

Booking

101

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**YOUR COMPLETE GUIDE TO BOOKING APPOINTMENTS,
MAGIC SCRIPTS & GETTING REFERRALS**

Getting Started

BOOKING YOUR FIRST APPOINTMENT

The secret to success with booking your first appointment is to use the MAGIC script shown below. And you might be tempted to change the script, but don't!

And here's why: This script has been tested on over 100,000 people over the past 5 years and it WORKS. Even if you change 3 words, it can lead to NO results.

Yes, we've seen that happen.

You can add any friendly courtesies to the front like, "Hope your Dad is feeling better!" or "I missed you at the baseball game last night!" but other than that, you don't want to deviate from the script. It's perfection. When you use this script, 1 out of 10 people will say yes and book an appointment.

MAGIC SCRIPT

Hi Allie! How are you? Okay, random question, so I am now a Mary Kay consultant and part of my training is to give 30 women a free Pamper Session my first month. Basically, you get a hand treatment, a lip treatment, a facial, plus expert foundation match. Any chance you could be one of my 30?

That's it! Your goal is to send this script to everyone you know. And it has to be PERSONALIZED and INDIVIDUALLY sent to each person.

If you mass message, you will get NO response. You can send this by text message, by email and by personal message on Facebook.

HOW MANY PEOPLE DO YOU RECOMMEND I SEND THIS TO?

Ideally, you want to send it to over 75-100 people on your first day.

If you send it to 100, 10 will say yes. If more say yes, great! That's a blessing!

Don't worry, 50% of what you book will cancel or reschedule, so it's recommended to overbook and even double and triple book the same time slot. It always works itself out.

WHAT DO I SAY WHEN THEY RESPOND?

THEY RESPOND: Yes..what is it?

YOU SAY: Great! Thank you so much! Basically, we pick a one and a half hour window that works best for you. Looks like I have an opening on Thursday at 6:30pm or Saturday at 11am. Do either of those work for you?" (only give two options)
You are welcome to schedule these at her home, your home or at your training center, if you have one.

SHE MAY SAY: Let me get back to you...

YOU SAY: Okay sounds great. Okay if I text you to check in later tonight? I'm in a challenge to get these all set with times by midnight...we can even pencil in a time if need be. Thanks again for your support! I'm so excited about getting together!"

WHAT DO I SAY WHEN I HAVEN'T SET A DATE YET?

The biggest challenge is to take someone from a YES to an actual date. So, if she ignores you, then in a day, follow up. And then follow up every three days very kindly and passively. This is called being assertive. It becomes PUSHY when she says, "I'm not interested" and you keep asking her. But as long as she has said she is interested, it's your job to get her booked for an appointment.

Here is your assertive and non-pushy script:

"Hi Allie! I know you were interested in being one of my 30 training faces. Thanks again! My schedule just opened up for next week. I have a Tuesday at 6:30 pm available and I have a few other spots too on Saturday. Would Tuesday work or is maybe the weekend better?"

And then I check in every three days:

"Hi Allie! I'm getting close to finishing my 30 training Pamper Sessions and I still have ten more to go. I have you here on my list of people who said yes they would like a free _____, so I'm reaching out to get you scheduled. Sorry I haven't been in touch. I've been so busy working on hitting this goal. So, let's see...are you free this weekend for an hour? Or is Monday night better? Thanks again!"

Three days later:

"Hi Allie! We've been missing each other here...no worries! Are you still interested in the free facial or would you rather pass? I'd hate to bug you if you aren't interested. I look forward to hearing from you!"

So all of these messages are assertive, non-pushy messages and it shows you are a true professional that treats your business seriously and is totally committed to making your Mary Kay business a success.

NOW THEY HAVE SET A DATE AND TIME...WHAT DO I SAY?

You then say this,

"Okay you are confirmed as one of my 30 free pamper sessions this month on Saturday at 3pm. Your appointment will be from 3 to 4:30 pm and we always start and end on time so you'll be out the door by 4:30.

YOU ROCK! And, you can bring a few others along, like Mom, co-worker, neighbor or friend to help me reach my goal.

Would you like me to reserve seats for anyone else?

WHAT IF I DON'T KNOW THAT MANY PEOPLE?

There are TONS of ways to reach more people!

1. Are you on Facebook? If you have more than 10 friends on Facebook, message them.
2. Are you friends with men on Facebook?

Here's a magic script to send to men:

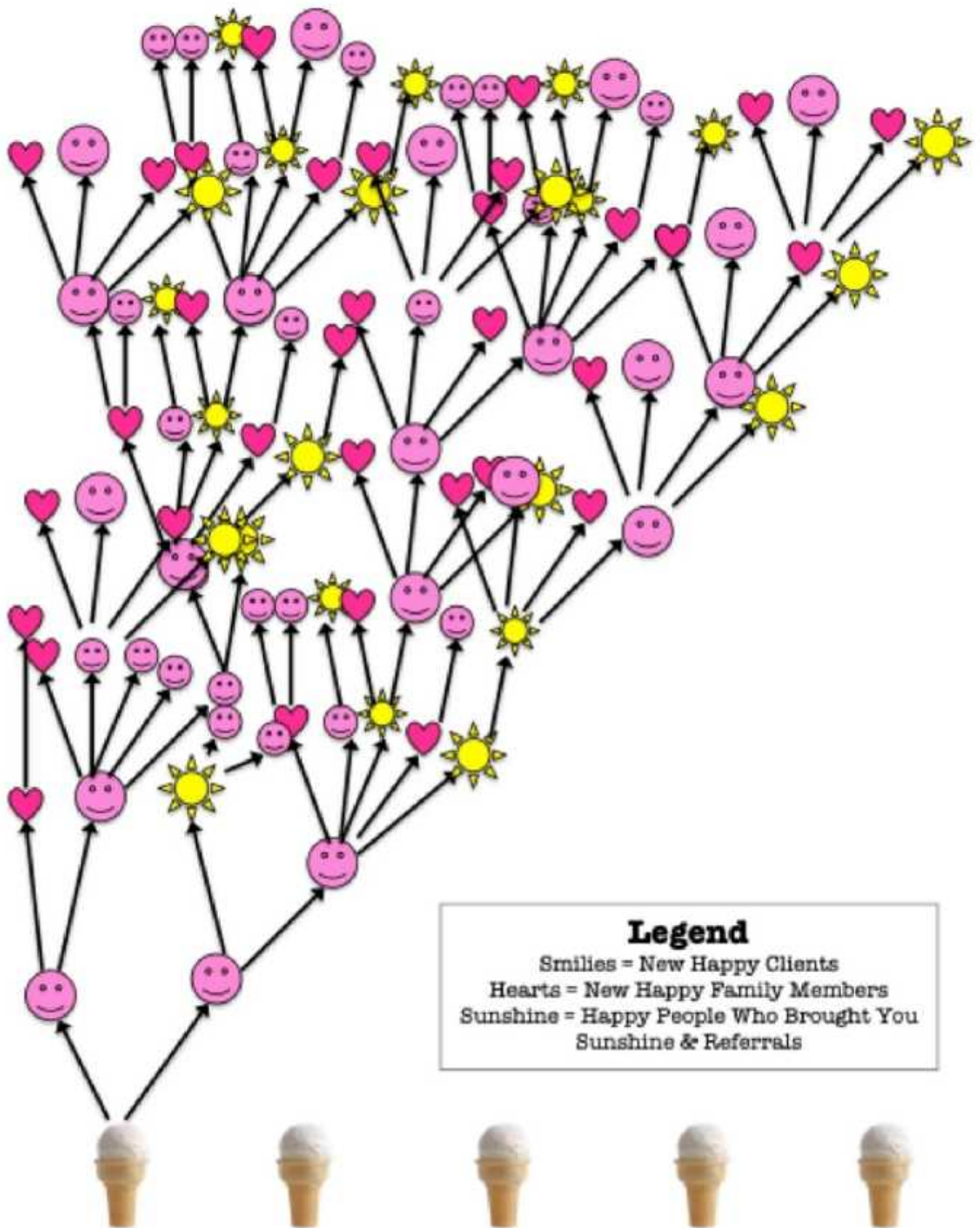
Hey Jim! Okay, this one is kinda random, but I am a Mary Kay Consultant and I have 30 free Pamper sessions to give away to deserving women this month and I've run out of women I know! I was wondering if I could reach out to some of your Facebook friends and send them a message inviting them for a free Pamper session?

I'll be totally respectful of their answers either way!

Thanks so much!

I personally built my entire business starting with just 5 contacts and being brand new to town, so it's possible for ANYONE to do the same using my system of getting one person in front of you and then building from there.

HOW WILL MY BUSINESS BUILD FROM JUST A FEW CONTACTS?



I HAVE FABULOUS GAME REFERRALS & LEAD BOX REFERRALS! WHAT DO I SAY?

TO BOOK SOMEONE FROM A FABULOUS REFERRAL SHEET:

Hi _____, this is Kimm with Mary Kay. I don't think we've met but *Sarah Smith* said text is the best way to reach you. She gave your name as a deserving woman to receive a complimentary Pamper session!
Should I text or call you with the details?

What I say when they say text me:

Great! So we will do a Spa Pampering Session, a hand treatment plus a lip treatment and we'll have a swag bag for you! You'll be out the door in about an hour feeling so great! Would you be interested?

TO BOOK SOMEONE FROM A LEAD BOX VIA EMAIL:

Hi Jessica! Congratulations! You were chosen as our Grand Prize winner at *Tommy's nail salon*! You won a Spa Pampering package for you and up to 6 others at our studio in "city"!

I'm so excited for you! Do you want me to call you with more details or is email better?
(or)

I'm so excited for you! Do you want me to call or text you with the details?

Basically, you are going to get a Spa Pampering package, a hand & lip treatment, a facial treatment, plus expert foundation match! I am a local "city" mom and I can't wait to meet you! And I'm also pregnant... due in six weeks. Do you live in "city"? Can't wait to meet you!

Kim Brown

Future Director in Mary Kay

TO BOOK SOMEONE FROM A LEAD BOX VIA TEXT: RECOMMENDED TO SET IN THREE SEPARATE TEXTS SO IT FEELS MORE REAL.

Hi Jenna! This is Kim Brown with Mary Kay! You entered to win a free Spa Pampering Package and gift card at Tommy's Nail Spa! You are my Grand Prize Winner! So Exciting.
(Send this first)

You will get a free Spa Pampering session at my studio in "city"! You will receive a Ultimate package, a hand & Lip treatment, a facial, plus expert foundation match for you & a few friends!
(Send this second)

My studio is called Pink Studio! Are you okay with just texting or would you prefer that I call you to set up the appointment?
(Send this last)

BOOK A REFERRAL USING A TOP NETWORK MARKETER'S "GIGGLE SCRIPT" :

Erin, this is Kim. I don't think we've met, but Lisa Smith gave me your name. I have a favor to ask you... Then wait like 20 minutes and send a ton and then go back to send the rest of the message. She is helping me with a Mary Kay contest. I am trying to be the fastest beauty consultant in the area to earn a free car in the area! I have to do 50 free Spa Pampering Sessions this month to earn that. I am running out of people I know, so I have resorted to texting complete strangers, lol! She thought you might be adventurous enough to help me out and you get a FREE GIFT.

Can you help me out?

FACEBOOK FRIEND OF FRIENDS

ANOTHER GREAT WAY TO GET NEW REFERRALS FROM YOUR FACEBOOK FRIENDS

SAY THIS ALL YOUR FACEBOOK FRIENDS TO GET MORE REFERRALS:

Hi Marie! How is everything with you? I hope you are great :) I'm working toward a really huge promotion in my business with Mary Kay to earn my next free car and have been challenged to do a test panel and/or get the opinion of 50 new women in the next 30 days. Would it be ok if I messaged a few women on your FB page to offer them a complimentary Spa Pampering session to help me with my goal? I'm super nice about it and respectful of their answers. Thanks either way! Kim

WHAT TO SAY TO THE FACEBOOK FRIEND OF A FRIEND:

Hi Lisa, I am Kim and I don't think we've met, but Marie Boths gave me your name. I have a favor to ask you... She is helping me with a Mary Kay contest. I am trying to become the youngest (or fastest) consultant in the area to win a free car! And I have to do 100 free Spa Pampering session this month to earn that. I am running out of people I know, so I have resorted to messaging complete strangers via Facebook, lol! She thought you might be adventurous enough to give it a try, and you get a FREE GIFT. Can you help me out? Thanks either way! Kim

WHEN SHE SAYS YES, YOU CAN RESPOND:

Fabulous! So the scoop is we pick a one hour window that works best for you. At your appointment, you'll receive a complimentary Spa Pampering session, a facial, hand & lip treatment, plus expert foundation match. I hold appointments at my Pink studio (or you can "or I can travel to you"). Is a weekend or weekday better? And thanks so much for your support!

OR ANOTHER WAY YOU CAN RESPOND:

That's perfect. I hold all individual Pampering at my home studio in Kalamazoo on Tuesday and Thursday evenings. Or, if you would prefer to share your appointment with 2-5 friends (and get FREE products) I can be a little more flexible on the date.

What works better for you?

YOU'VE BOOKED THEM... NOW WHAT?

HOW TO FOLLOW UP EVERY FEW DAYS TO PREVENT CANCELLATIONS...

THE SECRET IS PRE-PROFILING

Coach ALL of your Bookings and Pre-Profile ALL Your Guests to build a relationship with your guests before they come to their appointment. Appointments will cancel if you skip this step, so it's the MOST IMPORTANT step.

SEND THIS TEXT TO YOUR GUEST TO PRE-PROFILE 3 DAYS BEFORE EVENT:

Hi Juliana, I'm super excited to see you on Saturday at 4pm. Can I text you a few quick questions about your skin to be prepared for your appointment?

SEND THIS TEXT TO THE GUEST OF A FRIEND 3 DAYS BEFORE THE EVENT:

Hey Kacie! Denise said your coming w/ her to the Spa Pampering appointment Sat. at 12 pm! Fabulous! I'm so excited to meet you! Do you text?
I have a few questions about skin so I'm prepared for everyone! Thx, Kim

HERE'S THE QUESTIONS TO SEND:

1. Have you ever tried/ used Mary Kay before?
2. What are you currently using for skincare?
3. What do you know about Mary Kay the Company?
4. What do you know about MK the products?

IF THEY HAVE NEVER TRIED YOUR COMPANY'S PRODUCTS:

Awesome, thanks so much! I always love to impress a Mary Kay first timer! You will be blown away with TimeWise! Can't wait to meet you. It will be so much fun!

IF THEY HAVE TRIED YOUR COMPANY'S PRODUCTS:

Awesome, thanks so much! I always love to impress even more someone who knows Mary Kay. Do you have a consultant? I can't wait to meet you and you'll be blown away by TimeWise. It will be so much fun.

THEN YOU CAN SEND THEM THE ADDRESS:

(USE WHATEVER ADDRESS TO YOUR LOCATION)

The address to our studio is:
Pink Studio
912 Wheaton Avenue
Kalamazoo, MI 49008

We are in the Dream World Plaza. You'll see our Pink sign that says, "Studio Unicorn." There is plenty of parking in the front of the building. Looking forward to meeting you!

DAY BEFORE CONFIRMATION TEXT:

Hi Sarah! I've reserved your spot at the studio for tomorrow, so looking forward to seeing you at 11:30. Will it be you plus Joanie and Sam? We do have an opening for one more, if you had someone else last second. See you tomorrow. We will be done by 1pm and we always start and end on time. Your Name

DAY OF CONFIRMATION TEXT:

Good Morning, I'm super excited for the awesome Spa Pampering session today at 11:30. Can you come 5 minutes early to find parking and go over _____?

ONCE THEY SAY YES, SAY THIS:

Fabulous! I'll see you at 11:25(ish) and we will get started right at 11:30. Looking forward to it! We will be done by 1pm. Appointments take 1.5 hours. Thanks again!

IF SHE IS IGNORING YOU, SAY THIS:

Hi Sarah! I haven't heard back from you and my phone's a little wacky sometimes with texting, so just wanted to check in again. I reserved a seat for you tomorrow at 11:30. Can you let me know by tonight at 5pm if you can make it? If I don't hear from you by 5pm tonight, I will have to open the spot up to someone else on our wait list, so totally let me know either way. Thanks so much!

TEAM BUILDING AFTER THE APPOINTMENT

TO BOOK SOMEONE FOR A COFFEE DATE WITH YOUR RECRUITER OR DIRECTOR:

TO BOOK SOMEONE FOR A WEDNESDAY NIGHT CALL:

Hi Melissa! This is random but I am in need of 3 volunteers to listen in on a _____ informational call tonight from 9-9:30. You can dial in from your cellphone. Any chance you can listen in?! I give you any _____ product at half off for helping me!

TO BOOK SOMEONE FOR A COFFEE DATE TO HEAR MORE ABOUT THE "COMPANY NAME" OPPORTUNITY:

Hey question for you... I meet with 3 women a week over coffee to practice sharing _____ company info. That keeps me on track for my free _____!! Would you be free for like 20 mins sometime tomorrow or next week sometime to meet with me? Coffee is my treat and I bring you a little gift!

TO BOOK SOMEONE FOR A COFFEE DATE THAT YOU THOUGHT WAS SUPER COOL (SEND WITHIN 1-15 HOURS OF MEETING HER:

Hey Sarah! So great to meet you today... Okay, you're like hysterical and I loved the story about your car! Cracks me up! I would kick myself if I didn't invite you to coffee to hear more about a _____ business for yourself... Even if its not for you, would be fun to get coffee together and chat for a little bit. Whatcha think? Coffee is my treat and you can even get one of those fun drinks with whipped cream on top!

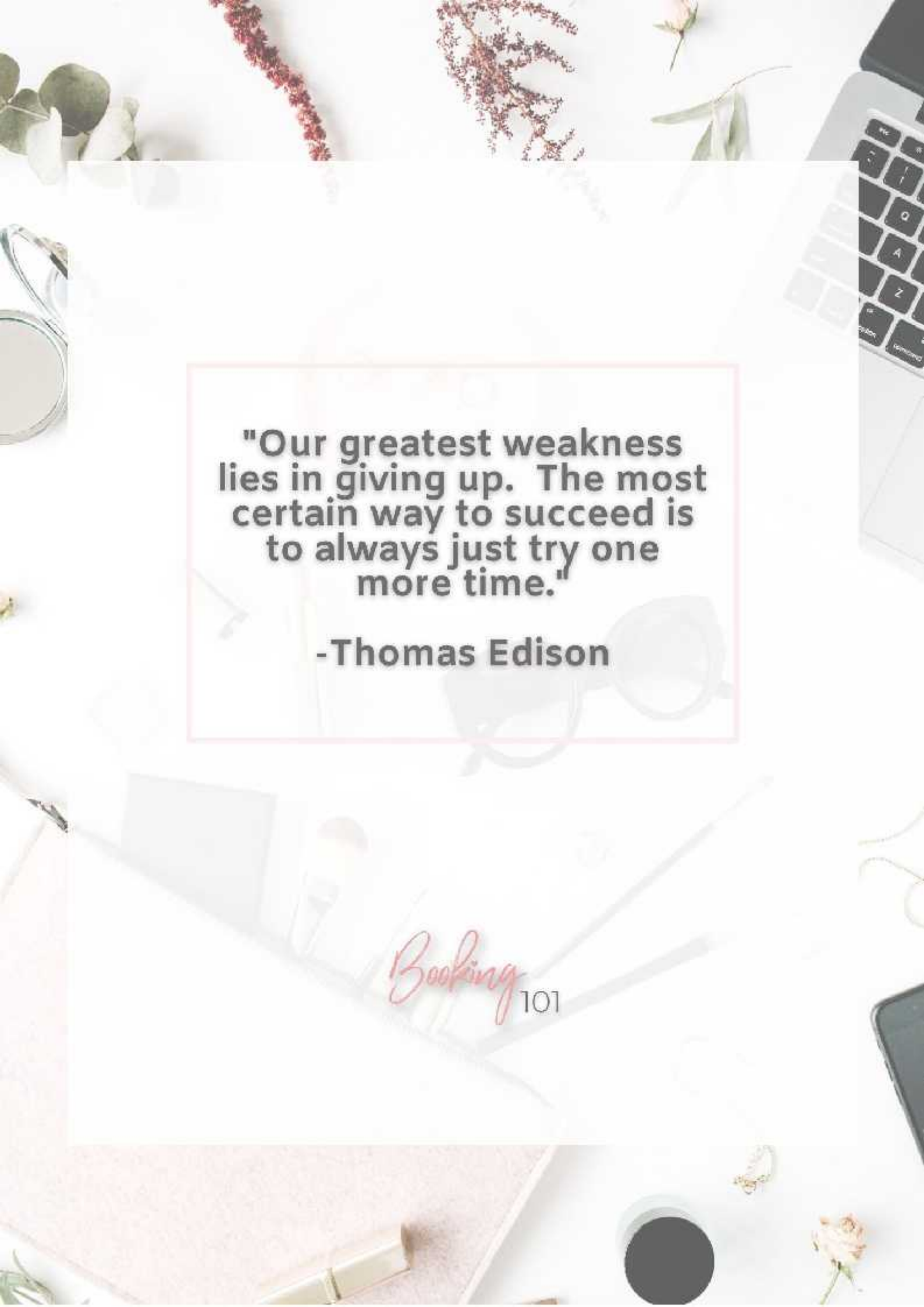
Let me know! xoxo

NEED MORE TIME TO MAKE BOOKINGS?

HERE'S SOME IDEAS:

1. Turn off your TV. That's how I became a director and got a free car.
2. Take your cell phone into the bathroom. Text while on the loo. Oh yes, I'm serious.
3. While at family gatherings, excuse yourself to the bathroom and set a goal to send 20 texts in under 5 minutes while hiding in the bathroom. Flush. P.s I do this ALL the time.
4. While out with friends for dinner, excuse yourself to the bathroom. Go into a stall and send 20 texts in under 5 minutes. My friends NEVER KNOW I do this. And sometimes I've had a glass of wine so it's easier. :)
5. Say NO when someone asks you to join a club you don't want to join, go to an event you don't want to go to, or spend time doing something that isn't good for your life or business. Believe it or not, "NO" is a complete sentence. "NO" frees up time for you to work your business and achieve your dreams.
6. Text while at the gym on the bike.
7. Text while waiting for the doctor.
8. Text while brushing your teeth or blow drying your hair. You will look weird, but you'll look VERY hot one day in your free car.
9. Text while someone drives you somewhere.
10. Text while you get your hair done or a pedicure. Always pink :)
11. Ran out of time to text during the day? No worries. You can text at midnight! Set your phone to airplane mode. Send 100 texts. And then take it off of airplane mode when you actually want the messages to send in the morning. #Genius

Any down time can be income time with texting. I know this. I use it. I love it and my family thinks I don't work. They just think I used the bathroom a lot...with my cell phone. Get out there and HUSTLE. It will change your life. It's worth it.



**"Our greatest weakness
lies in giving up. The most
certain way to succeed is
to always just try one
more time."**

-Thomas Edison

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