

# DAILY BOOKING SYSTEM

One of the BEST things you can do for your Business is to make Booking a Daily HABIT! When anything in life becomes a Habit, it requires less energy to complete it because we don't spend time thinking about it, we just execute and move on. When we don't intentionally turn something into a habit, especially something as easy to procrastinate as booking.. we spend more time and energy thinking about, reminding ourselves and continuously adding it to our to do list, than it actually takes to sit down and complete the task itself. Your time and energy is precious, so instead of wasting it, decide today to make Booking a part of your Daily Routine.

I want you to think about your morning routine, do you tend to start your day and get ready in the same order? Imagine if each day you had to think about getting dressed and putting on your makeup.. What if every day you had to remind yourself to brush your teeth and write down on your to do list to brush your hair at some point that day. Not only would that be exhausting, but there is a very high possibility you might not even get to it if it wasn't something you routinely did each day and made a priority.. Mary Kay Ash always said that "When we are out of Bookings, we are out of Business!" That is so true! We can organize our office, send out promotional e-mails and post pictures of our new products as much as we want, but if we are not spending time with the people, we aren't going to get very far. Mary Kay always taught us that this business is built on relationships, and the first step of that relationship is the appointment.

In addition to making Booking a part of your daily routine, this Booking System was created to take the guess work out of the process and give you some daily direction. When we complete our Booking System each day we feel productive. When we FEEL successful we ATTRACT even more success! This is just a few reasons why hundreds of MK women have been sharing that this Booking System has completely transformed their business!

## Instructions:

- 1 Make a Master Contact List that you are continually adding to. Keep this list in the front of your Tracking Binder.
- 2 Take a Weekly Time Tracker and write down what your schedule looks like, block off all the times you aren't available (If you have another J-O-B, if you are taking classes, when you are working out, family time, life appointments or events..) Decide what time slots you want to work your Business so you know where you want to plug your bookings in. Set a goal to fill those time slots each week.
- 3 Take 10 of those names and add them to your Booking System Tracking Sheet. Contact each of them. See the SCRIPTS for Booking Attempt #1. There are different scripts based on the type of Contact you are booking (Warm Chat, Referral, Friend/Family..)
- 4 Highlight them in YELLOW when you contact them, put a BLUE dot next to them if they respond, a PINK dot when they are booked. ORANGE dot if they want you to check back later
- 5 If they are Orange then move their name to the week/month they said to check back. If you do not hear back, move them up to 3 days from today. See the Scripts for the next Booking Attempts.

Studies have found that only 2% of people Book on the First Booking Attempt.

2nd Attempt: 3% Book

3rd Attempt: 4% Book

4th Attempt: 10% Book

5th+ Attempt: 81% Book

The Booking System will support you in keeping track of your Contacts so people are not falling through the cracks.

# Booking Attempt Script #1

## NEW CONSULTANTS

Hi \_\_\_! 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 microdermabrasion treatment, an anti-aging facial, plus expert foundation matching. Any chance you could be one of my 30? Thank You, \_\_\_

## FRIEND/FAMILY/CUSTOMER

Hi \_\_\_! How are you? I just got my new *spring* products in and I need a few guinea pigs to give feedback on them so I can determine what to stock. Thought I'd ask you! Wanna be my guinea pig? Hugs, \_\_\_

## REFERRALS

Hi \_\_\_! This is \_\_\_ with Mary Kay. I don't think we've met, but \_\_\_ was gifted with ten \$25 gift cards that include a complimentary facial & she wanted one of them to go to you! Should I text or call you with the details? PS - I'm sending you a photo of us so you know that I'm a real person and not a robot or a telemarketer! :)

*If you want to use the above message as a voice message script you would leave out the PS part that says "I'm sending you a photo..."*

## #GLOWANDTELL

Hi \_\_\_! This is \_\_\_. I'm really excited about a fun challenge I'm doing called #GlowAndTell. I'm looking for 21 girls who will try one of my skin care sets for 21 days. Sound interesting?? Maybe wanna be one of my 21?!!

## LEAD BOX

*Recommended to send in three separate texts so it feels more real. Modify as needed.*

**TEXT 1:** Hi \_\_\_! This is \_\_\_ with Mary Kay! You entered to win a free facial and gift card at \_\_\_! You are my Grand Prize Winner! So Exciting.

**TEXT 2:** You will get a free pampering session at my studio in \_\_\_! You will receive a satin hands treatment, anti-aging facial with Microdermabrasion and expert foundation matching for you and a couple friends!

**TEXT 3:** My studio is called Studio Pink! Are you okay with just texting or would you prefer that I call you to set up the appointment?

# Booking Attempt Script #2

## NEW CONSULTANTS

Hi \_\_\_! Just wanted to follow up with you real quick. My next 2 appt openings are \_\_\_ or \_\_\_. Are you available? Thanks again, \_\_\_

## FRIEND/FAMILY/CUSTOMER

Hi \_\_\_! I still need a few guinea pigs (lol). Wanna be one? Hugs, \_\_\_

## REFERRALS

Hi \_\_\_! It's \_\_\_ with Mary Kay. Just wanted to follow up and see if you were interested in the details of your pampering package from \_\_\_. It's totally fine if you aren't interested. I just always like to double check bc I know how easy it is for texts to get buried haha! Hope you are having a good week!

## #GLOWANDTELL

Hi \_\_\_! This is \_\_\_. Touching base real quick to see how I can get you the details. I am still working to fill my 21 spots ;)

## LEAD BOX

Hi \_\_\_! This is \_\_\_ with Mary Kay checking in real quick. I didn't hear back from you and wanted to be sure you didn't miss out on the package and gift card! I can't wait to fill you on all the details!

# Booking Attempt Script #3

## NEW CONSULTANTS

Hi \_\_\_\_! I really want to reach my 30 makeover goal and I can do 4 women as easily as 1. If you share your appt with 3 friends, you get \$30 (or \$50) FREE MK! Would you prefer a private facial or invite others? Either way, I'd love to meet with you!!

## FRIEND/FAMILY/CUSTOMER

*intentional error text, some will message you back to let you know they did not get your full message.*

Hi \_\_\_\_! Just checking, did you g

## REFERRALS

Hi \_\_\_\_! Totally don't want to bother you, but just wanted to see if you wanted to take advantage of your Mary Kay pampering package from \_\_\_\_? If not, no worries! Just let me know so I can select another winner. Have a wonderful week and thanks for getting back to me either way!

## #GLOWANDTELL

Hi \_\_\_\_! Totally don't want to bother you, but just wanted to see if you wanna be one of my 21. If not, no worries, just let me know. Have a wonderful week and thanks for getting back to me either way!

## LEAD BOX

Hi \_\_\_\_! This is \_\_\_\_ with Mary Kay. Totally don't want to bother you, but just wanted to see if you are interested in claiming your prize with me. If not, no worries, just let me know. Have a wonderful week and thanks for getting back to me either way!

# Booking Attempt Script #4

## NEW CONSULTANTS

Hello \_\_\_\_! Wanted to follow up with you one last time. I am still working to finish up my 30 and would love your help. If I don't hear back from you, I will assume you are super busy right now and make a note to touch base with you in a few months.  
Hugs, \_\_\_\_

## FRIEND/FAMILY/CUSTOMER

Hi \_\_\_\_! This is \_\_\_\_ with Mary Kay trying one last time to reach you. If I don't hear back from you, I will assume you're super busy right now and will follow up in a few months!

## REFERRALS

Hi \_\_\_\_! This is \_\_\_\_ with Mary Kay checking in one last time. Please call or text me today. If I don't hear back from you, I will assume you're super busy right now and will follow up in a few months :)

## #GLOWANDTELL

Hi \_\_\_\_! This is \_\_\_\_ with Mary Kay trying one last time to reach you regarding our #GlowAndTell. Please call or text me back. If I don't hear back from you, I will assume you're super busy right now and will follow up in a few months!

## LEAD BOX

Hi \_\_\_\_! This is \_\_\_\_ with Mary Kay trying one last time to reach you regarding your pampering session. If I don't hear back from you, I'll assume you're super busy right now and will follow up in a few months!