

21 Day Challenge

Booking Scripts

What You'll Need:

- Access to Google Docs
- Tracking Sheet

| SAMPLE 21 DAY CHALLENGE TRACKING SHEET | | | | | |
|--|---------------------------------|-------------------------------|-----------------------------------|----------------|------------------|
| Monday, Apr 18 | Tuesday, Apr 19 | Wednesday, Apr 20 | Thursday, Apr 21 | Friday, Apr 22 | Saturday, Apr 23 |
| Kenda Chunn 801-234-5678 | Theda Duenas 435-654-9876 | Laure Morphey 435-543-6296 | Kenda Chunn 801-234-5678 | | |
| Twanna Batson 801-803-4899 | Norene Rollings 435-234-7483 | Ginny Willey 801-694-0943 | Melania Greening 435-586-8432 | | |
| Melania Greening 435-586-8432 | Carlie Arechiga 435-321-4354 | Shela Pate 208-584-0949 | Nina Levitt (386) 261-3839 | | |
| Nina Levitt (386) 261-3839 | Clotilde Haltom | Khalilah Dail | Hilaria Tomasek (936) 104-2933 | | |
| Arcelia Lemmons (997) 780-1041 | Kayla Mcneeley | Mee Goewey | Trinity Sleeman (722) 230-3643 | | |
| Hilaria Tomasek (936) 104-2933 | Mercedes Wray | Dawne Hudon | Jeneva Tijerina (233) 599-4976 | | |
| Trinity Sleeman (722) 230-3643 | Kera Cifaldi | Nakia Gammill | Monnie Fasching (654) 922-0304 | | |
| Jeneva Tijerina (233) 599-4976 | Lynell Vallee | Evelynn Brodeur | Necole Inskeep (704) 348-8752 | | |
| Monnie Fasching (654) 922-0304 | Charisse Toepfer | Roxann Manz | Jane Doe (654) 922-0304 | | |
| Necole Inskeep (704) 348-8752 | Charlyn Jantz | Lashawn Jerez | Janet Doe (819) 129-8053 | | |
| Day 1 | | | | | |
| Day 2 | | | | | |
| Day 3 | | | | | |
| Day 4 | | | | | |
| Do not contact | | | | | |
| Booking!!! | | | | | |

- 10—30 names and phone numbers of people you can contact for a facial

Type Script #1 - DAY 1

The second communication is the same script edited to include how you contacted them the first time. i.e. "Hi ____! I also emailed you. How are you?..."



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? ty _____

Friend/Family/ Customer

Hi _____! How are you? I 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?!!

Warm Chatter

Hi _____! This is _____ with Mary Kay. You filled out a little survey for me (wait for response, if live). Do you think this week or next will work best for your _____ (whatever she chose on her survey card)?

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 texting or would you prefer that I call you to set up the appointment?

Type Script #2 - DAY 4

The second communication is the same script edited to include how you contacted them the first time. i.e. "Hi ____! I also emailed you. How are you?..."



New Consultants

Hi _____! I 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. I 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 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 ;)

Warm Chatter

Hi _____! This is _____ with Mary Kay checking in real quick. My next two openings for your _____ (whatever they circled on the survey card) are ____ or _____. Do those times work?

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!

Type Script #3 - DAY 7

The second communication is the same script edited to include how you contacted them the first time. i.e. "Hi ____! I also emailed you. How are you?..."

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

Hi ____! I'm checking to see, did you get my message about lending your face? Are you up for it?

Referrals

Hi ____! Totally don't want to bother you, but I wanted to see if you wanted to take advantage of your Mary Kay pampering package from ____? If not, no worries! 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 I wanted to see if you wanna be one of my 21. If not, no worries, let me know. Have a wonderful week and thanks for getting back to me either way!

Warm Chatter Hi ____! This is ____ with Mary Kay. Totally don't want to bother you, but I wanted to see if you are interested in claiming your free product with me (stop here if live). If not, no worries, 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!



Type Script #4 - DAY 11

The second communication is the same script edited to include how you contacted them the first time. i.e. "Hi ____! I also emailed you. How are you?..."

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!

Warm Chatter Hi ____! This is ____ with Mary Kay trying one last time to reach you regarding your ____ (whatever they circled on the survey card). (Stop here if live). 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.

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!

