

Allison Unit Booking Guide

Booking Tips & Frequently Asked Questions:

Booking is the MOST important skill to master in your Mary Kay business! I hope these tips help you keep your datebook full!! REMEMBER IF YOU DON'T ASK, THE ANSWER IS ALWAYS NO.

Q: Should I text or call people?

A: It depends on your datebook. If you have a lot of bookings already up and you're busy holding appointments, texting allows you to still have time to book with everything going on. If you are trying to fill your datebook, I recommend calling AND texting as outlined in the 21 day booking tool email/video .

Q: Should I post about needing bookings on my Facebook page?

A: It's a good idea to make an announcement on your facebook page letting people know you've started Mary Kay. I would necessarily rely or expect many if anyone to say "YES! I'd love to book!". It REALLY takes reaching out to people one on one. It's kind of like when people post they're fundraising and it doesn't inspire you to action, but when they reach out to you one-on one it inspires them to donate.

Q: How many people should I ask?

A: There's no such thing as too many bookings (remember that some will reschedule or fall off), but keep in mind that about 1 in 3 people YOU ALREADY KNOW will book with you, 1 in 5 Bridal fair/facial box/restaurant promo leads will book, and about 1 in 10 referrals will book. It's important to know these numbers so you can work backwards.

Q: What is the mass texting app MK gals use?

A: It's called Project Broadcast. I'd recommend it when you have customers and lots of referrals to work. It's \$10/month and allows you to mass text people but also have the ability to insert their names.

Q: How do I keep track of who I talked to?

A: I recommend using the booking tracking sheet in the 21 day booking tool @ debraallison.com

Q: I didn't get any response from some of my friends.... what do I do? A: First question is did you follow up 3-5 times on the initial communication? It's normal to

ALLISON UNIT BOOKING-

Create a picture with your availability

Creating a picture that you can send along with your texts serves a couple of different purposes:

1. Cell carriers won't break up a message if it's sent with a picture
2. It saves you time in booking-there isn't as much "back and forth" between you and your prospect.
3. They see YOUR face and feel more comfortable about booking



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...
Eye Shading, Facial Contouring,
Foundation Matching & more!

Virtual Dates & Treatment Options:
*Skin care/Microdermabrasion
*Skin care/Facial Peel
*Skin care/Charcoal Mask
*Skin care/Makeup

Dates Open (I need 4-5 days to get samples out)
Tues, Aug 2, Wed, Aug 3, Fri, Aug 5, Sun, Aug 7,
Tues, Aug 9, Wed Aug 10, Thur, Aug 11, Sat, Aug
13, Tues, Aug 16, Fri, Aug 19

Dates I can come to you (3+ people please)
Thur, Aug 4, Sat, Aug 6, Fri, Aug 12, Mon, Aug
15, Sat, Aug 20, Tues, Aug 23, Thur, Aug 25

ALLISON UNIT BOOKING

How to make the picture & business card: **HOW TO MAKE THE AVAILABILITY PICTURE:**

1.

You can use Microsoft publisher and export it as a JPEG, Microsoft word and save it as a PDF and "take a snapshot" to make it a JPEG, or use the FREE app called Pic Collage-I recommend paying the \$1.99 so your pictures won't say "Pic Collage" on the bottom! Make it in something easy for you to update as you'll constantly be changing it each time you text people!

2.

Be sure to include dates for makeover events & availability for you to come to

them

How to make a digital business card:



Go to www.vistaprint.com. Click "business card"--make & design your card. Don't actually get them printed, click "preview" then click "larger preview"--go to the snipping tool on your computer and "take a snapshot"--you can then save it as a JPEG and VIOLA you have a biz card!

ALLISON UNIT SCRIPTS-Virtual Scripts

(red font indicates you want to customize for your info)

WHEN THEY SAY " I HAVE TO CHECK WITH FRIENDS":

Awesome! If you let me know a date by <Thursday> of this week I'll add an extra \$5 on your gift card. Just an extra gift for being on it!♥♥♥ (I make their gift card \$5 less to begin with and add this on)

AFTER IT'S BOOKED, SEND YOUR GOOGLE FORM LINK

SCRIPT: What I have you and all your friends do is fill out this super simple registration link so I have everyone's skin care preferences etc. <https://forms.gle/NTQrVnS3fZ2Q4r4AA>

The mail has been extra slow lately, so if everyone can have it filled out by this ex: "Sunday the 8th that'd be great."

SCRIPT FOR PICKING VIRTUAL TREATMENTS:

Also, let me know if you'd like to do Skin care/makeup, skin care/microdermabrasion, skin care/facial peel, or skin care/multi-masking (charcoal mask & renewing gel mask) for your appointment. THANKS

SCRIPT FOR BOOKING PEOPLE THANKSGIVING

THROUGH CHRISTMAS: During a booking conversation after they say "that sounds like fun: "Awesome, do any of the dates I sent work? Just for extra fun, if you booked and hold between now and Christmas, you'll get an extra sample treatment at your appointment!

SCRIPT I SEND 1-2 DAYS BEFORE A VIRTUAL BEAUTY

SESH: Hi {{firstName}}! It's Deb w/Mary Kay-aka "the over confirm queen"! Just some quick reminders about the virtual beauty sesh tomorrow at 7pm with <Ann>... You'll want a wash cloth, the samples, the papers & a pen. Here is the zoom link again: <http://zoom.us/j/6128102303> . If you register on my shopping website before tomorrow www.marykay.com/dallison you'll get a \$5 off coupon to use off any purchase! Lastly-I give a free eye shadow for anyone who does my career survey <https://forms.gle/paVibD6qDb5iX6ei7> - It's always fun, bring your questions & your fav beverage♥

SCRIPT I SEND IMMEDIATELY AFTER A BEAUTY SESH:

Hi Ladies! It's Deb w/Mary Kay. Thanks for being on the beauty sesh today-♥!! Don't forget to text me your sheet ASAP for the prizes. Here is the info from today, I've attached Steals & deals-You can shop online www.marykay.com/dallison or just text me & let me know what you'd like-order.

Order by tomorrow and get free shipping and a free travel sized item! If you'd like to join me or have virtual coffee just let me know! Have an amazing day!

ALLISON UNIT SCRIPTS-Add Emojis

Booking your Virtual Kick off Party-New Consultants

TEXT OR CALL 1:

Hi_____I have some news lol-I JUST started Mary Kay for some fun & extra cash in my life. I'm doing a pampering skin care/facial peel night on <Friday March 13th at 7pm> -do you want to get a free sample swag bag & have an hour of pampering, games, and girl time? If so-can you fill out the link this week for the swag bag? The first 5 to fill it out get a fun travel sized mascara! <https://forms.gle/NTQrVnS3fZ2Q4r4AA>

TEXT OR CALL 2-IF YOU DIDN'T HEAR ANYTHING BACK

Hi_____This is _____. Just following up from my first message--I know how busy life gets sometimes! Just wanted to see if you saw the invite for my fun virtual beauty sesh? If so, don't forget to fill out this registration link ASAP:

<https://forms.gle/NTQrVnS3fZ2Q4r4AA> . If it isn't your thing, that's ok too just let me know!

TEXT OR CALL 2-IF THEY SAID YES, BUT HAVEN'T FILLED OUT THE LINK:

Hi_____Just checking in, I know you said "Yes" to my virtual beauty sesh and I know life gets crazy so you probs just forgot, but can you fill out this super easy link to get a sample swag bag? THANKS! <https://forms.gle/NTQrVnS3fZ2Q4r4AA>

TEXT OR CALL 3-IF YOU STILL HAVEN'T HEARD FROM THEM EITHER WAY:

Hi_____, __again! Just checking in-not trying to drive you nuts, I promise, but I had a few spots open yet for my virtual beauty sesh and was wondering either way if you'd enjoy a free sample swag bag, pampering, and girl time from your home over zoom? If so can you let me know ASAP?

TEXT OR CALL 3-IF THEY STILL HAVEN'T DONE THE LINK AFTER SAYING "YES"

Hi____It's your fav friend, LOL! Can you please fill out the link today? The deadline is tonight to get a sample swag bag for my virtual beauty sesh. THANKS!

Do not get down on YOURSELF if you need to reach out this many times. Life gets busy for so many people and they literally just forget. It isn't a gauge of interest in what you're offering, I promise!

ALLISON UNIT SCRIPTS-Add Emojis

New Consultant Booking for your 10 day booking challenge!

TEXT OR CALL 1:

Hi _____ This is _____. I have NEWS!! LOL! I just decided to start my own business with Mary Kay as a beauty consultant. I'm loving it so far! I'm in a challenge to book 10 beauty/pampering sessions in my first 10 days to be held in the next month or so. It's pampering skin care & charcoal mask or microdermabrasion-you pick, and you can do it virtually (I send sample swag bags to your friends) or in person...any chance you could be one of my 10? I have dates I'm open in the pic!

TEXT OR CALL 2-IF YOU DIDN'T HEAR ANYTHING BACK

Hi_____ This is _____. Just following up from my first message--I know how busy life gets sometimes! Just wanted to check if you saw that I'm looking for 10 helpful friends that would love to be pampered to help me practice on them in a beauty sesh either virtually or in person? If it isn't your thing, that's ok too just let me know! Dates I have open are in the picture! THANKS!

TEXT OR CALL 3-IF YOU STILL HAVEN'T HEARD BACK:

Hi_____ This is _____. Just checking in again-let me know if I'm totally driving you nuts! I have _____booked so far and am looking for _____more. Let me know if you're able to help! I know you're busy, so you do get a free gift for helping me out!

TEXT OR CALL 4-IF YOU STILL HAVEN'T HEARD BACK & YOU'RE FEELING LIKE YOU'RE BUGGING THEM)

Hi _____ Last message, I promise! Wasn't sure if you were busy or not interested-- either way is cool!. Here are my dates again. Can you reply back and let me know A. Not interested, B. Interested but getting my friends to pick a date is like herding cats C. This date works for me. Thanks so much!!!

Do not get down on YOURSELF if you need to reach out this many times. Life gets busy for so many people and they literally just forget. It isn't a gauge of interest in what you're offering, I promise!

ALLISON UNIT SCRIPTS-Add Emojis, SEND YOUR PICTURE WITH DATES WITH EACH MESSAGE!

Booking your Referrals from Parties!

TEXT OR CALL 1:

Hi {{firstName}}! It's **Deb Allison** w/Mary Kay-we both know {{custom2}}! She & I got together for some pampering skin care treatments & a gift card & she chose to gift a few of the same to a couple of deserving ladies & chose you as one of them! It's a casual/laid back cleansing skin care consult (w/our 3D products) & then a mask treatment of your choice, & 10 gift card! It's free for you & up to 6 friends. You can do it virtually or in person (dates for both are in the pic). For virtual, I mail sample swag bags to all your friends and we connect over Zoom. There's no catch and it's super fun/pampering! Let me know what you think! Thanks!

TEXT OR CALL 2-IF YOU DIDN'T HEAR ANYTHING BACK Hi {{firstName}}! It's **Deb** w/Mary Kay again. Wasn't sure if you got my message about the beauty sesh {{custom2}} referred you to. Let me know if you'd enjoy this-don't want to bug you! It's free for you & up to 8 friends. I can do in person or virtually-the zooms I do are REALLY fun & I send sample swag bags free. There's no catch and it's super fun/pampering! Let me know what you think! I put dates for both in the picture!Thanks!

TEXT OR CALL 3-IF YOU STILL HAVEN'T HEARD ANYTHING

Hi {{firstName}}! It's **Deb Allison** w/Mary Kay. I texted you last week about a fun pampering session w/ step by step skin care, mineral makeup instruction, & gift card that {{custom2}} referred you to. I don't want to bug you, but wanted to check in again & see if you'd enjoy that? We can focus on skin care/masks/spa pampering, or skin care & makeup. I can do either virtually or in person for a fun ladies night (up to 6- 8 friends) or a solo thing. Let me know what you think-I attached dates.

TEXT OR CALL 4-IF YOU STILL HAVEN'T HEARD ANYTHING

Hi {{firstName}} I so apologize if I'm driving you crazy-I know how busy life gets. I know you were excited about the skin care/makeup instruction/consult & giftcard that you can share with up to 6 friends for free that {{custom2}} gifted you. Here are my dates again. Can you reply back and let me know A. Not interested, B. Interested but getting my friends to pick a date is like herding cats C. This date works for me____. Thanks so much!!!

ALLISON UNIT SCRIPTS-Add Emojis

Booking "Promotional Leads"...expos, booths, restaurant promotions, fairs, facial box leads etc

TEXT OR CALL 1:

Hi ____! This is **Deb Allison**-I met you at the _____. I wanted to reach you right away-we pulled your name as our winner from the drawing we did! CONGRATS! It's a cleansing skin care beauty sesh & mask treatment (you pick from a few options), & a fun girls night! It's free for you & UP to 6-8 friends. You can do in person (less than 10@ your home) or a virtual sesh. For virtual-You get to pick your treatments (I mail sample swag bags to everyone) & we connect over Zoom! I do games & free product prizes at either! I've attached dates and treatment options. Excited to meet you!

TEXT OR CALL 2-IF YOU DIDN'T HEAR ANYTHING BACK

Hi **{{firstName}}**! It's **Deb Allison** w/Mary Kay. I texted you about a fun beauty session, & gift card that you won from _____. Wanted to check in & see if you'd enjoy that?-I know how things get lost in texts lol! I can do virtual or in person-it's a super fun girls night either way! There's no catch & it's fun! Here are the dates that I have open again-Excited to meet you!-**Deb**

TEXT OR CALL 3-IF YOU STILL HAVEN'T HEARD ANYTHING

Hi **{{firstName}}**, It's **Deb** w/Mary Kay. Wanted to check in again & see if you'd enjoy the skin care consult, step-by-step makeup instruction, hand/lip treatment & gift card you won from the_____? It's free for up to 6 friends also. If it isn't for you, I can pass it on to the next winner. You can do in person or virtual (I send fun swag bags) I also do games & free product prizes to make it a fun ladies night out. THANKS AGAIN!-**Deb**

TEXT OR CALL 4-IF YOU STILL HAVEN'T HEARD ANYTHING

Hi **{{firstName}}** I so apologize if I'm driving you crazy! I wasn't sure if you were excited about the fun beauty sesh & gift card that you can share with up to 6-8 friends for free that you won from the _____? Here are my dates again. Can you reply back and let me know A. Not interested, B. Interested but getting my friends to pick a date is like herding cats C. This date works for me_____. Thanks so much!!!

ALLISON UNIT SCRIPTS-Other Scripts

FOLLOWING UP A COUPLE MONTHS LATER-OR LEADS YOU LET GO "STALE"

Hi {{firstName}}! I'm so sorry!! I was cleaning out my office (Scary, right?)and came across your name!!-I texted you **this summer** about a fun skin care consult, step by step makeup instruction & \$20 gift card that you had won. I didn't realize I hadn't heard from you, but I also know how busy summer gets! Thought I'd reach out one last time and see if you'd like to set something up here in **October**? Not a big deal if not! THANKS!!!

IF THEY ASK, "DOES IT COST ANYTHING?"

No, it doesn't cost anything. I teach you & any friends step by step skin care & mask treatment and I also do games and free product prizes to make it fun! I do bring products with in case anyone wants something, but if not that's ok too I'm fun and not pushy. It's fun girls night!

IF THEY SAY "YAY! BUT I HAVE TO CHECK WITH FRIENDS"

Sounds great! Can't wait to meet everyone. If you're able to let me know a date by **Friday** of this week I'll have some extra "freebie" bags (goodie bags) for you and your friends at the appointment . Thanks!!!

IF I LEAVE A VOICEMAIL-THIS IS THE EXACT TEXT I SEND AFTERWARDS

Hi {{firstName}}! It's **Deb Allison**. Sorry I missed you-I left a voicemail, let me know if that sounds like fun?

IF THEY SAY "I'M NOT INTERESTED"

No problem!! Thanks anyways...if you know anyone else you'd like to gift it to, just let me know!!

ONCE THEY PICK A DATE I SAY:

Awesome! I'll send over a confirmation email with some skin care preference questions for you and your friends. I'll also check in closer to the appointment to see how many friends are joining you...is this your email_____? (Or what's the best place to email you at?)

