

Booking 101: Getting Started Booking your First Appointment

The secret to success with booking your first appointment is to use the MAGIC script shown below. *(If you are NOT new there are other scripts listed on page 7, 8 and 9 that will be super beneficial to you.)*

And you might be tempted to change the MAGIC script, but don't! And here's why: It's MAGIC. 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 Kaytie! How are you? Okay, random question, so I am now a Mary Kay beauty consultant and part of my training is to give 30 women a free facial in my first month. Basically, you get a satin hands treatment, a microdermabrasion spa treatment, an anti-aging facial, plus expert foundation matching. 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?

When she responds, "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..."

"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. Assertive is business like and GREAT. Pushy is NOT business like and not what you want. When does it become PUSHY? 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 just like a salon owner would book someone who needs a haircut.

Here is your assertive and non-pushy script, "Hi Chery! I know you were interested in being one of my 30 facials. Thanks again! My schedule just opened up for next week. I have a Tuesday at 6:30 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 Chery! I'm getting close to finishing my 30 training facials 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 facial, 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 like Monday night better? Thanks again!"

Three days later, "Hi Chery! 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. Let me know either way so I can schedule you in or take you off my list. Thanks!☺"

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 pampering sessions this month on Saturday at 3pm. Your appointment will be from 3 to 4:30pm 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. Do you have anyone who would want to join you and lend their face to my goal?"

Awesome! Thanks so much. It's first come, first serve so let me know asap so I can save their spot for the fun. I will also text you a few quick questions about your skin to be prepared for your facial. I'm super excited to see you and pamper 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 the 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 facial?

Send this text to the guest of a friend 3 days before the event:

Hey Kacie! Denise said your coming with her to the Mary Kay appointment Saturday @ 12pm! Fabulous! I'm so excited to meet you! Do you text? I have a few questions about your skin so I'm prepared for everyone! Thx, Your Name

Here's the questions to send:

1. Have you ever tried Mary Kay before?
2. What are you currently using for your skin care?
3. What type of skin do you have dry, normal, combo or oily?
4. What would you change if you were to change anything about your skin- fine lines, dark circles, uneven skin tone, smaller pores, blemishes?

If they have NEVER tried MK:

Awesome thanks so much! I always love to pamper a Mary Kay first timer! You will be blown away with the instant results! Can't wait to pamper you. It will be so much fun!

If they HAVE tried MK:

Awesome thanks so much! I always love to pamper someone who knows Mary Kay. Do you have a consultant? I can't wait to pamper you and you'll see amazing, instant results. It will be so much fun.

Then, you can send the address to them:

(Use whatever address to your location)

The address to our studio is:

Studio Pink

25092 Center Ridge Road

Westlake, OH 44145

We are in the King James Shopping Plaza. You'll see our white sign that says, "Studio Pink." There is plenty of parking in the front of the building or behind. 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 pampering session today at 11:30. Can you come 5 minutes early to find parking and match your foundation???

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 has been 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!

If she is ignoring you on the day of the appointment, say this:

Hi Sarah! I haven't heard back from you and my phone is a little wacky sometimes with texting, so just wanted to check in again. I reserved a seat for you at 11:30am. I will be heading there at 10:30 to set up. If you can't make it, can you let me know by 10am. If I don't hear from you by 10am, we can reschedule! Thanks so much!

What if I don't know that many people?

There are TONS of ways to reach more people! How committed are you to your goal? Many successful consultants in our unit have started with just knowing 5 people.

1. Are you on Facebook? If you have more than 10 friends on Facebook, message them. Use the Facebook Script listed on page 7.
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 facials 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 facial? I'll be totally respectful of their answers either way! Thanks so much!
3. Visit our website for more ideas: www.michellesdreamteam.com Click on Training. Enter your password: thetop Click Finding New Leads. TONS OF IDEAS and VIDEOS just for YOU!
4. Michelle personally built her entire business starting with just 5 contacts and being brand new to her town, so it's possible for ANYONE to do the same using our system of getting one person in front of you and then building from there using the FABULOUS GAME.
5. Find your local Chamber of Commerce and find events that you can attend for free. You can even attend one in local towns.
6. Visit Meetup.com and join to meet more people. Go to an event, make friends and follow up with them very passively after the event with a message like this, "Hi Sara...super awesome to meet you today. Totally random but I didn't really mention I am a Mary Kay consultant and I actually have 30 free facials to give away this month training program. Any chance you'd want a facial? I can send you more details! Totally forgot to ask you when I was there and you are just so super sweet.

**How will my business build from just a few contacts?
The Planting Seeds Effect**

I have referrals from an appointment! What do I text them??

To book someone from a Fabulous Referral Sheet:

Hi Shannon, this is Jessica 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 Mary Kay facial! Should I text or call you with the details? ☺

What I say when they say text me: Great! So we will do a Mary Kay facial, a microdermabrasion treatment plus a Spa Satin Pampering Hands treatment and we'll match your foundation shade! You'll be out the door in about an hour feeling refreshed! ☺ Would you be interested?

To book a referral using Sales Director, Erin Ewers Giggle Script:

Hi Erin, this is Ashley. 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 goes back to send the rest of the message.

She is helping me with a Mary Kay contest. I am trying to be the fastest Mary Kay consultant in the area to earn a free Mary Kay car in the area! I have to do 100 free facials 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 lend me your face and you get a FREE GIFT. Can you help me out?

To book a referral to benefit your cause (compliments of Stephanie Blake in Florida):

Hi Lori, Abbe Greenfield recommended to text u. I need to do 100 Free Facials for a Mary Kay contest to donate baskets to women in domestic violence shelters. Any interest in a free facial to lend your face for the cause? She thought you deserved it and would love it! Thx, Stephanie

She says, "Yes!"

How to respond:

Awww thanks so much!!! I'm located in Westlake, Ohio and it's a 1.5 hour pampering session! For every face I pamper in April I'm donating a gift basket to a woman in the domestic violence shelters here in the Cleveland area. So thanks so much!!! What works for your schedule weekdays, weeknights or weekend days?

She says, "What is it?"

How to respond:

It's a full indulging pampering session with a Satin Hands Pampering Treatment, a Spa Microdermabrasion treatment, a full anti-aging facial, plus expert foundation matching! I have weekend and weekday appointments available. What works best for you?

She says, "What's the cost?"

How to respond:

It's a free facial! In Mary Kay you try before you buy, test before you invest. There's no obligation but if there is something you love you are welcome to take it home with you.

She says, "Why are you doing this?" or if you want to give her more details.

How to respond:

I was a victim of domestic abuse (change accordingly) so I'm personally donating back to the women in the shelters for each face I pamper. It's a way to meet new women while helping those in need.

You book the date and time.

How to respond:

Ok fantastic! You can bring a girlfriend, mom or co-worker with you. Do you have anyone who would want to join you and lend their face for the cause?

I will send you all details later this week and will text you a few quick questions about your skin to be prepared for your facial. I'm super excited to meet you and pamper with a purpose.

She says, "I might have a friend. I can ask around."

How to respond:

Perfect thanks so much. It is first come first serve so let me know ASAP so I can save their spot for the fun.

To book a someone when you are stuck, try THESE different approaches. /
send this to ALL my clients quarterly (or a version of this) and it works wonders!

Hi Kaytie,

How are you? Okay, random question, but could I do a summer (or fall or spring) makeover with you? I'm putting together a look book of makeup looks in the next 30 days and I thought I'd ask if you'd be one of my faces? It's free and you'll look fab! Let me know if calling you is better and we can set it up! Thanks girlfriend! Michelle

Hi Nicole! How are you? I just got my new spring products in and I need a few guinea pigs to give feedback on them so I can determine what to stock. Thought I'd ask you! Wanna be my guinea pig? Hugs, Michelle

FACEBOOK FRIEND OF FRIENDS

Another great way to get new referrals from your Facebook Friends *Thanks for the idea Sales Director, Erin Ewers!*

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 facial to help me with my goal? I'm super nice about it and respectful of their answers. Thanks either way! Michelle

What to say to the Facebook Friend of a Friend:

Hi Lisa, I am Michelle 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) beauty consultant in the area to drive a free car! And I have to do 100 free facials 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 lend me your face and you get a FREE GIFT. Can you help me out? Thanks either way! Michelle

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 satin hands pampering treatment, an anti-aging facial, a spa microdermabrasion treatment plus expert foundation matching. I hold appointments at my studio (or you can say "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 individuals facials at my home studio in Westlake 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?

Team Building After the Appointment

How to book someone for a coffee date. *As a new consultant, part of your training is to hold 10 coffee dates in the first month with your recruiter or director to learn how to hold them.*

To book someone for a coffee date to hear more about the Mary Kay

Opportunity: *(This is the script that Sales Director Jessica Ezell sent absolutely everyone after she met them within 24 hours and in 4 months her team exploded from zero to 50 women. She earned a free car and become a director. So it works!)*

Hey question for you... I meet with 3 women a week over coffee to practice sharing Mary Kay's company info. That keeps me on track for my free Mary Kay car!! 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 Wednesday Night Call:

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

She replies, "Yes!"

How to respond:

Ok fantastic! Here's your special dial in passcode and number. Dial: 712-432-0926. Passcode is 483184#. It starts at 9pm EST and ends at 9:30pm. Thanks so much for your support! You can introduce yourself and press *6 to mute your line.

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.

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.