When we see an advertisement, we know the company is trying to sell us something. When a third party, such as the media, endorses a product or service, the company gains credibility. Consumers are much more likely to make a purchase based on third party endorsement than an advertisement

How does Becca Muse fit into the PR status?

We are changing up the way Public Relations work for our company, which would benefit both parties in several ways. Our main focus is to strive to be the best that we can be as a company. Becca Muse is taking what common PR means to people and mixing it with a collaboration. Here you will find out how to become a PR, Collab/ Partner, blogger, MUA for events and A Muse Goddess☺. All these role play a huge part in our Public Relations department.

## **What are the benefits of being a PR (Basic Plan)?**

With being a PR there are a lot of benefits, please see below the benefits and the requirements

- You will receive samples of our product for your review, once reviewed please upload feedback onto our website, under the review tab: <https://www.beccamuse.net/results> this is very helpful for our new customers and if you have images please upload images (this adds points to your discount)
- We also offer a discount code for you and your Followers 10% off, once your code is used (5) times you will receive a free item.
- With the basic plan a review is required at least 4 times a month
- A sale will be released to you A day before it actually launch
- When there is a free give away please ask you followers to participate

## **What are the benefits of being a PR (Star Plan)?**

With being a PR there are a lot of benefits, please see below the benefits and the requirements

- With being a Star PR there is a small fee that is involved. A fee of \$50 which can be broken down to \$25 first two weeks and \$25 the second two weeks. With this you will receive 3 Palettes and 3 lipsticks for your review. If you split the payment in half the first package you will receive will be (1 Palette & 2 lipsticks) once we receive the remaining balance you will receive (2 Palettes and 1 Lipstick) (you will be able to pick at least 1 palette yourself) once reviewed please upload feedback onto our website, under the review tab <https://www.beccamuse.net/results> this is very helpful for our new customers and if you have images please upload images (this adds points to your discount)

- We also offer a discount code for you and your Followers 25% off, once your code is used (5) times you will receive a free item.
- A review is required at least 3 times a month
- A sale will be released to you 3 days before it actually launch
- When there is a free giveaway please ask your followers to participate

### **What are the benefits of being a PR (Exclusive Plan)?**

With being a PR there are a lot of benefits, please see below the benefits and the requirements

- With being an Exclusive PR there is a fee that is involved. A fee of \$80 which can be broken down to \$40 first three weeks and \$40 the 3 weeks following. With this you will receive (4 Palettes and 5 lipsticks). If you split the payment in half the first package you will receive will be (2 palettes & 3 Lipsticks) once we receive the remaining balance you will receive (2 Palettes & 2 Lipsticks). Example: payment of \$40 on June 4, 2018 next payment needs to be by July 2<sup>nd</sup>. (You will be able to pick out at least 2 palettes& 2 Lipsticks yourself
- Once reviewed please upload feedback onto our website, under the review tab <https://www.beccamuse.net/results> this is very helpful for our new customers and if you have images please upload images (this adds points to your discount)
- We also offer a discount code for you 50% and your Followers 40% off, once your code is used (4) times you will receive a free item.
- A review is required at least 2 times a month
- A sale will be released to you 4 days before it actually launch
- When there is a free giveaway please ask your followers to participate, you also can apply for the free giveaway
- If tee-shirts are available you will receive a free shirt ☺
- If a expo is presented in your state from our company you will be getting a free ticket to attend
- Any photoshoot we have, you will be invited to come be a model or MUA

### **What are the benefit of being a PR (VIP Crown Plan)?**

With being a PR there are a lot of benefits, please see below the benefits and the requirements

- With being a VIP Crown PR there is a fee that is involved. A fee of \$106 which can be broken down into two payments of \$53 the first month and the second month \$53. With this you will receive (6 Palettes & 6 Lipsticks). If you split the payment in half the first package you will receive will be (3 Palettes and 2 Lipsticks) once we receive the remaining balance you will receive (3 Palettes and 4 Lipsticks). Example: payment of \$53 on June 4, 2018 next payment needs to be by July 6, 2018. (You will be able to pick out at least 4 Palettes & 3 lipsticks yourself).
- Once reviewed please upload feedback onto our website, under the review tab <https://www.beccamuse.net/results> this is very helpful for our new customers and if you have images please upload images (this adds points to your discount)
- We also offer a discount code for you 60% and your Followers 45% off, once your code is used (3) times you will receive a free item.

- A review is required at least once a month
  - A sale will be released to you 1 week before it actually launch
  - When there is a free giveaway please ask your followers to participate, you also can apply for the free giveaway
  - If tee-shirts are available, you will receive a free shirt 😊
  - If a expo is presented in your state from our company you will be getting a free ticket to attend
  - Any photoshoot we have, you will be invited to come be a model or MUA
  - You will become a member of the Becca Muse Committee, where you can voice your opinions
  - We will also grant you the access to create a custom magnetic palette of (12 colored) size 26 mm colors. Of course the palette will have our logo on it. You will be able to pick what colors go in the palette and name the palette. You will also receive the palette FREE 😊!
  - You will also receive a set of Makeup Brushes FREE 😊
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### **What are the benefits of being a Collaboration/ Partnership?**

With being a Collab/ Partner there are many benefits listed below, this is for other **business (only)**

Well why? Because we are changing up the meaning of collaboration to help benefit both parties.

With business collaboration this could mean several things for examples: Joining Products to create a bundle deal, create a product from scratch with both of our ideas, hosting a Giveaway with products from several companies, this idea should be emails to: [support@beccamuse.net](mailto:support@beccamuse.net) .

Considering a conference call should be held to better understand the idea or the needs of the Collab. I do appreciate other companies coming up with ideas for us to collab with one another.

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### **What are the benefits of Collaboration/ Blogger/ MUA/ YouTube Platform?**

With being a Collaboration on the (Blogger/ MUA/ YouTube Platform)

- This is slightly different from PR, this requires a fee of \$100 for 6 months. Before you stop reading listen to benefits of this option.
- The price can be broken down into 4 payments of \$25 in two months. With this payment you will receive 3 palettes, and 3 lipsticks from our company. If you decide to split the payment up please see chart below to get an example what you will receive in each payment.
- We will also grant you the access to create a custom palette of (28 colored) size 26 mm colors. Of course the palette will have our logo on it. You will be able to pick what colors go in the palette and name the palette. You will also receive the palette FREE!
- We also offer a discount code for you and your Followers 35% off, once your code is used (5) times you will receive a free item.
- You will become a member of the Becca Muse Committee, where you can voice your opinions
- please upload feedback onto our website, under the review tab <https://www.beccamuse.net/results> this is very helpful for our new customers and if you have images please upload images (this adds points to your discount)
- You will also receive a set of free Makeup brushes FREE 😊

After Payment	Dates			
	June 8, 2018	June 22, 2018	July 6, 2018	July 27, 2018
Payment of \$25	(1 Palette& 1 Lipstick)			
Payment of \$25		(1 Palette& 1 Lipstick)		
Payment of \$25			(1 Palette& 1 Lipstick)	
Payment of \$25				Custom Palette 😊

### What are the benefits of being a Muse Goddess😊 ?

A muse goddess is for anyone who would like to be featured on Becca Muse Website as one of the faces of our company. We are a very diverse company and we would like to keep it that way. We want everyone to embrace their skin tone and enjoy the fact that our pigment works on any skin tone.

There are two options for Muse Goddess

#### Muse Goddess (Basic Plan)

- You will receive samples of our product
- Any event we have in your city you will be offered to be a model on the platform. You can pick to do your own makeup, use the makeup artist on site or you can pay for your own makeup artist.
- You are required to advertise our sales at least twice during the Sale period.
- You will receive a discount code for you 15% and for your followers 10% off
- You will be invite to become part of Becca Muse Committee to voice your opinions and ideas
- please upload feedback onto our website, under the review tab <https://www.beccamuse.net/results> this is very helpful for our new customers and if you have images please upload images (this adds points to your discount)
- When there is a free give away please ask you followers to participate

#### Muse Goddess (Advanced Plan)

This plan includes a fee of \$ 160 for a year or you can break up the payments\$30 for two months of supplies. What you will receive will be (8 Palettes, 8 Lipstick). If you decide to split the payments please see table chart below for the price break down and examples of what you will receive every two months. You will be able to pick out (4 Palettes & 4 lipsticks yourself).

- We also offer a discount code for you 50% and your Followers 25% off, once your code is used (4) times you will receive a free item.
- You will be invite to become part of Becca Muse Committee to voice your opinions and ideas
- We will also grant you the access to create a custom palette of (12 colored) size 26 mm colors. Of course the palette will have our logo on it. You will be able to pick what colors go in the palette and name the palette. You will also receive the palette FREE📦!
- If tee-shirts are available, you will receive a free shirt 😊

- A sale will be released to you 4 days before it actually launch
- Any event we have in your city you will be offered to be a model on the platform. You can pick to do your own makeup, use the makeup artist on site or you can pay for your own makeup artist.
- please upload feedback onto our website, under the review tab <https://www.beccamuse.net/results> this is very helpful for our new customers and if you have images please upload images (this adds points to your discount)
- When there is a free giveaway please ask your followers to participate, you also can apply for the free giveaway

Payments	Dates					
	6/1/2018	8/1/2018	10/1/2018	12/1/2018	2/1/2018	4/1/2018
Payment of \$30	1 palette, 2 lipstick					
Payment of \$30		2 palette, 1 lip				
Payment of \$30			1 Palette, 2 Lip			
Payment of \$30				2 palette, 1 lip		
Payment of \$30					1 palette, 1 lip	
Payment of \$30						1 palette, 1 lip

This form will constantly be updated and email will be sent out with the updates! Thank You so much for you interest in Becca Muse Cosmetics if you have further questions or ideas please email us at [support@beccamuse.net](mailto:support@beccamuse.net)