

Booking your First Appointment

The secret to success with booking your first appointment is to use the MAGIC script shown below. And you might be tempted to change the script, but don't! And here's why: This script has been tested on over 100,000 people over the past 5 years 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 to the front like, "Hope your Dad 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 and book an appointment.

MAGIC SCRIPT

Hi Kaytiel! 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 pore minimizing treatment, an anti-aging facial, plus foundation matching!

Any chance you could be one of my 30?

Your **BELIEF** in Mary Kay and your ability to succeed will create trust in you and your business.

Like any other skill, the more you invite, the more **CONFIDENT** you will become.

THAT'S IT! YOUR GOAL IS TO SEND THIS SCRIPT TO EVERYONE YOU KNOW. AND 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 AND BY PERSONAL MESSAGE ON FACEBOOK.

What do I say when they respond?

WHEN THEY RESPOND, "YES....WHAT IS IT?"

You say, "Great! Thank you so much! Basically, we pick a one and a half hour window that works best for you. Looks like I have an opening on Thursday at 6:30 pm or Saturday at 11 am. Do either of those work for you?" (Only give two options)

You are welcome to schedule these at her home, your home or at your training center, if you have one.

SHE MAY SAY, "LET ME GET BACK TO YOU..."

"Okay sounds great. Okay if I text you to check in later tonight? I'm in a challenge to get these all set with times by midnight...we can even pencil in a time if need be. Thanks again for your support! I'm so excited about getting together!"

A QUICK TEXTING TIP!

If you have a busy schedule and your only time to send out some text messages is at midnight, set your phone to airplane mode, then turn it off when you want the texts to send!