

Power Booking Plan

Keep Calm & Book On!!!



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

Scripts

We have included simple scripts for you



Tracking

Know who gets what



Ideas

Great additional tips to help you get Booked Up!



review the following videos:

[REFERRAL SUCCESS](#) [PART 2](#)

[WHY WASH W/MARY KAY](#)

[21 DAY CHALLENGE](#)



You will need the following:

- 1) printed version of this document.
You may want to print extra tracking pages and put them in a binder
- 2) pen
- 3) your date book with your local meeting and current home party times added (to plug facials into)
- 4) list of ALL contacts. This is a new system, so you will include everyone. Get out your phone, customer list, family, friends, social media friends, etc...
- 5) a starting date, and follow up on day 4, 7, and 11. Put the words "Power Booking" in as one of your 6 most important things to do on those days
- 6) referral game sheets (use them @ parties)
- 7) swag bags (if you plan to use them @ parties)

SOCIAL MEDIA

FACE-FACE

CALLS - VOXER

TEXT - EMAIL



We are going to keep things simple and get results. This is a combination of several scripts and booking ideas. The idea is to connect with each contact through two different communication methods each time, for a total of 8 over an 11 day period, or until you hear back from them. i.e., text/email or voicemail/email. How they respond to you is likely their preferred communication method.

EXAMPLE TRACKING

this tells you what script to use

script #

Name How met	Contact Info Phone/Email/Voxer	#1 Day 1	#2 Day 4	#3 - Day 7	#4 - Day 11	Next step Notes
Sandy Smith Referral from Jessie	xxx-xxx-xxxx sandy@heremail.com	T/E April 3	VM/T April 6	\$	---	booked Tues. 7:30
Tara Drews Customer/Friend	xxx-xxx-xxxx tara@heremail.com	E/fb April 3	\$ April 6	---	---	reordered, no party Call back after Summer

For Day 1 - Day 11, write in HOW and WHEN you communicated. The first example shows T/E for Text/Email on April 3.

The only way someone gets removed from your booking list is if they give you a “NO THANKS” OR she books an appointment or places an order with you. When you have booked an appointment or created a new sale, you might highlight the prospect's name or her entire line, to visually help you take her name off the booking list. I would suggest you NOT scratch through her name, as keeping it in your records will be a great evaluation tool for the future.

You will keep an eye on your booking sheet daily, so you don't let anyone slip through the cracks. Just to clarify, each box/column contains the actual date you made the contact with your prospective client, plus the two methods of communication you used on that date. So look daily at the last date you contacted the client, so you will know when the next contact would be.

Your notes are to write in any action taken. Even if they answer but cannot chat right now, make note of it so you can personalize the next message.

Always honor the Mary Kay Go-Give spirit and the Golden Rule. Make sure anyone you schedule doesn't already have a Mary Kay consultant. It is so rewarding when we have asked enough questions on the front end of the relationship to avoid an awkward situation later in the relationship.



[illegible]

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Type	Script #1 - DAY 1 The second communication is the same script edited to include how you contacted them the first time. i.e. "Hi ____! I also emailed you. How are you?...."
New Consultants	Hi ____! 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 treatment, an anti-aging facial, plus expert foundation matching. Any chance you could be one of my 30? ty ____
Friend/Family/ Customer	Hi ____! How are you? 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, ____
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 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! :) 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..."
#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?? Maybe wanna be one of my 21?!!
Lead Box	Recommended to send in three separate texts so it feels more real. Modify as needed. TEXT 1: Hi ____! This is ____ with Mary Kay! You entered to win a free facial and gift card at ____! You are my Grand Prize Winner! So Exciting. TEXT 2: You will get a free pampering session at my studio in ____! You will receive a satin hands treatment, anti-aging facial with Microdermabrasion and expert foundation matching for you and a couple friends! TEXT 3: My studio is called Studio Pink! Are you okay with just texting or would you prefer that I call you to set up the appointment?



Type	Script #2 - DAY 4 The second communication is the same script edited to include how you contacted them the first time. i.e. "Hi ____! I also emailed you. How are you?...."
New Consultants	Hi ____! Just wanted to follow up with you real quick. My next 2 appt openings are ____ or _____. Are you available? Thanks again, _____
Friend/Family/ Customer	Hi ____! I still need a few guinea pigs (lol). Wanna be one? 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. I am still working to fill my 21 spots ;)
Lead 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 package and gift card! I can't wait to fill you on all the details!



Type	Script #3 - DAY 7 The second communication is the same script edited to include how you contacted them the first time. i.e. "Hi ____! I also emailed you. How are you?...."
New Consultants	Hi ____! I really want to reach my 30 makeover goal and I can do 4 women as easily as 1. If you share your appt with 3 friends, you get \$30 (or \$50) FREE MK! Would you prefer a private facial or invite others? Either way, I'd love to meet with you!!
Friend/Family/ Customer	intentional error text, some will message you back to let you know they did not get your full message. Hi ____! Just checking, did you g
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!
#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!
Lead 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!



Type	Script #4 - DAY 11 The second communication is the same script edited to include how you contacted them the first time. i.e. "Hi ____! I also emailed you. How are you?...."
New Consultants	Hello ____! Wanted to follow up with you one last time. I am still working to finish up my 30 and would love your help. If I don't hear back from you, I will assume you are super busy right now and make a note to touch base with you in a few months. Hugs, ____
Friend/Family/ Customer	Hi ____! This is ____ with Mary Kay trying one last time to reach you. If I don't hear back from you, I will assume you're super busy right now and will follow up in a few months!
Referrals	Hi ____! This is ____ with Mary Kay checking in one last time. Please call or text me today. If I don't hear back from you, I will assume you're super busy right now and will follow up in a few months :)
#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 back from you, I will assume you're super busy right now and will follow up in a few months!
Lead Box	Hi ____! This is ____ with Mary Kay trying one last time to reach you regarding your pampering session. If I don't hear back from you, I'll assume you're super busy right now and will follow up in a few months!



ADDITIONAL TOOLS:

[SWAG BAG](#) - idea for party guests' mini gift bag. Great way to increase attendance at parties.

[FABULOUS Referral Game](#) - cute sheet for customers to refer their girlfriends, with a special gift idea.

[GREAT TEXT COMMUNICATION EXAMPLES](#) - includes texts when she says Yes, No, Doesn't Respond... Ideas for every response!

[iPhone TEXT TIP](#) - video for super quick and easy texting for texts we repeatedly send.

Referral Example Responses

OK! So excited for you! Your complimentary package includes our Best Selling Anti-aging Skincare System paired with lip and hand treatments and quick spring color look! Plus, you'll get a gift card AND a swag bag with free product! Most people love doing this experience with a few girlfriends and your swag bag will get sweeter if you have friends join you – so you can totally have up to 5 people join you as long as they're over 18 and not with another consultant already. Where are you located and we can compare calendars?

Awesome I have this and that available. Would either of those work for you?



***confirm booking

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 meet you on the **31**! I'll keep you updated on who responds!

Hey friend! I'm super excited! I was gifted a pampering 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!

Thank you to Lia Carta, Elisa Martin, Sandy Welch, Michelle Cunningham, and all others who have contributed to this amazing Power Booking Plan!

