

How To Book Appointments

Booking Your First Appointment as a NEW Consultant:

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: the script has been tested on thousands of people 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 at the beginning like, "I hope your son 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 to book an appointment.

Magical Script:

Hi Suzie! How are you? Ok, this is random but 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, an anti-aging facial, and 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. 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, or by private message on Facebook.

But I'm Not New – What Should I Say?

Hi Suzie! How are you? I hope you are great! I am a Mary Kay Beauty Consultant and I'm in a big contest to give 30 women a free facial this month. Basically you get a satin hands treatment, an anti-aging facial, and expert foundation matching. Any chance you could be one of my 30?

What do I say to get back in front of my current clients that I haven't seen for a month or more?

Hi Suzie! How are you? I hope you are great! I'm putting together a summer (or fall or winter) portfolio of makeup looks and I wanted to ask you if you'd be willing to let me try a new look out with you. It's free and you'll look fab! I need 30 this month for my book. Any chance you could be one of my 30?

How many people should I send this to?

Ideally you want to send it to 75-100 people on your first day. If you send it to 100, 10 will say yes. If more say yes then great! That's a blessing! Don't worry, 50% of what you book will cancel or reschedule so you'll want to overbook and even double or triple book the same time slot. It always works itself out!

What do I say when they respond?

When they respond, "Yes, when is it?"

You say, “Great! Thank you so much! You’re the best! Basically, we pick a one-and-a-half hour window that will work best for you. It looks like I have an opening on Tuesday at 6:30 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 our Weekly Success Night. You may go back and forth for a few texts to set the date.

She may say, “Let me get back to you...”

You say, “Ok that sounds great! Is it ok if I text you to check in later tonight? I’m in a contest to get these all set up with times by midnight...we can pencil in a time if need be. Thanks again for your support! I’m so excited about getting together!”

What do I say when I haven’t set a date yet?

The biggest challenge is to take someone from a YES to an actual date. If she ignores you, then follow up a day later. Then follow up every 3 days, being very kind and passive. This is called being assertive and treating your business like a business. There’s fortune in the follow-up. Consultants who follow-up are more successful! You are only being pushy when say says, “I’m not interested” and you keep asking her. As long as she has shown interest, it’s your job to follow up and get her booked.

Here is your assertive non-pushy script to send 3 days later:

Hi Suzie! I know you were interested in being one of my 30 faces, and I’m almost at my goal. I know you’re super busy and I sooo do not want to be a bother, but I just wanted to check in to see if we could pick a date. Are you by chance free on Saturday at 11?

Follow up in 3 more days with:

Hi Suzie! Just checking in one last time to see if you are still willing to be one of my 30 faces. I would really hate to bother you if you have changed your mind. Let me know either way ok? I would love to see you!

All of these messages are assertive and non-pushy. They show you are a true professional that takes your business seriously and is totally committed to making your business a success.

Hip Hip Hooray You Booked Her! Now what?

“Ok Suzie you are confirmed as one of my 30 faces this month! Our appointment will be at 11am and we always start and end on time so you’ll be out the door by 12:30. You’re awesome – thank you!

Now Suzie, you can bring a few others along, like a neighbor or coworker, or friend who might want some pampering and will help me reach my goal. Would you like to share your session with anyone else?

What if she says, “I would love to invite people! Let me ask my friends and get back to you.”

“Ok no problem! Check with your friends to see if Saturday at 11am works for them. Let me know who is coming so that I bring enough supplies. I’ll check back with you in a day or two to see who said yes or you can text me as they respond to you.”

Next Steps...

Immediately after you book her, send her a HANDWRITTEN thank you note via snail mail. You know, like in the dark ages where you write with a pen and then put a stamp on it and walk it to the mailbox and the mailman takes it to her mailbox for you? Trust me – SNAIL MAIL.

“Suzie I’m so looking forward to seeing you on Saturday at 11! You have no idea what this means to me, and I am forever grateful for you being there to support me. You’re the best! Love, Leigh Ann”

How To Coach Appointments

Coaching is the art of keeping appointments on your books.

Follow up with her in 24-48 hours with, “Hi Suzie! I’m getting everything ready for your customized facial on Saturday and just need to ask you a few quick questions while I have you:

Is your skin dry or oily?

Do you have any allergies or skin conditions that I should be aware of?

Is your skin ivory, beige, or bronze?

If you could change one thing about your skin what would that be?

When she responds, write down her answers on a Customer Profile Card found in your Starter Kit. Then respond, “Thanks so much! Who are you bringing with you? I’ll just need their names and numbers so that I can shoot them a quick text with the same questions.”

If she responds with the names and numbers...

“Ok girl thank you! I’ll shoot them the text and then get to work on creating an amazing appointment for you! See you on Saturday!”

Start a new Customer Profile Card for each guest. Text them the same questions. Record their answers as they respond (just know that not everyone does and that’s ok).

If she doesn’t respond...

Give it another 24 hours. Then text, “Hi Suzie! Today is the deadline for me to order the supplies for your session on Saturday. When you have a moment please let me know how many are joining you. I really want to make sure I have everything to make your day perfect!

If she still doesn’t respond...

Give it another 24 hours Then text, “Hi Suzie! I’m so sorry to bother you. I haven’t heard from you and I hope that you are ok! I don’t want to be a bother so if I don’t hear from you today I will just assume that something has come up and that Saturday isn’t a good day. I’ll take the appointment off of my books and we can reschedule, no problem. If you still plan on coming please let me know by the end of the day today. I hope you are ok! Let me know either way 😊”

Remember, half of the appointments that you put on your books will hold. If the signs are there that she isn’t holding the appointment, you want to be able to schedule something else in its place (or hopefully you have double or triple booked that time slot and you are relieved that something cancelled)!

Need More Time To Make Bookings?

Here's some ideas:

1. Turn off your TV.
2. Take your cell phone into the bathroom. Text while on the loo (I love all things British). Oh yes, I'm serious.
3. While at family gatherings, excuse yourself to the bathroom and set a goal to send 20 texts in under 5 minutes while hiding in the bathroom. Flush. P.s I do this ALL the time.
4. While out with friends for dinner, excuse yourself to the bathroom. Go into a stall and send 20 texts in under 5 minutes. My friends NEVER KNOW I do this.
5. Say NO when someone asks you to join a club you don't want to join, go to an event you don't want to go to, or spend time doing something that isn't good for your life or business. Believe it or not, "NO" is a complete sentence. "NO" frees up time for you to work your business and achieve your dreams.
6. Text while at the gym on the bike.
7. Text while waiting for the doctor.
8. Text while brushing your teeth or blow drying your hair. You will look weird, but you'll look VERY hot one day in your free car.
9. Text while someone drives you somewhere.
10. Text while you get your hair done or a pedicure.
11. Ran out of time to text during the day? No worries. You can text at midnight! Set your phone to airplane mode. Send 100 texts. And then take it off of airplane mode when you actually want the messages to send in the morning. #Genius

Any down time can be income time with texting. I know this. I use it. I love it and my family thinks I don't work. They just think I used the bathroom a lot...with my cell phone.

Get out there and HUSTLE. It will change your life. It's worth it.