

Booking friends of friends on Facebook

The secret to success with booking appointments is to use the MAGIC script shown 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 over the past 5 years by top director Michelle Cunningham 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.

First, Ask permission to contact friends of friends

Send this message to all of your friends on Facebook:

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 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

When your friend says "sure that's fine!" message their friends:

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 “Sure!” say ONE of these two options:

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 “or I can travel to you”). Is a weekend or weekday better? And thanks so much for your support!

OR

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?

What if they 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’m just sending a quick reminder that you said you would be interested in having a free pampering session to help me reach my goal and lend me your opinion! 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 Cheryl! I’m getting close to finishing booking this months free sessions and I still have a few spots left. I have you here on my list of

people who said they were interested, so I'm reaching out to get you scheduled. 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 pampering session or would you rather pass? I'd hate to bug you if you aren't interested. "

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.

Once they set a date and time what do I say?

You then say:

"Okay you are confirmed for your free pampering session 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- I have room for four. Would you like me to reserve seats for anyone else?"

How many people should 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. Is it 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!"

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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 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 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 like 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. "

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