

# 21 Day Power Booking Challenge

## NOTES:

- ★ Start with 30 contacts - friends & family or customer profile cards.
- ★ The key is to contact someone at least 5 times...because that is when your booking rate will skyrocket!
  - \* 2% of sales & bookings happen on the 1st contact
  - \* 3% on the 2nd contact
  - \* 4% on the 3rd contact
  - \* 10% on the 4th contact
  - \* 81% on the 5th contact or after!!
  - \* 48% of people give up after their first contact.
  - \* 24% give up on their 2nd try
  - \* 12% give up on their 3rd try
  - \* 6% on their 4th
  - \* 10% on their 5th.

## ● Things to Bring 21 Day Challenge

1. 30 Leads (Old or New)



● 2. Printed out 21 Day Challenge Script



3. Highlighters (blue, green, yellow, orange, pink)



4. Notebook and Planner



● 5. File System



## *Instructions:*

- ★ In calendar, write the names & phone numbers of ten contacts on day 1 of 21. On day 2 of 21 write names & phone numbers of next 10 contacts. On day 3 of 21, write names & phone numbers of last 10 contacts.
- ★ On day 1, call the names on your calendar (& leave a message) and then text immediately using a good booking script.
- ★ Highlight in...
  - \* Yellow if left message and sent text with no reply
  - \* Blue if heard back from them
  - \* Pink if booked
  - \* Green if interested in business
  - \* Orange if spoke with & didn't book
- ★ If they don't reply, roll their name to 3 days ahead on your calendar to call & text again. If they don't reply after 3rd & 4th attempts, roll their name ahead 3 days again. Make a 5th & 6th attempt. If they still don't reply, put them in a file to call 2 months from now.
- ★ On day 2, call the names on your calendar (& leave a message) and then text immediately using a good booking script.
- ★ Roll over any names to the 3rd day if necessary.
- ★ On day 3, call the names on your calendar (& leave a message) and then text immediately using a good booking script.
- ★ Day 4 will be calling all 10 of your first leads again (unless someone booked or said no). If that happens, fill in your 10 calls with addition leads you have so you're always calling 10.

This system prevents you for making snap judgments, like "nobody's calling me back." Or "this isn't working." These are feelings & thoughts that might make you quit calling sooner than you should.

**PROVEN BOOKING METHOD: SCRIPTS BASED ON LEAD TYPE AND MOST CODES ARE BASED ON INK COLOR**

**COLD LEADS WHO HAVE WON SOMETHING- FACIAL BOXES, ROSE PROMOS, ETC**

**DAY 1**

**Voicemail 1: (R1)**

Hi \_\_\_\_\_, it's \_\_\_\_\_ with Mary Kay, and I'm calling with some fun news! I just picked your name as one of my winners from the \_\_\_\_\_ show! You've won a fabulous Microdermabrasion Facial and gift. Congratulations!  
\*\*I can't wait to share more details with you, so please give me a call back at \_\_\_\_\_. Again congratulations!

**Text 1:**

Hey \_\_\_\_\_, it's \_\_\_\_\_ with Mary Kay! I left you a voicemail earlier today and wanted to make sure you received it! You were one of my facial package winners! Congratulations! Please get back to me ASAP for details. If I don't hear back from you, I will follow up in 3 days.

**DAY 4**

**Voicemail 2: (R2)**

Hi \_\_\_\_\_, It's \_\_\_\_\_ with Mary Kay again. Just wanted to follow up with you regarding you being one of my winners! I have an awesome prize waiting for you! Please connect with me when you can! I know you're super busy, so I will follow up again in a couple days if don't hear from you.

**Text 2:**

Hi \_\_\_\_\_! It's \_\_\_\_\_ with Mary Kay checking back in. I left you another quick voicemail. I didn't hear back from you & wanted to make sure you listened so you didn't miss out on the awesome pampering session you won! I can't wait to fill you on all the details!

**DAY 7**

**Voicemail 3: (R3)**

Hey \_\_\_\_\_, it's \_\_\_\_\_ following up one last time regarding your pampering session. If I don't hear back from you, I will assume you're just super busy and pass it along to another winner for the time being and then follow up with you in a couple months.

**Text 3:**

Hi \_\_\_\_\_, this is \_\_\_\_\_ with Mary Kay trying one last time to reach you regarding your pampering session. Please call or text me today to book this fun appointment! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months!

**GREAT....SHE ANSWERED**

*Oh, hi \_\_\_\_\_ I'm so glad I reached you live! (Then go into the script you are using) At the \*\* say....So I'm setting up my appointments for the next week or so and wondering which works better for you an (afternoon or evening---offer TWO choices). When you schedule the appointment do some preliminary coaching RIGHT NOW: \_\_\_\_\_ confirm time/date \_\_\_\_\_ explain that you'll be reaching out to her \_\_\_\_\_ ask her what she'd love to improve about her skin \_\_\_\_\_ what is she currently using to wash her face \_\_\_\_\_ would she like to learn more about her cheeks, lips or eyes*

## WARM CHATTER LEAD

### DAY 1

#### Voicemail 1: (B1)

Hi \_\_\_\_\_, it's \_\_\_\_\_ with Mary Kay. It was great meeting you yesterday at \_\_\_\_\_! I'm calling to share some fun news with you! I am doing "New Year, New You" makeovers (or whatever type of makeover you're doing) right now, and I have ten \$25 gift certificates to give away this month, and I want YOU to have one! \*\* I can't wait to share more details with you, so please give me a call back at \_\_\_\_\_.

#### Text 1:

Hey \_\_\_\_\_, It's \_\_\_\_\_ with Mary Kay! I left you a voicemail earlier today and wanted to make sure you received it! I selected you to receive a \$25 gift card and "New Year, New You" Makeover. Congrats! If I don't hear back from you, I will follow up in 3 days.

### DAY 4

#### Voicemail 2: (B2)

Hi \_\_\_\_\_, It's \_\_\_\_\_ with Mary Kay again. Just wanted to follow up with you regarding your "New Year, New You" makeover and \$25 gift certificate! It's fast, fun and free, and I'm looking forward to our time together. Please connect with me when you can! I know you're super busy, so I will follow up again in a couple days if don't hear from you.

#### Text 2:

Hi \_\_\_\_\_! It's \_\_\_\_\_ with Mary Kay checking back in. I left you another quick voicemail. I didn't hear back from you & wanted to make sure you listened so you didn't miss out on the fast, fun & free New Year makeover and gift certificate! I can't wait to fill you on all the details!

### DAY 7

#### Voicemail 3: (B3)

Hey \_\_\_\_\_, it's \_\_\_\_\_ following up one last time regarding your pampering session. If I don't hear back from you, I will assume you're just super busy and pass it along to another winner for the time being and then follow up with you in a couple months.

#### Text 3:

Hi \_\_\_\_\_, this is \_\_\_\_\_ with Mary Kay trying one last time to reach you regarding your pampering session. Please call or text me today to book this fun appointment! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months!

### GREAT....SHE ANSWERED

*Oh, hi \_\_\_\_\_ I'm so glad I reached you live! (Then go into the script you are using) At the \*\* say....So I'm setting up my appointments for the next week or so and wondering which works better for you an (afternoon or evening---offer TWO choices). When you schedule the appointment do some preliminary coaching RIGHT NOW: \_\_\_\_\_confirm time/date \_\_\_\_\_explain that you'll be reaching out to her \_\_\_\_\_ask her what she'd love to improve about her skin \_\_\_\_\_what is she currently using to wash her face \_\_\_\_\_would she like to learn more about her cheeks, lips or eyes*

## NEW CONSULTANT-----CALLING FRIENDS AND FAMILY

### DAY 1

#### Voicemail 1: (N1)

Hi \_\_\_\_\_, it's \_\_\_\_\_! I recently started my own business teaching skin care and makeup with Mary Kay, and I'm so excited! I have selected 10 women in my life to receive ultimate facial packages and \$25 gift cards – and, YES, I've selected YOU! \*\*Please call me back ASAP so I can fill you in on details!

#### Text 1

Hi \_\_\_\_\_! I left you a voicemail earlier today and wanted to make sure you received it! You were on the top my list for a free pampering session and gift card! If I don't hear back from you, I will follow up in 3 days.

### DAY 4

#### Voicemail 2: (N2)

Hi \_\_\_\_\_, it's \_\_\_\_\_ with Mary Kay again. Just wanted to follow up with you regarding the facial package and gift card I have for you! It will be fun girl time and it will help me jumpstart my business. Please connect with me when you can! I know you're super busy, so I will follow up again in a couple days if don't hear from you.

#### Text 2:

Hi \_\_\_\_\_! It's \_\_\_\_\_ with Mary Kay checking back in. I left you another quick voicemail. I didn't hear back from you & wanted to make sure you listened so you didn't miss out on the free facial package and gift card! I can't wait to fill you on all the details!

### DAY 7

#### Voicemail 3: (N3)

Hey \_\_\_\_\_, it's \_\_\_\_\_ following up one last time, regarding your facial package. If I don't hear back from you I will assume you're just super busy and follow up with you in a couple of months.

#### Text 3:

Hi \_\_\_\_\_, this is \_\_\_\_\_ with Mary Kay trying one last time to reach you regarding the facial package and gift card I have for you. Please call or text me today to book this fun appointment! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months!

### **GREAT....SHE ANSWERED**

*Oh, hi \_\_\_\_\_ I'm so glad I reached you live! (Then go into the script you are using) At the \*\* say....So I'm setting up my appointments for the next week or so and wondering which works better for you an (afternoon or evening--- offer TWO choices). When you schedule the appointment do some preliminary coaching RIGHT NOW: \_\_\_\_\_confirm time/date \_\_\_\_\_explain that you'll be reaching out to her \_\_\_\_\_ask her what she'd love to improve about her skin \_\_\_\_\_what is she currently using to wash her face \_\_\_\_\_would she like to learn more about her cheeks, lips or eyes*

## SEASONED CONSULTANT-CALLING FRIENDS, FAMILY AND CUSTOMERS

### DAY 1

#### Voicemail 1: (G1)

Hi \_\_\_\_\_, this is \_\_\_\_\_! It's a new year, and I have set some exciting new goals in my Mary Kay business! I have selected 10 deserving women to receive ultimate facial packages and \$25 gift cards – and, YES, I've selected YOU! \*\*Call me back ASAP and I will fill you in on details! If I don't hear from you, I will follow up in 3 days.

#### Text 1:

Hi \_\_\_\_\_! I left you a voicemail earlier today and wanted to make sure you received it! You were on the top my list for a free pampering session and gift card! If I don't hear back from you, I will follow up in 3 days.

### DAY 4

#### Voicemail 2: (G2)

Hi \_\_\_\_\_, it's \_\_\_\_\_ with Mary Kay again. Just wanted to follow up with you regarding your ultimate facial package! I have an awesome gift and free product waiting for you! Please connect with me when you can! I know you're super busy so I will follow up again in a couple days if don't hear from you.

#### Text 2:

Hi \_\_\_\_\_! It's \_\_\_\_\_ with Mary Kay checking back in. I left you another quick voicemail. I didn't hear back from you & wanted to make sure you listened so you didn't miss out on the free facial package and gift card! I can't wait to fill you on all the details!

### DAY 7

#### Voicemail 3: (G3)

Hey \_\_\_\_\_, it's \_\_\_\_\_ following up one last time, regarding your facial package. If I don't hear back from you, I will assume you're just super busy and follow up with you in a couple of months.

#### Text 3:

Hi \_\_\_\_\_, this is \_\_\_\_\_ with Mary Kay trying one last time to reach you regarding your free facial package. Please call or text me today to book this fun appointment! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months!

### **GREAT....SHE ANSWERED**

*Oh, hi \_\_\_\_\_ I'm so glad I reached you live! (Then go into the script you are using) At the \*\* say....So I'm setting up my appointments for the next week or so and wondering which works better for you an (afternoon or evening--- offer TWO choices). When you schedule the appointment do some preliminary coaching RIGHT NOW: \_\_\_\_\_confirm time/date \_\_\_\_\_explain that you'll be reaching out to her \_\_\_\_\_ask her what she'd love to improve about her skin \_\_\_\_\_what is she currently using to wash her face \_\_\_\_\_would she like to learn more about her cheeks, lips or eyes*

## REFERRALS FROM CUSTOMERS

### DAY 1

#### Voicemail 1: (P1)

Hi \_\_\_\_\_! This is \_\_\_\_\_ with Mary Kay. You actually don't know me but \_\_\_\_\_ said that this is the best way to reach you! \_\_\_\_\_ was gifted with ten gift cards that include a complimentary facial and color makeover & she wanted one of them to go to you! Call me back ASAP and I can fill you in on the details! If I don't hear back from you, I'll follow up in a few days!

#### Text 1:

Hey \_\_\_\_\_, it's \_\_\_\_\_ with Mary Kay! I left you a voicemail earlier today and wanted to make sure you received it! A friend of yours reserved a fabulous gift for you. Please get back to me ASAP for details. If I don't hear back from you, I will follow up in a few days.

### DAY 4

#### Voicemail 2: (P2)

Hi \_\_\_\_\_, It's \_\_\_\_\_ with Mary Kay again. Just wanted to follow up with you regarding the gift that was given to you by \_\_\_\_\_. Please connect with me when you can! I know you're super busy, so I will follow up again in a couple days if don't hear from you.

#### Text 2:

Hi \_\_\_\_\_! It's \_\_\_\_\_ with Mary Kay checking back in. I left you another quick voicemail. I didn't hear back from you & wanted to make sure you listened so you didn't miss out on the pampering gift that was given to you by \_\_\_\_\_! I can't wait to fill you on all the details!

### DAY 7

#### Voicemail 3: (P3)

Hey \_\_\_\_\_, it's \_\_\_\_\_ following up one last time regarding the gift that was reserved for you by \_\_\_\_\_. If I don't hear back from you, I will assume you're just super busy and not interested in receiving the gift that was given to you for the time being and I will follow up with you in a couple months to see if timing is better then.

#### Text 3:

Hi \_\_\_\_\_, this is \_\_\_\_\_ with Mary Kay trying one last time to reach you regarding the gift that was given to you. Please call or text me today to schedule this fun appointment! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months!

### **GREAT....SHE ANSWERED**

*Oh, hi \_\_\_\_\_ I'm so glad I reached you live! (Then go into the script you are using) At the \*\* say....So I'm setting up my appointments for the next week or so and wondering which works better for you an (afternoon or evening---offer TWO choices). When you schedule the appointment do some preliminary coaching RIGHT NOW: \_\_\_\_\_confirm time/date \_\_\_\_\_explain that you'll be reaching out to her \_\_\_\_\_ask her what she'd love to improve about her skin \_\_\_\_\_what is she currently using to wash her face \_\_\_\_\_would she like to learn more about her cheeks, lips or eyes*

## BONUS IDEAS YOU COULD ALSO USE WITH REFERRAL NAMES

**REFERRALS** – These are Lia Cart’s texting scripts! They work! The scripts are below.

(At the party or with a group of friends- this is done in between trying the product and the table close)

“Who here is competitive? (Wait for hands raised) AWESOME! Watch out for these two! Okay, go ahead and flip over your profile cards. The greatest compliment that you can give to me is to refer me to your family and friends! I’m working on expanding my business within an hour radius of this area and because of that I’d like to gift your family and friends with a \$25 gift card on your behalf in honor of \_\_\_\_\_(insert holiday)\_\_\_\_. So take out your phone, open up Facebook and your contacts. Whoever is the FIRST to fill out this top right hand portion gets 5 tickets! BUT, regardless of when you finish, if during our time together you fill out the top right and the entire bottom left white portion- you GET 10 TICKETS! READY SET GO!”

**Referral text #1:**

Hi Shannon! This is Lia with Mary Kay. I don’t think we’ve met, but Suzie said text is the best way to reach you! She was gifted with ten \$25 gift cards that include a complimentary facial & 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! (emoji face)

(\*\*If you want to use the above message as a VOICEMAIL message script you could say:

Hi \_\_\_\_\_! This is \_\_\_\_\_ with Mary Kay. I don’t think we’ve met, but \_\_\_\_\_ said this might be the best way to reach you! She was gifted with ten \$25 gift cards that include a complimentary facial & she wanted one of them to go to you! Give me a call back ASAP and I will fill you in on the details.

When you text her you can add this:

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! (emoji face)

**Referral text #2 (reply):** Hi Shelby! I’m so excited to book this with you! We will be doing a Mary Kay facial with a microdermabrasion treatment (they are upwards of \$150 at the spa, so it’s a great deal). You’ll get your gift card that Andi Linn so generously offered you, AND a swag bag with free products! Most people love this experience with a few girlfriend (& your swag bag will double in size if you have friends join you)... so you can have up to 4 people join you as long as they are over 18.

Right now, I’m booking this Wednesday through December 13<sup>th</sup>. What day/time would work best for you?

Example referral reply: December 11 in the afternoon would work for me. I may have 1 other girl join me.

**Referral text #3(reply):** Okay perfect. Does 1pm or 4pm work? What’s your address and I’ll create a text invite for you to send to her.



Send a few days later- Referral text #4: Hi Shelby! My assistant is wrapping all of your gifts as I type this! I'm so excited to give them to you and your girls! Go ahead and copy and send the two texts below. I would go ahead and 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! Shhh, don't tell! (Crying laughing emoji, Monkey hiding emoji) Excited to meet you on Friday! I'll keep you updated on who responds! If I get responses starting tonight, you get a free full sized mascara!

Text for referral to send to her friends: Hey friend! I'm super excited! Last week I was gifted a pampering package for myself and 7 of my friends from Mary Kay!! You know how much I LOVE you, so you are one of the 7 that I picked! (see the invitation below) Part of my package was that you get a customized swag bag with some fun products in it! Can you text Lia at (your number) with your RSVP and so that she can make sure she customizes your swag bag with products YOU WILL LOVE?!

Example friend's text to you- Hi Lia. This is Kaycee. I just wanted to RSVP to Shelby's party on Friday. 😊

Reply text to her friend: Hi Kaycee! Super excited to meet you Friday! For your gift bag, do you want more makeup or skin care? Also, please answer these questions so I can come prepared for you: 1) Have you ever used Mary Kay before? 2) Is there anything going on with your skin currently that I can help you with? (pink bow emoji's) – Your Name

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## ***Very IMPORTANT Things to Remember!!***

***With all of these scripts the recipient gets the \$25 gift card when she shares her facial package with 2 or more friends. (you can certainly create/offer anything else for hosting that you'd like). Otherwise I offer a free gift for an individual facial or double facial (like one of the mini mascaras or eyemakeup removers, for example).***

***Remember you want to have individual appointments come all at one time to the events you've pre-scheduled in your home or bring to your meeting. (That way you're not running around doing just individual facials if you can avoid that).***

***Always honor the Mary Kay go-give spirit and honor the golden rule and make sure anyone you schedule doesn't already have a Mary Kay consultant. Ask enough questions to avoid any awkward situations.***

***Also....if you want to reach out to someone on Facebook (because you don't have her phone #, for example) you can use messenger and privately message her FIRST a voice message (look for the little microphone on your app---a lot of people don't even know this is available) and then a little while later message her a written message on messenger.***

