

# CLASS 2: BOOK

## 1 - BOOKING TIPS

- Booking is the lifeblood of your business.
  - Writing in your datebook = writing in your checkbook.
- Follow the script on the next page in an *authentic* way, adding in your personal touch. Be genuine and enthusiastic.
- Smile when booking. You can hear a smile and it's contagious.
- Say your affirmations --> boosting your confidence--> increasing your results.
- Make up your mind that you're a PRO at booking:
  - PRO's practice *the* script.
  - PRO's work the numbers. They try again and again.
  - PRO's are prepared at all times and carry their datebook
  - PRO's have a plan (a.k.a. Weekly Plan Sheet)
  - PRO's visit their dream-come-true moment daily!
    - "Live in your vision and not in your reality." - NSD Auri Hatheway
  - PRO's create urgency by repeating their goal and their deadline to everyone; this is how you create future business. (It's self imposed)

## 2 - WORK THE NUMBERS

- The *law of averages* states...
  - If you book 1 then you will hold zero appointments!
    - Book 3 to hold 1
    - Book 5 to hold 2
    - Book 8 to hold 5
- Take the emotion out of the equation
  - How? For every 10 No's, there's 1 Yes!

## 3 - WHO? WHEN? WHERE?

- Who to book?
  - Start it off ... with your "wedding list"
  - Keep it going ... with guest at parties (\*where the magic happens)
  - Fill it in ... with names from the back of the beauty profile cards
- Where to book?
  - Your car - any quiet place without distractions
- When to book?
  - During your lunch break
  - Friday between 5-7pm
  - Sunday afternoons
  - Preplanned timeslots from your W.P.S.



## 4 - WHEN WILL YOU WORK YOUR BUSINESS?

In this example, I'm working my business Tuesday + Thursday evenings as well as Saturdays at 10am, 1pm and 4pm. What does your Weekly Plan Sheet look like? I started with Friday night parties and kept growing my business into more.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		7pm	1	2	3	4 10am 1pm 4pm
5 Daylight Saving Time ends	6	7pm	8	9 7pm	10	11 10am 1pm 4pm Veterans Day
12	13	7pm	15	16 7pm	17	18 10am 1pm 4pm
19	20	7pm	22	23 Thanksgiving Day	24 Black Friday	25 Holiday
26	27 Pink Monday	7pm	29	30		

## 5- A GREAT SCRIPT WILL HAVE 3 PARTS:

### YOUR WHY, YOUR GOAL AND YOUR DEADLINE

#### 1. YOUR WHY

This cannot be world peace or something generic. Must be specific... i.e. live debt free, save for a down payment, my daughter's wedding, finish my master's program, stay home with my baby, etc.

#### 2. YOUR GOAL

This is your Mary Kay activity goal of 30 practice faces in 30 days to complete your training for this month. Your goal is 30 new faces every 30 days in order to grow a business.

#### 3. YOUR DEADLINE

This will create **urgency!** Breakdown your goal into weekly milestones, for example:

"I only need 5 more this week and I would really love to count on your help, what are you doing tomorrow after work? [Smile!]"

## THE MAGICAL BOOKING SCRIPT

Hi (name) I'm calling you with some exciting news and you're one of the first to know ... I've decided to start my own business with Mary Kay because (your reason/dream) \_\_\_\_\_. To help me achieve this dream, I have a goal to complete 30 practice facials in 30 days. I chose to call you because I thought you could help me. Your support would mean a lot to me! Can you please be one of my 5 for this week?

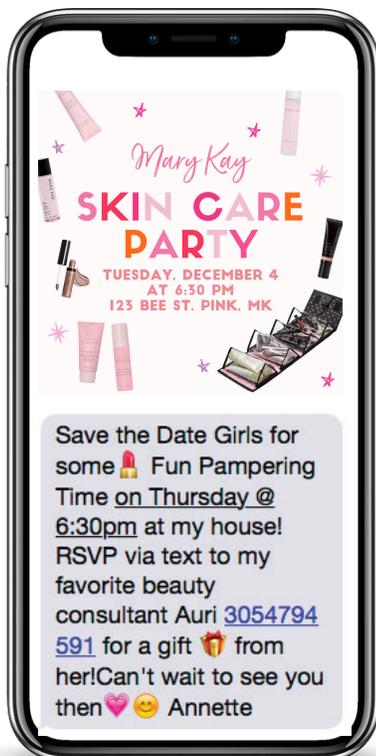
✨ ✨ ✨ **This is where the magic happens** ✨ ✨ ✨

**\*Book a face and turn it into a party\***

**(Smiling)** Perfect! I have you down for (full date and time) and I can't wait for us to get together. Since my goal is to finish 5 this week, who do you know that could join us that day? (pause + wait)

**If she says I'll call and ask some friends ...**

Perfect, that would be amazing. I'm so grateful for you. Let me text you the invite and you can simply copy/paste and send it to them. If they can't come not a big deal, I'm coming for you no matter what. If your friends are free to join the fun then you get a GIFT from me.



**6 - THE HOSTESS WILL COPY/PASTE AND SEND TO HER FRIENDS**

Save the Date Girls for some 📌 Fun Pampering Time on Thursday @ 6:30pm at my house! RSVP now for a gift 📌 to my favorite beauty consultant Auri 3054794591! Can't wait to see you then. XO, Annette



*party invite template*

## 7 - BOOKING FROM THE CUSTOMER BEAUTY PROFILE CARD

Hi (name)! I'm (your name), (Hostess name)'s MK Beauty Consultant and it's a great day because she is gifting you a pampering and makeover session. Would you prefer to schedule your session on a weekday, weeknight, or weekend?

**GIVE YOUR FRIENDS THE GIFT OF A COMPLIMENTARY FACIAL. PLEASE LIST FRIENDS AND HOW YOU KNOW THEM. WHO WOULD ENJOY SOME EXTRA PAMPERING?**

MARY KAY

6. What new look would you like to try?  
 Natural/Everyday  Professional  Bridal/Special Occasion  Glamour

7. Of the products you tried today, which ones did you like the most?  
\_\_\_\_\_  
\_\_\_\_\_

8. List the products you would like to earn for free. Ask me how.  
\_\_\_\_\_  
\_\_\_\_\_

9. What would you like to try at your next appointment?  
 Color  Skin Care  Both

FOR INDEPENDENT BEAUTY CONSULTANT USE ONLY

10. Give your friends the gift of a complimentary facial. Please list friends and how you know them (sister, co-worker, neighbor, etc.) who would enjoy some extra pampering.†

NAME	PHONE
<b>this is your initial guest list</b>	

†Prior to contacting referrals via telephone, text or email, you should consider whether such communication is consistent with state or federal "do-not-call" and/or "spam" laws and regulations. To comply with applicable laws, you must not forward or share information from the Beauty Profile card without permission from your customer.

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## 8 - BOOKING CHALLENGE:

- Answer these questions?
  - My dream with my MK business is ... (what you want to accomplish?)
  - My why for my MK business is ... (why it matters?)
- Book 8 to Hold 5 in the next 2-weeks
- Message your Director that you committed to this goal and message her when you reach it.
- Make it a habit; keep 8 appointments in your datebook for every 2-week period.

