

Booking your first appointment

The secret to success with booking your first appointment 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.

Magic Script

After making your list of [people you want to text, begin with this:

Hi Kaitie! 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 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!"

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 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. "

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 as one of my 30 pampering sessions this month on Saturday at 3pm. You're 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. Would you like me to reserve seats for anyone else?"