

21 DAY BOOKING

CHALLENGE



Leah Lauchlan, NSD
#unleashed area

REFERRALS FROM CUSTOMERS

Start with a group of at least 30 names (ideally 60+), divided into 3 separate groups

DAY 1

Voicemail (Day 2 for Group 2, Day 3 for Group 3)

"Hi Brianna! This is Leah and you have no idea who I am but I know your friend Samantha Smith. I was recently with Samantha and she was able to gift some of her friends a Mary Kay pampering session, which includes a complimentary facial, makeover and \$10 gift card to spend. She thought you would really enjoy it. Call or text back and we can go over the details. If I don't hear back I will follow up in a couple of days."

DAY 1

Text (ideally sent later in the day)

"Hi Brianna, it's Leah. I'm friends with Samantha Smith. I left you a voicemail and wanted to make sure you received it. Call or text back and we can go over details. If I don't hear back from you, I will follow up in a couple of days."

DAY 4

Voicemail (Day 5 for Group 2, Day 6 for Group 3)

"Hi Brianna, it's Leah again! I just wanted to follow up with you regarding the pampering session that Samantha gifted to you. I am sure you are super busy, so I will follow up again in a couple of days if I don't hear back."

DAY 4

Text

"Hi Brianna, it's Leah just checking in again. I left you a quick voicemail. I wanted to make sure you received it. I look forward to filling you in on the details!"

DAY 7

Voicemail (Day 8 for Group 2, Day 9 for Group 3)

"Hi Brianna, it's Leah following up one last time regarding the pampering session that Samantha gifted to you. I wanted to see if I could catch you to go over the details. I am sure you are super busy so I will go ahead and follow up a few months from now and maybe that will be a better time. Have a great week!"

DAY 7

Text

"Hi Brianna, it's Leah. I wanted to try one last time to connect with you about the details of the pampering session that Samantha gifted to you. Call or text back if you're interested. I am sure you are super busy so if I don't hear back I will follow up in a few months. Have a great week!"

ON DAY 10 you start with a new group of 30+ names

REFERRALS FROM CUSTOMERS

COACHING WITH CONFIDENCE

If she's interested in more details, here's a sample reply:

"Hi Brianna! I am excited to book this with you. We will be doing a Mary Kay facial with a microdermabrasion treatment (usually costs around \$150 at the spa, so it's a great deal). We will also do a quick makeover and you'll receive your gift card from Samantha and a goodie bag to take home. You also have an options to bring girlfriends, which makes it really fun! Right now I am booking this Mon through September 15 (only give a 1-2 week range). Would an afternoon or evening work better for you?"

If she replies with a date or tentative date, here's a sample reply:

"Ok, perfect! The next thing we will do is connect on the phone to go over your makeup preferences so I can put a look together for you that you'll love. I can do tomorrow around lunch time or after dinner, what works best for you (or you could set up the call for right then or later that day)?"

Coaching Call no more than 24 hours after booking the appointment

- *Turn facial into a party:* "Most people love to share this experience with friends, which makes it more fun. You get an additional \$10 gift card to spend for every friend over 21, up to 4 friends. What do you think about inviting some of your girlfriends?"
- *Coach to get the guest list:* "Ok, great! Start thinking of 15-20 of your most favorite friends. To have 4 attend, you usually need to invite 15-20. I've got cute invitations I can send to them with the details of the pampering session. Would you prefer that I text the invite or post it in a Facebook event that I can create?" (possible offer incentive for getting a guest list within 48 hours)
- *Pre-profile the hostess by asking questions on the Party Sheet*
- *Finish the call with a specific time to follow up about her guest list.*

If she doesn't provide a guest list, here's Plan B

"Hi Brianna! We are getting everything ready for the pampering session on Friday! You and your friends will love the experience. Go ahead and copy and send the text below to your friends. When you invite 15-20, about 4-5 will show up so you can get all your gift cards! I will keep you posted on who responds and if I get responses tonight, you get a free mascara!"

REFERRALS FROM CUSTOMERS

Text for a referral to send to her friends:

"Hi friend! I am super excited! Last week I was gifted a pampering package for myself and 4 friends. You know how much I love you so you are one of the 4 that I picked! Check out the details on the invitation. You get a goodie bag to take home just for coming. Can you text Leah at ____ with your RSVP so that she can get everything ready for the pampering session? I hope you can make it!"

Pre-profile her friends as they reply.



NEW CONSULTANT CALLING FRIENDS & FAMILY

Start with a group of at least 30 names (ideally 60+), divided into 3 separate groups

DAY 1 Voicemail (Day 2 for Group 2, Day 3 for Group 3)

"Hi Emily it's Leah! I'm calling for 2 reasons. First of all, I got a little crazy and started my own Mary Kay business. So, my Director challenged me to book my 1st 12 pampering sessions and I thought of YOU because _____ (sincere compliment). You get a \$10 gift card to spend just for letting me borrow your face for my practice and \$10 for every friend you bring up to \$50 free. Text me back and let me know what you think and we can go over details! (If you catch her live on the phone you would continue the script with telling her your availability, "I hold my appointments on Monday's & Saturday's, what works best for you?" OR "Right now I am booking this Monday through Sept 15, what day/time works best for you?" (only give a 1-2 week range))

DAY 1 Text (ideally sent later in the day)

"Hi Emily! I left you a quick voicemail and wanted to make sure you received it. You were on the top of my list to call. Let me know what you think! I will follow up in a few days if I don't hear back."

DAY 4 Voicemail (Day 5 for Group 2, Day 6 for Group 3)

"Hi Emily it's Leah! Just wanted to follow up real quick about my new business venture and the pampering session and the gift card I have for you. I'd love to get together to get your opinion of the products and to get some practice in! I know you're super busy so I will follow up in a few days if I don't hear back."

DAY 4 Text

"Hi Emily! Just wanted to check back in about my voicemail. I didn't hear back and wanted to make sure you heard it. Let me know what you think. I will follow up in a few days if I don't hear back."

DAY 7 Voicemail (Day 8 for Group 2, Day 9 for Group 3)

"Hi Emily, it's Leah! Just wanted to follow up one last time about your pampering session. If I don't hear back from you I will assume you're super busy and I will follow up a couple months from now! I hope you're doing well!"

DAY 7 Text

"Hi Emily! Just wanted to try one last time to connect about the pampering session. Text me if you're interested and I will share more details. I know you're super busy so I'll follow up a few months later if I don't hear back. I hope you're doing well."

ON DAY 10 you start with a new group of 30+ names

NEW CONSULTANT CALLING FRIENDS & FAMILY

COACHING WITH CONFIDENCE

If she's interested in more details, here's a sample reply:

"Hi Emily! I am excited to book this with you. We will be doing a Mary Kay facial with a microdermabrasion treatment (usually costs around \$150 at the spa, so it's a great deal). We will also do a quick makeover and you'll receive your gift card from Samantha and a goodie bag to take home. You also have an options to bring girlfriends, which makes it really fun! Right now I am booking this Mon through September 15 (only give a 1-2 week range). Would an afternoon or evening work better for you?"

If she replies with a date or tentative date, here's a sample reply:

"Ok, perfect! The next thing we will do is connect on the phone to go over your makeup preferences so I can put a look together for you that you'll love. I can do tomorrow around lunch time or after dinner, what works best for you (or you could set up the call for right then or later that day)?"

Coaching Call no more than 24 hours after booking the appointment

- *Turn facial into a party:* "Most people love to share this experience with friends, which makes it more fun. You get an additional \$10 gift card to spend for every friend over 21, up to 4 friends. What do you think about inviting some of your girlfriends?"
- *Coach to get the guest list:* "Ok, great! Start thinking of 15-20 of your most favorite friends. To have 4 attend, you usually need to invite 15-20. I've got cute invitations I can send to them with the details of the pampering session. Would you prefer that I text the invite or post it in a Facebook event that I can create?" (possible offer incentive for getting a guest list within 48 hours)
- *Pre-profile the hostess by asking questions on the Party Sheet*
- *Finish the call with a specific time to follow up about her guest list.*

If she doesn't provide a guest list, here's Plan B:

"Hi Emily! We are getting everything ready for the pampering session on Friday! You and your friends will love the experience. Go ahead and copy and send the text below to your friends. When you invite 15-20, about 4-5 will show up so you can get all your gift cards! I will keep you posted on who responds and if I get responses tonight, you get a free mascara!"

NEW CONSULTANT CALLING FRIENDS & FAMILY

Text for a referral to send to her friends:

"Hi friend! I am super excited! Last week I was gifted a pampering package for myself and 4 friends. You know how much I love you so you are one of the 4 that I picked! Check out the details on the invitation. You get a goodie bag to take home just for coming. Can you text Leah at ____ with your RSVP so that she can get everything ready for the pampering session? I hope you can make it!"

Pre-profile her friends as they reply.



SEASONED CONSULTANT CALLING FRIENDS, FAMILY & CUSTOMERS

Start with a group of at least 30 names (ideally 60+), divided into 3 separate groups

DAY 1 Voicemail (Day 2 for Group 2, Day 3 for Group 3)

Hi Sarah, it's Leah, your favorite Mary Kay lady! Happy Holidays (refer to whatever season, holiday or time of year it is)! We just launched a new product line and I am doing product preview parties - it's a test panel where you get to sample the new line and give us your opinion of it. You receive a \$10 gift card just for participating and you have the option to invite friends to be apart of the test panel. Call or text back and we can talk about dates and go over details. I look forward to connecting and I will follow up in a few days if I don't hear back!"

DAY 1 Text (ideally sent later in the day)

"Hi Sarah! I left you a quick voicemail and wanted to make sure you received it. You were on the top of my list to call. Let me know what you think! I will follow up in a few days if I don't hear back."

DAY 4 Voicemail (Day 5 for Group 2, Day 6 for Group 3)

"Hi Sarah, it's Leah! Just wanted to follow up real quick about my product preview parties for our new holiday line. I'd love to get your opinion of the products and you get to be the 1st to try our new line. Text or call back and we can go over the details. If I don't hear back, I will follow up in a couple of days."

DAY 4 Text

"Hi Sarah! Just wanted to check back in about my voicemail. I didn't hear back and wanted to make sure you heard it. Let me know what you think. I will follow up in a few days if I don't hear back."

DAY 7 Voicemail (Day 8 for Group 2, Day 9 for Group 3)

"Hi Sarah, it's Leah! Just wanted to follow up one last time about our holiday product preview party. If I don't hear back from you I will assume you're super busy and I will follow up a couple months from now! I hope you're doing well!"

DAY 7 Text

"Hi Sarah! Just wanted to try one last time to connect about the holiday product preview party. Text me if you're interested and I will share more details. I know you're super busy so I'll follow up a few months later if I don't hear back. I hope you're doing well."

ON DAY 10 you start with a new group of 30+ names



SEASONED CONSULTANT CALLING FRIENDS, FAMILY & CUSTOMERS

COACHING WITH CONFIDENCE

If she's interested in more details, here's a sample reply:

"Hi Emily! You will love all the new holiday products. We will do a quick facial and makeover and you'll sample all the new products throughout the preview party. You'll receive a \$10 gift card to spend and a goodie bag to take home. You also have an options to bring girlfriends, which makes it really fun! Right now I am booking this Mon through September 15 (only give a 1-2 week range) (OR you could book 2 Saturday's during the month (at your home or studio) as power days and hold 2-3 parties at different times). Would an afternoon or evening work better for you?"

If she replies with a date or tentative date, here's a sample reply:

"Ok, perfect! The next thing we will do is connect on the phone to go over your makeup preferences so I can put a new look together for you that you'll love. I can do tomorrow around lunch time or after dinner, what works best for you (or you could set up the call for right then or later that day)?"

Coaching Call no more than 24 hours after booking the appointment

- *Turn facial into a party:* "Most people love to share this experience with friends, which makes it more fun. You get an additional \$10 gift card to spend for every friend over 21, up to 4 friends. What do you think about inviting some of your girlfriends?"
- *Coach to get the guest list:* "Ok, great! Start thinking of 15-20 of your most favorite friends. To have 4 attend, you usually need to invite 15-20. I've got cute invitations I can send to them with the details of the pampering session. Would you prefer that I text the invite or post it in a Facebook event that I can create?" (possible offer incentive for getting a guest list within 48 hours)
- *Pre-profile the hostess by asking questions on the Party Sheet*
- *Finish the call with a specific time to follow up about her guest list.*

If she doesn't provide a guest list, here's Plan B

"Hi Emily! We are getting everything ready for the product preview party coming up on Saturday! You and your friends will love the experience. Go ahead and copy and send the text below to your friends. When you invite 15-20, about 4-5 will show up so you can get all your gift cards! I will keep you posted on who responds and if I get responses tonight, you get a free mascara!"

SEASONED CONSULTANT CALLING FRIENDS, FAMILY & CUSTOMERS

Text for a referral to send to her friends:

"Hi friend! I am super excited! Last week I was invited to a holiday product pre-view party, which is a test panel for all the new holiday products, and I can bring 4 friends with me. You know how much I love you so you are one of the 4 that I picked! Check out the details on the invitation. You get a goodie bag to take home just for coming. Can you text Leah at ____ with your RSVP so that she can get everything ready for the product preview party? I hope you can make it!"

Pre-profile her friends as they reply.



LEADS WHO HAVE WON SOMETHING FROM A FACIAL BOX

Start with a group of at least 30 names (ideally 60+), divided into 3 separate groups

DAY 1

Voicemail (Day 2 for Group 2, Day 3 for Group 3)

"Hi Jamie! This is Leah with Mary Kay and I am calling with some fun news! Your name was chosen as one of the winners from the _____ (facial box or networking event)! You've won a fabulous Microdermabrasion facial and makeover pampering session. Congratulations! I can't wait to share more details. Call me or text me at _____. Again, congrats!

DAY 1

Text (ideally sent later in the day)

"Hi Jamie it's Leah with Mary Kay! I left you a voicemail and wanted to make sure you received it. You are one of the pampering session winners! Congratulations! I can't wait to share the details. If I don't hear back, I will follow up in a few days.

DAY 4

Voicemail (Day 5 for Group 2, Day 6 for Group 3)

"Hi Jamie, it's Leah with Mary Kay again. I wanted to follow up about the pampering session that you won. Call or text back when you can and I will share more details. If I don't hear back I will follow up in a couple of days."

DAY 4

Text

"Hi Jamie, it's Leah with Mary Kay checking back in. I left you another quick voicemail. Text back if you're interested in the pampering session that you won and I will share more details. If I don't hear back, I will follow up with you in a couple of days!

DAY 7

Voicemail (Day 8 for Group 2, Day 9 for Group 3)

"Hi Jamie, it's Leah following up one last time regarding your pampering session. I am sure you are super busy so if I don't hear back I will follow up with you in a few months and maybe that will be a better time. Have a great week!"

DAY 7

Text

"Hi Jamie, it's Leah! I wanted to try you one last time about your pampering session. Text back if you're interested. I am sure you are super busy so if I don't hear back I will follow up in a few months. Have a great week!"

ON DAY 10 you start with a new group of 30+ names

LEADS WHO HAVE WON SOMETHING FROM A FACIAL BOX

COACHING WITH CONFIDENCE

If she's interested in more details, here's a sample reply:

"Hi Jamie! I am excited to book this with you. We will be doing a Mary Kay facial with a microdermabrasion treatment (usually costs around \$150 at the spa, so it's a great deal). We will also do a quick makeover and you'll receive your gift card to spend and a goodie bag to take home. You also have an options to bring girl-friends, which makes it really fun! Right now I am booking this Mon through September 15 (only give a 1-2 week range). Would an afternoon or evening work better for you?"

If she replies with a date or tentative date, here's a sample reply:

"Ok, perfect! The next thing we will do is connect on the phone to go over your makeup preferences so I can put a look together for you that you'll love. I can do tomorrow around lunch time or after dinner, what works best for you (or you could set up the call for right then or later that day)?"

Coaching Call no more than 24 hours after booking the appointment

- *Turn facial into a party:* "Most people love to share this experience with friends, which makes it more fun. You get an additional \$10 gift card to spend for every friend over 21, up to 4 friends. What do you think about inviting some of your girlfriends?"
- *Coach to get the guest list:* "Ok, great! Start thinking of 15-20 of your most favorite friends. To have 4 attend, you usually need to invite 15-20. I've got cute invitations I can send to them with the details of the pampering session. Would you prefer that I text the invite or post it in a Facebook event that I can create?" (possible offer incentive for getting a guest list within 48 hours)
- *Pre-profile the hostess by asking questions on the Party Sheet*
- *Finish the call with a specific time to follow up about her guest list.*

If she doesn't provide a guest list, here's Plan B

"Hi Jamie! We are getting everything ready for the pampering session on Friday! You and your friends will love the experience. Go ahead and copy and send the text below to your friends. When you invite 15-20, about 4-5 will show up so you can get all your gift cards! I will keep you posted on who responds and if I get responses tonight, you get a free mascara!"

LEADS WHO HAVE WON SOMETHING FROM A FACIAL BOX

Text for a referral to send to her friends:

"Hi friend! I am super excited! Last week I was invited to a holiday product pre-view party, which is a test panel for all the new holiday products, and I can bring 4 friends with me. You know how much I love you so you are one of the 4 that I picked! Check out the details on the invitation. You get a goodie bag to take home just for coming. Can you text Leah at ____ with your RSVP so that she can get everything ready for the product preview party? I hope you can make it!"

Pre-profile her friends as they reply.

