

Booking Your First Appointment

The secret to success with booking your first appointment is to use the MAGIC script showing below.

You might be tempted to change the script, but don't! Here's why: This script has been tested on over 100,000 people for the past five years and it WORKS! Even if you change three 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 Katie! 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 free 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 my 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 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..."

"Okay sounds great. Okay if I text you to check in later tonight? I'm in a challenge to get all 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 Cheryl!" I know you were interested in being one of my 30 facials. Thanks again! My schedule just opened up for next week. I have Tuesday at 6:30 available and I have a few other spots too on Saturday. Would Tuesday work or is maybe the weekend better? Thanks again!*

And then I check in every three days. *"Hi Cheryl! 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 Monday night better? Thanks again!"*

Three days later, *"Hi Cheryl! 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."*

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-workers, neighbors or friends to help me reach my goal. Would you like me to reserve a seat 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 kind of 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 the following website for more ideas: www.michellesdreamteam.com. Click on Training. Enter your password: [thetop](#). Click Finding New Leads. Michelle personally built her entire business starting with just FIVE 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.

