

"How to book & get the guest list in one fell swoop"

OK - here's booking script:

1. After hello and greeting:
2. Do you have a quick second?
3. Oh I'm so glad to get to connect with you because I have this huge huge goal & I've been dying to share it with you.....I just started my own business with Mary Kay (or I'm rededicating myself to my Mary Kay business again) & I'm trying to earn this gorgeous diamond cluster ring - I mean you would love it - it is beautiful - (or your first car or whatever it is you desire)
4. and in order to earn it, I've been challenged to steal 30 faces in the next 30 days & I was just sitting here thinking....who on earth would let me borrow their face & I immediately thought of you!
5. So is there any reason why I couldn't borrow your face? I would TOTALLY make it worth your while & would give you a gift certificate just for helping me out - PLUS I'd love to see you again and connect.
6. Great - what works better for you? weekday or weekend? (give 2 choices)
7. ONCE you have a date and time down and ONLY after you have date & time down THEN and ONLY THEN do you try to book more by saying this VERBATIM & as if this thought JUST now crossed your mind

"You know what Suzie? it's actually just as easy for me to do a couple faces as it is for me to do one - plus I'm trying to get to 30 faces, is there any reason you wouldn't want to share our time together with a couple of girlfriends? I mean it's actually more fun with a couple of girlfriend! and it would help me out tremendously with my goal PLUS I would LOAD YOU up with free stuff?"

8. if YES - "Oh that's awesome! We will have a BALL! Well, what I can do is give you a \$10 gift certificate for each gal you can get over there - up to 5. Sound good?you know what? Actually, why don't you just go ahead and grab your cell phone and throw out to me the names & #'s of your most fun girlfriends or family and

I'll just write down their name & # right now and then I'll go ahead and give you an extra \$10 in free product just for giving me their names." (or offer 1 half price product or a free eyeshadow..just offer her something)

(if she doesn't have her cell with her or needs to find them, then arrange a time for YOU to call HER back (not other way around) the next day for the \$10 free stuff) - remember NO LIST NO GROUP APPT.

if NO - "Well, that's no problem b/c I'm coming just for you anyway, it will be so fun to see you, but what I can do is give you a \$10 gift certificate for each person there up to 5. Can you maybe think of any neighbors or friends at church or(help her brainstorm)?"

if still NO - then "well if you think of any in the meantime, then just invite them and I'd be happy to still load you up with free stuff - but honestly I'm just so grateful you are so willing to let me steal your face - this helps me so much with my big goal! I can't wait to see you at (date/time)"

9. (either do this last step right THEN if she seems to have time or before her appointment)

"Oh last thing - I'm going to do something really really really FUN! you will love it! (ask her all the questions on the profile card, esp. the ones about her eye color, eye shape, face shape, etc. and before you get together, go to "Create-a-Look" on intouch and PRINT off her Color 101 colors AND makeup directions and bring this print out with you to appt. even BETTER, bring these specific samples or real product samples in her own compact that you use to continually swap out hostesses colors)

she won't cancel when she knows you have a specific color 101 look just for her!
AND you have her girlfriend #'s