

POWER BOOKING PLAN

keep calm & book on!



SCRIPTS

We have included simple scripts for you



TRACKING

Know who gets what

Do you need a great booking system that works?

If you need to fill up your datebook, you'll love this. Many have been getting amazing results and filling their schedules.

The best booking method is the one you will actually use. Calls, emails, texts, voxer, or messaging on social media are all great. Use the tools that work for you and your specific contact.



We will take you through the following 3 steps:

1

PREPARE

2

CONNECT

3

FOLLOW UP

Compiled by NSD
Jeanie Martin and
her National Area
using the brilliance of
many Nationals and
Directors who shared
their expertise.

These are available for
purchase at
mkpowerbooking@gmail.com
Please do not copy to share.

Check out these astounding statistics:

3% on the 2nd contact

4% on the 3rd contact

10% on the 4th contact

81% on the 5th contact or after!!

24% give up on their 2nd try

12% give up on their 3rd try

6% on their 4th

10% on their 5th.

☐ **Printed Scripts**

You got this!

**if you keep going,
you'll get there.**
consistency is the key to success.

Month: _____

The Retail Amount I Need to Sell:

(Include the tax in your profit total)

40% Profit:_____



\$1,700

**\$1,700 every month
= On Target for
Queens
Court of Sales!**

\$1,200

\$850

**\$850 every month
= On Target for
Princess
Court of Sales!**

\$600

\$400

\$225

Picture of
Your Goal!

Total Cumulative Wholesale This Month:
50% of your sales:

An average of \$600/month = STAR CONSULTANT!!

Break your goal into bite size chunks!

Example Daily Tracking Sheet

DATE

Daily Habits

Miracle Morning - Yes/No

Affirmations - Yes/No

Voxer - Yes/No

Exercise - Yes/No

Write a note - Yes/No

Make 6 list for next day - Yes/No

TO DO LIST

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

BOOKING CONTACTS

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

RECRUITING CONTACTS

1. _____
2. _____
3. _____
4. _____
5. _____

CUSTOMER SERVICE CONTACTS

1. _____
2. _____
3. _____
4. _____
5. _____

Today I am thankful for:

THIS SYSTEM PREVENTS YOU FROM MAKING SNAP JUDGMENTS LIKE "NOBODY'S CALLING ME BACK," OR "THIS ISN'T WORKING." THESE ARE FEELINGS AND THOUGHTS THAT MIGHT MAKE YOU QUIT CONTACTING SOMEONE SOONER THAN YOU SHOULD. THIS SYSTEM LET'S OUR CLIENTS KNOW WE WILL FOLLOW UP WITH THEM OR ALLOWS OUR POTENTIAL CLIENTS/GUESTS THE INVITATION TO SAY "NO".

In a notebook or on the daily habits sheet (previous page), put name & # of ten contacts on day 1.

On day 2 put name & # of next 10 contacts.

On day 3 put name & # of last 10.

Day 1 is Monday make 10 Contacts

Day 2 is Tuesday make 10 new Contacts

Day 3 is Wednesday make 10 new Contacts

Day 4 is Thursday contact leads from Day 1

ON DAY 1...

Contact your first 10 contacts using Script #1 & Script #2 (2 total contacts on day 1)

Use a highlighter!!! Next to each contact, highlight accordingly based on results from the contact.

HIGHLIGHTER KEY

- Yellow – Contact Made
- Blue – Responded & communicating but no booking yet
- Pink –Booked!
- Green—Contact About Business Opportunity
- Orange – No, not now
- Black - Cross off list if solid NO

If they don't reply after your contact, move their name 3 days ahead on your Daily Habits Sheet/notebook system. If they don't reply after each contact move their name ahead 3 days until you've contacted them at least 5 times over 10 days. If they still don't reply, put their name on your monthly list to contact 2 months from now (as your script says).

ON DAY 2...

Text or call 10 contacts using scripts. Continue the same process as listed for day 1. If they don't reply, move their name and number 3 days ahead.

ON DAY 3...

Contact 10 contacts using scripts. Continue the same process as listed for day 1. If they don't reply, move their name 3 days ahead.

ON DAY 4...

Contact all 10 of your Day 1 leads again (unless someone booked or said no) using Script #3 Contact #3) If you have booked or someone said no from original Day 1 list, fill in your Day 4 10 contacts with additional leads you have, so you're always contacting 10. (*you are continuing to find new names beyond your initial 30 leads)

ON DAY 7...

Contact all 10 of your Day 1 leads again (unless someone booked or said no) using Script #4 Contact #4) If you have booked or someone said no from original Day 1 list, fill in your Day 7 10 contacts with additional leads you have, so you're always contacting 10. (*you are continuing to find new names beyond your initial 30 leads)

ON DAY 10...

Contact all 10 of your Day 1 leads again (unless someone booked or said no) using Script #5 Contact #5) If you have booked or someone said no from original Day 1 list, fill in your Day 10 10 contacts with additional leads you have, so you're always contacting 10. (*you are continuing to find new names beyond your initial 30 leads)

Type	Script #1 & #2 - Day 1 - Contact 1 & 2 <small>2 Contacts on day #1. The second communication is the same script edited to include HOW you contacted them the first time. i.e. "Hi ____ I just left you a voicemail How are you?.." OR "Hi ____ I just emailed you. How are you?..." *If texting, add a few/fun emoji's</small>
New Consultants	Hi ____! How are you? Okay, random question, so I am now a Mary Kay Beauty Consultant--ahhh so excited! Part of my training is to treat 30 women to a Mary Kay spa-like Beauty Experience in my first month. The beauty experience includes a deep cleansing anti-aging facial, de-clogging charcoal mask experience (amazing!!), & a spa hand & lip treatment! Any chance you would be one of my first 30? If I don't hear from you, I will follow up in a few days. You can call or message me back! Thanks so much.
Friend/Family/ Customer	Hi ____! How are you? I just got my new spring products 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, ____ You can call or text me at ____.
Referrals	Hi ____! This is ____ with Mary Kay. I don't think we've met, but ____ was gifted with ten \$25 gift cards that include a complimentary spa-like Beauty Experience & she wanted one of them to go to you! Should I text or call you with the details? PS – I'm sending you a photo of us so you know that I'm a real person and not a robot or a telemarketer! :) You can call or text me at ____. <i>If you want to use the above message as a voice message script you would leave out the PS part that says "I'm sending you a photo..."</i>
#GlowAndTell	Hi ____! This is _____. I'm really excited about a fun challenge I'm doing called #GlowAndTell. I'm looking for 21 girls who will try one of my skin care sets for 21 days. Sound interesting?? Would you ever be one of my 21?!! You can call or text me at _____.
Vendor Event/ Facial Box	<i>(Recommended to send in three separate texts (&/or in email) so it feels more real. **Modify as needed.)</i> Text 1: Hi _____. This is ____ with Mary Kay. You entered our drawing and you were chosen as one of our winners! So exciting! Can hardly wait to share the details with you of what all your complimentary beauty experience includes!! Message me back here so I know I have the correct # (or email) and I can share the details. Text 2: So your beauty experience includes a complimentary pampering session with brand new spa-like beauty experience treatments for you & up to 8 of your friends. Your beauty experience includes a deep cleansing anti-aging facial, de-clogging charcoal mask experience (amazing!!), & a spa hand & lip treatment! Plus you will receive an awesome swag bag with lots of goodies just for you! I can come to you in your home or you could come to me at my studio (say where your studio/space is) _____. are you & your friends available during the day or are evenings better? Text 3: Are you okay with just texting/emailing or would you prefer I call you to set up the appointment? Looking forward to setting up this experience with you!
Bridal Lead	Hi there Laura! This is ____ with the National Bridal Registry & Mary Kay. I sent you a text but thought I would try to message you here, too, so you know I'm a real, normal person. Congratulations on your engagement! Each month I team up with the bridal registry to pamper brides & you have been selected as a winner of an Ultimate DIY in home spa-like Beauty Experience for you & up to 8 of your friends. I'm excited to share the details with you of what all your complimentary beauty experience includes!! Message me back here or via text and I can share the details!

Type	Script #3 - Day 4 - Contact 3 <small>You can text or call or FB private message</small>
New Consultants	Hi ____! Wanted to follow up with you real quick regarding my message from _____. My next 2 apt. openings are ____ or _____. Would you ever be available? Would LOVE to connect with you & have you be one of my 30! I know you're super busy, so I will follow up again in a couple days if I don't hear from you. Thanks again. Hugs, ____
Friend/Family/ Customer	Hi ____! I still need a few guinea pigs (lol). Wanna be one? Please connect with me when you can! I know you're super busy, so I will follow up again in a couple days if I don't hear from you. Thanks again. Hugs, ____.
Referrals	Hi ____! It's ____ with Mary Kay. Just wanted to follow up and see if you were interested in the details of your pampering package from _____. It's totally fine if you aren't interested. I just always like to double check bc I know how easy it is for texts to get buried haha! Hope you are having a good week!
#GlowAndTell	Hi ____! This is _____. Touching base real quick to see how I can get you the details still working to fill my 21 spots! Please connect with me when you can! I know you're super busy, so I will follow up again in a couple days if I don't hear from you. Thanks again.
Vendor Event/ Facial Box	Hi _____. This is ____ with Mary Kay checking in real quick. I didn't hear back from you and wanted to be sure you didn't miss out on the pampering package and gift card! I know how easy it is for texts to get buried ha! I can't wait to fill you in on all the details! If I don't hear back from you I will try you back in a few days. Have a great rest of your day.
Bridal Lead	Hi there ____! This is ____ with the National Bridal Registry & Mary Kay, again. I didn't hear back from you and wanted to be sure you didn't miss out on your complimentary beauty experience! I know how easy it is for texts to get buried! Ha! Message me back here and I can share the details. If I don't hear back from you I will try you back in a few days. Have a great rest of your day.

Type	Script #4 - Day 7 - Contact 4 <i>Usually by this contact you are texting or facebook messaging or if land line, you are calling.</i>
New Consultants	Hi ____! Hope you are having a great day....not sure if you have seen or received my other messages....I know you are probably super busy-....but oh girl, I really want to reach my 30 faces goal and I can do 2,3 or 4 women as easily as 1. If you share your appt with 3 friends, you can earn up to \$50 (or whatever you want to offer) FREE MK! Would you prefer a private one on one or to invite others to join us? Either way, I'd love to meet with you!! If I don't hear back from you I will follow up in a few days.
Friend/Family/ Customer	Hi____, it's ____ with MK. Just wanted to follow up. I have a couple products____I'd really like you to see. It will be a fun girl time. Please connect with me when you can or I'll get back to you in a few days if I don't hear from you.
Referrals	Hi ____! Totally don't want to bother you, but just wanted to see if you wanted to take advantage of your Mary Kay pampering package from ____? If not, no worries! Just let me know so I can select another winner. Have a wonderful week and thanks for getting back to me either way! ____, with Mary Kay.
#GlowAndTell	Hi ____! Totally don't want to bother you, but just wanted to see if you wanna be one of my 21. If not, no worries, just let me know. Have a wonderful week and thanks for getting back to me either way!
Vendor Event/ Facial Box	Hi ____! This is ____ with Mary Kay. Totally don't want to bother you, but just wanted to see if you are interested in claiming your prize with me. If not, no worries, just let me know. Have a wonderful week and thanks for getting back to me either way!
Bridal Lead	Hi _____. This is ____with Mary Kay & the Bridal Registry. Totally don't want to bother you, wanted to see if you are interested in claiming your spa-like Beauty Experience. If not, no worries, just let me know. Have a wonderful week and thanks for getting back to me either way!

Type	Script #5 - Day 10 - Contact 5 <i>Text or call</i>
New Consultants	Hello ____! Wanted to follow up with you one last time. I am still working to finish up my 30 faces goal and would love your help. If I don't hear from you, I will assume you are super busy right now and make a note to touch base with you in a few months. Have a great (spring/ summer/fall/ OR Merry Christmas, Happy New Year). Hugs, your name.
Friend/Family/ Customer	Hi ____! This is ____ with Mary Kay trying one last time to reach you. If I don't hear from you, I will assume you're super busy right now and will follow up in a few months! Have a great (spring/ summer/fall/ OR Merry Christmas, Happy New Year). Hugs, your name
Referrals	Hi ____! This is ____ with Mary Kay checking in one last time. Please call or text me today. If I don't hear from you, I will assume you're super busy right now and will follow up in a few months. Have a great (spring/summer/fall/ OR Merry Christmas, Happy New Year). Hugs, your name
#GlowAndTell	Hi ____! This is ____ with Mary Kay trying one last time to reach you regarding our #GlowAndTell. Please call or text me back. If I don't hear from you, I will assume you're super busy right now and will follow up in a few months! Have a great (spring/summer/fall/ OR Merry Christmas, Happy New Year). Hugs, your name
Vendor Event/ Facial Box	Hi ____! This is ____ with Mary Kay trying one last time to reach you regarding your pampering session. If I don't hear from you, I'll assume you're super busy right now and will follow up in a few months! Have a great (spring/summer/fall/ OR Merry Christmas, Happy New Year). Hugs, your name
Bridal Lead	Hi _____. This is ____with Mary Kay & the Bridal Registry trying one last time to reach you regarding your Beauty Experience. If I don't hear from, I'll assume you're super busy right now and will follow up in a few months! Have a great (spring/summer/fall/ OR Merry Christmas, Happy New Year). Hugs, your name

Example Responses

When they respond yes... or tell me more, etc.

Hooray—yay. Excited to set this up with you!

So your beauty experience includes a complimentary pampering session with brand new spa-like beauty experience treatments for you & up to 8 of your friends. Your beauty experience includes a deep cleansing facial, de-clogging charcoal mask experience (amazing!!), & a spa hand & lip treatment! Plus you & your guests have the opportunity to individualize their skin care treatment & earn an awesome swag bag with lots of goodies!

I can come to you in your home or you could come to me at my studio. I am booking into (whatever month) ...are you & your friends available during the day or are evenings better? Looking forward to setting this up with you!

***CONFIRM BOOKING

After Booking Example Response #1

Could you confirm your mailing address with me? Would love to send you a hostess packet with fun samplers & more details. What's your skin type? Dry? Oily? Combination? Or none of the above? :-)

And are you on FB? If so, could you friend request me: _____ (your name). I will add you to my private client FB page AND as your beauty experience gets closer (2 weeks before) I will set up a FB event for it, too. You will be able to invite your guests & I will give more information about the experience & they will have the chance to pick their individualized skin care treatment and secure their RSVP swag bag!

After Booking Example Response #2

I'm so excited to give the swag bags to you and your girls! Go ahead and copy and send the text below. I would send it to 15 people... That way 7-8 will show. And if all 15 RSVP yes... Then I'll just have to go ahead and break the rules and give more free stuff away! Excited to pamper you and your friends! AND a few weeks before the event I will create a FB invite, too. That way I can introduce myself and everyone can find out more about the products they will be trying & choose their individualized spa like skin care treatment, too.

SAMPLE invite text they can send:

Hey friend! I'm super excited! I was gifted a spa like beauty experience package for myself and 5 of my friends from Mary Kay on Thursday March 31 at 6pm! You know how much I LOVE you so you are one of the 5 that I picked! Part of my package was that you get a customized Swag Bag with some fun products in it! Can you text my consultant _____ at xxx-xxx-xxxx with your RSVP so that she can make sure she customizes your swag bag with products YOU WILL LOVE!

To Guest/Friend:

Super excited to meet you tomorrow! For your gift bag, do you want more make up or skin care/body care? Also if you could answer these questions: 1. Have you ever tried Mary Kay before?

2. What is the one thing you would change about your skin if you could? 3. What color are your eyes?

4. What would you most like more of in your life right now? :)

If She Has a Consultant:

Thank you so much for supporting our company! When you support one of us, you support all of us, so you are incredibly appreciated! Thank you for letting me know and I will leave you in your consultant's capable hands! Keep my number in case anything changes!

OVER COMING COMMON BOOKING OBJECTIONS

"I DON'T HAVE THE TIME" "TOO BUSY"

"I totally get it, I'm a really busy person too, so I can appreciate that! The nice thing is I can cater to your hectic schedule. I come to you and it only takes about an hour and I can save you an enormous amount of time-you'll never need to go to the mall again for your skin care or cosmetics. We have a new DIY spa like beauty experience that is relaxing and pampering- does that seem like something you would enjoy?"

"MY HOUSE ISN'T BIG ENOUGH"

"Well, that's great because I'd love to have you come to my home (or my Studio). That way you wouldn't have to worry about cleaning up and it's easier for me too because I'll have everything I need."

OR...

"Well, that's okay. All we really need is a table. The only people that will be coming are your friends and they're coming to see you for a fun girlfriend spa like experience. Which date is better for you?"

"I DON'T KNOW ANYBODY TO INVITE"

"I can appreciate that...I didn't know many people before I started Mary Kay either. How about somebody you work with? Or why not just invite a neighbor on both sides and we'll ask them to each bring a friend... what a great way to get to know each other. Now, which is better for you, end of the week or beginning of the week?"

OR

Totally ok! I get that I didn't know many people when I moved here either (or before Mary Kay) I would love to come & still treat you to our Beauty Experience.

"I'LL HAVE TO CHECK WITH MY FRIENDS TO SEE WHAT WOULD BE A GOOD DATE"

"I can appreciate that, however, why don't we go ahead and schedule it on my calendar and then let your friends know...if we have to change it later, we can. Keep in mind it will be tough to get a time when everyone can join you. If you find this time doesn't work well, you can give me a call in the next 24 hours and we'll pick another more suitable time. Ok? Which is better for you at the beginning of the week or the end of the week?"

{This is the tentative booking approach}

"I WOULDN'T WANT TO WASTE YOUR TIME - I ALREADY USE BRAND X"

"Great! You obviously appreciate good skin care (or cosmetics)! It would be fun for me to treat you and get your feedback as to how Mary Kay compares with what you're currently using. Keep in mind that there is no obligation to purchase anything and you can have a glamour item at half price just for giving me your opinion. I just get credit for treating people to our spa like beauty experiences and you may enjoy trying something new. Which is better for you - Tuesday or Thursday?"

"I TRIED MARY KAY ONCE & BROKE OUT..."

"I'm so sorry you had that experience-may I ask you how long it has been? {Explain the product changes} may I ask you what you mean by "Broke Out"? Was it blemishes? {Wrong Formula} or little red itchy bumps? {a Sensitivity to possibly one of the products-doesn't mean she can't use the whole line.}

I would love to introduce you to our products and get your opinion. Which would be better for you, Weekdays or Weekends?"

"Never give up, because you never know if the next try is going to be the one that works."

Mary Kay Ash

Here are the exact texting conversations I had in the last two days to book appointments.

Thank you Sales Director Michelle Cunningham for these examples.

You'll see that some ignore me. When I get ignored, I just remind myself they are busy, at work or didn't get my text. Either way, I message SO MANY people that I wouldn't actually be able to handle ALL THE VOLUME if everyone responded, so I pray that not everyone responds. I do believe it's in God's hands and he puts the people in front of us that we are meant to meet or that will lead us to the people we are meant to meet. So if they don't respond or say no, that's a blessing because it would have been time wasted. And WE can't waste time because WE are on a mission to change the lives of SO MANY WOMEN around the world by sharing these incredible products and this insanely awesome opportunity and WE can't waste a second! I get SO fired up about the possibilities that lie ahead for me and you. It's truly a gift to be a part of this company. Anywho..without further ado, my texts...

This one said NO.

Me: Hi Theresa! How have you been?! It's Michelle with Mary Kay :) 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 12:32 PM

Theresa: Thank you for the offer but i don't i fit it into my schedule. research paper. however, i do need more concealer, the same color i bought last time, and that exfoliating cleaner that i also bought last time.

Me: Good luck on the research paper love. I remember those days. You are a beige 1 concealer and your cleanser Timewise. Total is \$32.40 and if you spend just \$6 more you get a free travel set that has eye makeup remover, mascara and a makeup bag. Need to restock anything else? Great to hear from you!

Theresa: i meant the \$55 cleaner set that my funny friend and i tried last time. is that the same thing? 12:23 PM

Me: Oh got it..the Microdermabrasion...it's like the aluminum oxide crystals that get deep into your pores and clear everything out? That one? That stuff is insanely amazing..i'm obsessed

Theresa: yes thats the one. Do you want me to text you my credit card info?

Me: You can call my private office line if you would feel "safer". I only check it. That is xxx-xxx-xxxx. You'll hear my voice on the machine. It's \$64.80 and you get the free eye makeup travel kit too plus a gift card..(they are new and super cute).

Theresa: ok i will do that right now

Me:: Okay! It's out the door in 3 minutes to you :) Thanks again Theresa! Get an A+! :) Theresa: thank you! have a great day! 12:38 PM

This one said YES and still firming up details.

Me: Hi Ashley! 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 if you want to rally a few friends to be my guinea pigs?? Hugs, Michelle 4:40pm

Ashley: That sounds like it could be fun. I could talk to kris too. Just let me know when and where. I don't know if you want to come to my house or whatever works best.

Me: Awesome! Sorry for the delay I was at the gym. :). Yes totally invite kris! I'm am doing them at my house on Thursday night and Saturday at 1pm but I do travel If you had two or three girl that would want to be guinea pigs too. What's easier for you? Coming to me or me comin to you?

Ashley: Sorry. I left my phone at home. I would like to come to your house on Saturday at 1. I just have to ask kris.

Me: okay that would be perfect. I'll pencil you in for Saturday at 1...and let me know about Kris. If you bring two friends, I'll throw in a free Mary Kay at Play gift for you (it's our new line and it's so fun!) Thanks again! I can't wait to catch up! 9:57pm

I will send her a follow up text in the morning like this:

Hi Ashley! Looking forward to Saturday! I penciled you in for 1pm...did that work for Kris too? Did you want me to save seats for anyone else? Thanks again love! I can't wait to show you the new spring line. It's amazing.! Hugs,Me

When I text the wrong number...

Me: Hi Melanie! How have you been?! 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 if you want to rally a few friends to be my guinea pigs?? Hugs, Michelle 3:34 PM

Melanie: You have the wrong number. 3:54 PM

Me: Whoopsie sorry! Have a nice day. 6:57 PM

Melanie: You have a nice evening. 7:14 PM

This is very, very COMMON... the unfinished conversation...

Me: Hi Bonnie! 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 if you want to rally a few friends to be my guinea pigs?? Hugs, Michelle 3:32 PM

Bonnie: Sure! 5:14 PM

Me: Okay awesome. Are you free Thursday night at 6:30 or Saturday at 1? 6:53 PM

I hear CRICKETS....

Here's how to handle.

1. Make sure you write her name in a notebook of "Spring Makeover Guinea Pigs Interested." This is just a list on notebook paper with her name to remind you she is interested.
2. She gets a sticker next to her name when she has booked her date finally.
3. No sticker means you need to follow up.

This is what I say tomorrow or the next day, "Hi Bonnie! Sorry I forgot to follow up last night! Ok, so happy you want to be a guinea pig for me for the new spring line. I'm setting up my schedule for this week and next. Is this weekend good for you or would next week be better?"

Still hear crickets? This is what I would say two days after that, "Hi Bonnie! Sorry I didn't follow up, but I have you on my little list here of guinea pigs for the spring line. Are you still able to swing it or should I open your spot up to someone else? Either way is cool! I know how busy life gets! Chat soon! Hugs :) Michelle"

Still hear crickets? I'd move on. Or you can try to message her on Facebook if you want to give it one last shot.



Beauty Experience FB Event Posts

We have been creating FB Events & inviting guests for about 90% of Beauty Experiences. If they do not have a FB account we create a cute text invite for the hostess to send out and ask for names & numbers of guests. OR they sometimes have some guests that don't have a FB account and ask them to share the posts, etc. with those particular guests.

Create the event approximately 2 weeks before the scheduled Beauty Experience. Invite the hostess and make her a co-host so she can invite her guests. (she must first accept the invite) After she invites her guests post the first post below. Every few days post a new message to the group to engage them and confirm who is attending.

Facebook Post #1

Post a picture of yourself and/or with your family.

Hello!! My name is _____ and I'm an Independent Senior Sales Director with Mary Kay! I get the privilege of spoiling _____ and her friends.

You must be super special because you were invited to her EXCLUSIVE MK Beauty Experience! She wanted to treat you to an amazing time of relaxation and pampering that includes DIY SALON GRADE beauty treatments in the privacy of her home!

Space is LIMITED to just 8 people – so be sure and RSVP right now to save your spot!

You'll have a CHOICE of any of our SPA GRADE products like maybe a Charcoal Mask treatment, or a Renewing Gel Mask treatment....microdermabrasion or a facial peel. I'll be posting descriptions of your choices all this coming week!

All Complimentary Services!!

Facebook Post #2

The NEW Mary Kay Beauty Experience is ALL about pampering--an amazing DIY spa like home experience. Looking forward to meeting you & introducing you to the this NEW Mary Kay Experience. Here's how it works you will get to choose your individualized skin care treatment. One of the first products you will try is one of our amazing skin care lines (individualized for your skin care needs!)

Comment below about your skin type: is it dry? or oily? or combination (a little of both) or you are super blessed and it's none of the above?

Comment below and let me know!

#youareinfortreat



Facebook Post #3



Sooooooo.....not sure if you have heard--Mary Kay has a BRAND NEW Charcoal Mask and it broke ALL sales records! It was voted Top 3 Charcoal Masks by Forbes magazine. By far one of my BEST selling products--EVERYONE loves how their face feels after just one use!

And as a special treat this is one of the skin treatments you will have the chance to try at this beauty experience?!!

Comment below if you have used a Charcoal Mask before?



Facebook Post #4



Get excited! You get to treat your feet, eyes and lips too?!?!

Mint Bliss Energizing Foot Treatment -

A cool mint formula with rosemary and willow bark that help create a cooling sensation that help feet and legs feel pampered and revived. Hydration for tired legs allowing them to feel instantly revived.

Satin Lips

This expertly formulated scrub also includes sunflower oil, known to be rich in the antioxidant Vitamin E. Gently massage this confection onto lips and whisk away dryness. Lip texture is immediately improved and lips are left looking revitalized. Shea Balm: Used for centuries to protect, enrich and soften skin, shea butter is known to contain omega-3s. Omega-3s are known to help maintain skin's natural moisture barrier, and when skin's barrier is protected, precious moisture is less likely to escape. A perfect ingredient for your everyday spa experience, shea butter wraps skin in creamy hydration bliss.

Which sounds like the best to you?



Facebook Post #5

Excited about our Beauty Experience coming up next Friday!

More about your choices in SPECIAL treatments! You get to choose one of the following...

Revealing radiance facial peel: thin layer of glycolic acid to gently dissolve away dead skin and impurities leaving your skin radiant and glowing and silky to the touch. brightening, tightening and smoothing

Salon Grade Microdermabrasion plus: deep exfoliation for polished, younger skin and significantly smaller pores, high definition look, Persian silk tree bark extract and soy bean extract in Pore Minimizer are shown to support factors important to skin, which may help tighten the look of skin overall and around pores. Skin calming and comforting benefits on skin's surface provided by Pore Minimizer are assisted by sea whip extract and evodia fruit extract. These two ingredients have been shown to support signals associated with skin calming and comfort.



BEST
SWAG BAG
EVER!

Facebook Post #6 (this I post a few times before the party)

Friday is our spa-like Beauty Experience!

Want to reserve your sweet Swag Bag of Mary Kay goodies*? Be sure to fill out the form** below (arrow image here). You get to choose your personalized spa-like skin care treatment for our Beauty Experience PLUS reserve your swag bag of make up goodies!

*Swag Bag can include the makeup samplers since we don't have them try any make up at their First Beauty Experience. Mine include: my business card, color card, lipstick or lip gloss sampler, eye liner sampler and ultimate mascara sampler.

**Form is a link to a google doc that asks them questions about them (name, phone number, hostess name, skin type, any allergies, have they ever used MK products before AND explains the 3 skin care treatments to chose from: Microdermabrasion, Charcoal Mask, Revealing Radiance Facial Peel. You may choose to create your own form for RSVPs or not.

Facebook Post #7

One last post before I see you today @ 1p! In case you can't make it or you want to browse at some of our products.... you can jump on my personal website:

www.marykay.com/

If you can't make it today, you can place your order online, call/text me @ or email me at

(no pic - the website will show up)

Facebook Post #8

Thank you post. Post a photo from the Experience (if you remembered to take one :-)

WE
are
WHAT WE
repeatedly
DO.
-aristotle

Preferred Customer Program Follow Up Scripts

If you've signed up your clients for our Preferred Customer Program then follow up is KEY!

Here are the PCP scripts we are sending to each person who received a Look Book (If I hear back from her after any one of these, the following script will be different than below - these are assuming I do not hear back):

FIRST DAY:

Text #1: Hi, %FirstName%! It's _____ with Mary Kay! I just sent you our Summer Edition of our quarterly beauty magazine--checking to make sure you received it? Text me a ONE-word response about the sample on page ____ to be entered into a fun new product give away. I am looking forward to hearing what you think! HAPPY SUMMER! It's almost here! ❁❁❁ your fav MK girl, _____ www.marykay.com/

3 days later if no answer

Text #2: HELLO again %FirstName%! It's _____ w/Mary Kay again! I am just checking in if you have received your summer edition of our beauty magazine? I always like to double check because I know how easy it is for texts and magazines to get buried! LOL. Have you seen the latest updates on my website? www.marykay.com/ - CHECK IT OUT! Super fun! I can even text you the entire catalog if you would rather have it as a text, just reply and let me know! Have a beautiful day--if I don't hear back from you I will reach out in a few days! your fav MK girl, _____

3 days later if I don't hear back from her:

Text #3: Hello %FirstName%! Totally don't want to bother you just curious if you received the Summer Edition of our GORGEOUS NEW beauty catalog? I am SUPER excited about the new Timewise Miracle Set 3D--did you see it featured on Good Morning America or in this month's Cosmo?! I would love to stop by and get your opinion on the NEW skin care set--looking to get 100 women's opinions by June 30th. Would love for you to be one of them. Hope to hear from you, if not, I will follow up in a few days! ☺ _____

3 days later if I don't hear back from her:

Text #4: HEY %FirstName%! It's _____ w Mary Kay just reaching out one last time. I hope you are doing well! Checking to make sure you received the Summer edition of our beauty catalog. If I don't hear back from you, I will follow up in a couple of months and check in on you! ☺ BTW - I have been scheduling these super fun Spa-like Beauty Experiences and would LOVE to treat you to one including your very own DIY at-home spa treatments that includes our BRAND NEW Timewise 3D skin care!! They are fun, relaxing and you get to try spa-like skin care treatments right at home. What do you think? Looking forward to connecting! ☺ your fav MK girl, _____

Career Talk/Career Chat Booking Script

Video & Survey Text

Text your director to get the link/FB group to her video and survey to fill out!

Hey Dawn! I'm starting a new adventure in my life as a new Mary Kay consultant! I'm

nervous & excited all at the same time! Hoping you'll help me achieve my first challenge and earn a cute pearl ring by watching a 20 minute video of my sales director's MK story & more about the company & filling out a survey/answer a few questions. I think you'll love the video & better understand my decision to start my business after watching too! Would you ever help?

Live Career Talk Text

Hi Judy!! My first piece of training in my new MK business is to introduce my director to 3 women I love & respect most! You would get to learn a little @ Mary Kay and why I started my business, & my director would get to know the women in my life who are my best supporters! Would u ever be willing to get a cup of coffee with us & help w/ my training?

Guest to Event Text

Hey Hannah! We are having a super fun Cupcakes & Color event this Monday @ 6!

I'm going to learn more about color application as I start my new MK business & I can bring guests with me too! Want to come try a new look & help me with my training, too?

When she responds yes to any of the asks above...

Thanks so much! It means a lot to me that you will support my new business by helping with my training! I knew I could count on you! Here's the video - it's just 15 minutes (insert your director's video link). After you watch, please fill out this online survey OR answer the questions (insert your director's survey link). I'm so close to earning my prize - do you think you could do it tonight?

OR

Here are a couple of openings we have to meet for coffee (give a couple of date and time choices) do either of those work to meet at Starbucks (or where ever your director says to meet)

OR

Our guests nights are so much fun - here are the details - we meet at (place, date and time). I'll be in a skirt... make sure you look cute - we take lots of fun pics!! (you can also offer to pick her up and take her)

She initially said yes and you sent her the info but now haven't heard from her...

Suzi! I know you're super busy.... I'm soooo close to finishing my (insert what prize or goal you're working toward) ... would you still be able to watch that video and fill out a survey/answer the questions? If you found you don't have time or maybe you had trouble with the link??? LMK! Either way is ok! Thanks in advance for getting back to me!

Your customer did not answer...

Suzi! It's Tracy!! Hope you are well! I know you're super busy.... I'm soooo close to finishing my (insert what prize or goal you're working toward) ... looking for one more opinion of our opportunity! Would you be willing to watch that video and fill out a survey/answer the questions? (or sit down with us or come as a guest) Your opinion matters and helps! Completely understand if you are too busy! LMK! Either way is ok! Thanks in advance for getting back to me!

If she still doesn't answer....

Last check in Suzi! Hoping you can watch a short MK video and give me your opinion. If I don't hear from you, I'll assume you've got too much going on right now and hope to catch up with you another time. I know you're cheering for me and my new biz-- thanks again for being such a sweet, amazing friend!

Notes

"IT'S NOT ABOUT PERFECT. IT'S ABOUT EFFORT. AND WHEN YOU IMPLEMENT THAT EFFORT INTO YOUR LIFE... EVERY SINGLE DAY, THAT'S WHERE TRANSFORMATION HAPPENS. THAT'S HOW CHANGE OCCURS. KEEP GOING. REMEMBER WHY YOU STARTED"

THE-BORN-ANGEL.TUMBLR.COM | STRENGTH & FITNESS BLOG



"Within yourself
lies everything
you ever dreamed
of being."

— *Mary Kay*

MARY KAY®