

Booking Scripts!

Debut Series

- **WORDS MATTER!** Long story short. One of the most phenomenal things about Mary Kay is there are many women who have come before you, yet have started exactly in your shoes. During the years of trial & error general "formats" have been identified that generate bookings.
- When you deviate from this formula you risk your results being below average. It is so tempting, we know! Some of the phrases used as prompts will NOT sound like you, and will feel slightly uncomfortable. We ask that you trust us in this process and try as much as possible to keep conversation blurbs the same.
- Feel free to change things like "Hey Girl!" to "Hey lady" to fit your personality,
- When in doubt send the text to your director for approval before you send!

NEW CONSULTANT DEBUT (SERIES)

Initial Text

"Hey friend! Quick question- are you free on the evening of April 21? Text back when you get a minute to chat!"

(Wait for response)

"Yay! Ok! I am so excited - I just made the decision to start my business as a beauty consultant w Mary Kay! My launch party is April 22 and I wanted to personally invite you as my guest! Do you think you can make it? (insert invite jpeg)"

******if she isn't free on that date, book her for a private time******

"I totally understand! I could totally still use your help! Part of my first challenge is to facial 30 women in my first 30 days, is there any reason why I couldn't borrow your face to practice on?! Its fast and painless I promise!"

(She answers Yes)

"Perfect! You rock! Are you free on _____? (insert either the meeting night or a night you have preselected where you are the "hostess")

"Ok awesome! We will meet at _____! One last fun thing! To reach my 30 I could totally use a few extra faces if you can think of anyone as fun as you bring em' with you (mom, sister, bff etc!) I'll have a sweet surprise waiting for you!"

Common Q's:

Q: "What will we be doing?"

A: We will do a hot towel facial, hand and lip exfoliation, and a spa treatment of your choice (microdermabrasion/charcoal mask etc!) & Custom Foundation Matching! It will be so much fun!

Q: "What do I do if in the middle of the conversation if she doesn't respond?" Or she "ghosts" me?

A: Hey Karen! I know busy life gets and texts get buried just wanted to check back in - wasn't sure if you saw my message last night! Let me know either way!

48 HOURS PRIOR TO DEBUT / PREPROFILING SCRIPT

"Hey Susie!! I am so excited to pamper you tomorrow! :) I am getting a final head count to make sure I have enough snacks & drinks! Is there any reason you wont be able to make it? It will mean so much to me to have you there!"

Preprofiling guests (this will be done by/with your Director after you RSVP names to her. Your job is to write down name & answers on Party Page) Below is the example of the 3way text your Recruiter or Director will send:

"I have a few questions to ask you to make set up easier and faster! Do you mind answering them?

1. What is your experience with Mary Kay products/business? 2. What is your skin type? (dry, oily, combo) 3. Is there anything going on with your skin currently that I can help you with? Xo Tonya"