

The background of the entire page is a watercolor illustration of green leaves. The leaves are painted in various shades of green, from light and airy to dark and saturated, with soft, blended edges. They are scattered across the page, with some larger leaves in the foreground and others in the background, creating a sense of depth and texture.

book it

**TWENTY ONE DAY
BOOKING CHALLENGE**

what is the book it challenge?

The challenge is simple! Make 10 booking calls a day, that's it! If they don't answer, you roll their name forward & contact them again. We so often give up after 1 or 2 contacts that we miss out on customers and end up flying through leads. By implementing this strategy into your business you will see an explosive amount of bookings in your datebook! Did you know that...

2% OF SALES HAPPEN ON THE 1ST CONTACT

3% HAPPEN ON THE 2ND CONTACT

4% HAPPEN ON THE 3RD CONTACT

10% HAPPEN ON THE 4TH CONTACT

81% OF BOOKINGS & SALES HAPPEN ON THE 5TH CONTACT OR AFTER!

but i don't want to bug them!

You will find that people are thanking you for remembering to call them back because they're super busy & it never crossed their mind again or they lost your number. Usually they have just been waiting for you to call back!! Plus, when you continue to stay in touch, they see that you are professional & care about your business and will treat you seriously!

what do i need?

- If you're a new consultant, brainstorm who you're first **30 contacts** will be! If you are a seasoned consultant you might have a lot of random leads laying around, but to start this challenge, make sure you're using **30 fresh, new leads!** You can always add in older ones when you need them!
- Print out the weekly booking calls tracking sheets, the booking scripts & a few coaching sheets.
- You will need 4 highlighters; Yellow, Blue, Pink & Orange.
- You will need a filing system; a folder for each day of the week & a folder for each month.
- Grab your datebook and your phone & lets get started!!

how do i start?

Write 10 names on Monday, 10 names on Tuesday & 10 names on Wednesday! Make sure to add their phone numbers as well!

On Monday, using the booking scripts, call the 10 names on your list (& leave a message), then send a text immediately afterwards. These will be Day 1 Scripts.

Check the to track your activity...

- **Yellow** if you left a message & sent a text with no reply.
- **Blue** if you heard back from them.
- **Pink** if they booked.
- **Orange** if you spoke with them & they didn't book. Or if they want to be contacted later.

If they don't reply, roll their name forward 3 days to call & text again!

If they don't reply after 3rd & 4th attempts, Day 4, roll their name forward 3 more days, Day 7 and make a 5th & 6th attempt.

If they still don't reply after Day 7, move their name into a file to call 2 months from now.

On Day 4 you will be calling all 10 of your first leads again (unless someone booked or said no). If that happens, fill in your 10 spots with additional leads, so you're always calling 10 people everyday!

WATCH THE VIDEO WITH RACHEL KELLOGG & MARY LIONS

Monday

1. _____

NOTES... _____

2. _____

NOTES... _____

3. _____

NOTES... _____

4. _____

NOTES... _____

5. _____

NOTES... _____

6. _____

NOTES... _____

7. _____

NOTES... _____

8. _____

NOTES... _____

9. _____

NOTES... _____

10. _____

NOTES... _____

Things don't just happen, you have to make them happen!

Tuesday

1. _____

NOTES... _____

2. _____

NOTES... _____

3. _____

NOTES... _____

4. _____

NOTES... _____

5. _____

NOTES... _____

6. _____

NOTES... _____

7. _____

NOTES... _____

8. _____

NOTES... _____

9. _____

NOTES... _____

10. _____

NOTES... _____

set a goal and do something about it every day!

wednesday

1. _____

NOTES... _____

2. _____

NOTES... _____

3. _____

NOTES... _____

4. _____

NOTES... _____

5. _____

NOTES... _____

6. _____

NOTES... _____

7. _____

NOTES... _____

8. _____

NOTES... _____

9. _____

NOTES... _____

10. _____

NOTES... _____

once in a while, blow your own mind!

Thursday

1. _____

NOTES... _____

2. _____

NOTES... _____

3. _____

NOTES... _____

4. _____

NOTES... _____

5. _____

NOTES... _____

6. _____

NOTES... _____

7. _____

NOTES... _____

8. _____

NOTES... _____

9. _____

NOTES... _____

10. _____

NOTES... _____

a strong woman looks challenge in the eye and gives it a wink!

friday

1. _____

NOTES... _____

2. _____

NOTES... _____

3. _____

NOTES... _____

4. _____

NOTES... _____

5. _____

NOTES... _____

6. _____

NOTES... _____

7. _____

NOTES... _____

8. _____

NOTES... _____

9. _____

NOTES... _____

10. _____

NOTES... _____

don't wait for opportunity. create it!

saturday

1. _____

NOTES... _____

2. _____

NOTES... _____

3. _____

NOTES... _____

4. _____

NOTES... _____

5. _____

NOTES... _____

6. _____

NOTES... _____

7. _____

NOTES... _____

8. _____

NOTES... _____

9. _____

NOTES... _____

10. _____

NOTES... _____

i can and i will. watch me!

sunday

1. _____

NOTES... _____

2. _____

NOTES... _____

3. _____

NOTES... _____

4. _____

NOTES... _____

5. _____

NOTES... _____

6. _____

NOTES... _____

7. _____

NOTES... _____

8. _____

NOTES... _____

9. _____

NOTES... _____

10. _____

NOTES... _____

you are capable of amazing things!

referrals from customers

DAY 1

.....

VOICEMAIL

Hi _____! This is _____ with Mary Kay. You actually don't know me, but _____ said that this is the best way to reach you! _____ was gifted with ten gift cards that include a complimentary facial & color makeover & she wanted one of them to go to you! Call me back ASAP as I can fill you in on the details! If I don't hear back from you I'll follow up in a few days!

TEXT

Hi _____! This is _____ with Mary Kay. I left you a voicemail earlier today and wanted to make sure you received it! A friend of yours reserved a fabulous gift for you. Please get back to me ASAP for details. If I don't hear back from you, I will follow up in a few days.

DAY 4

.....

VOICEMAIL

Hi _____! This is _____ with Mary Kay again. Just wanted to follow up with you regarding the gift that was given to you by _____. Please connect with me when you can! I know you're super busy, so I will follow up again in a couple days if I don't hear from you.

TEXT

Hi _____! This is _____ with Mary Kay checking back in. I left you another voicemail. I didn't hear back from you & wanted to make sure you listened so you didn't miss out on the pampering gift that was given to you by _____! I can't wait to fill you in on all the details!

DAY 7

.....

VOICEMAIL

Hi _____, it's _____ following up one last time regarding the gift that was reserved for you by _____. If I don't hear back from you, I will assume you're just super busy and not interested in receiving the gift that was given to you for the time being and I will follow up with you in a couple of months to see if timing is better then.

TEXT

Hi _____, this is _____ with Mary Kay trying one last time to reach you regarding the gift that was given to you. Please call or text me today to schedule this fun appointment! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months!

great...she answered!

Oh, hi _____ I'm so glad I reached you! (Then go into the script you are using!) At the end of the script say, "So I'm setting up my appointments for the next week or so and am wondering which works best for you, an afternoon or evening (offer 2 choices).
When you schedule the appointment. do some coaching right away (follow the coaching sheet)!

seasoned consultant

DAY 1

.....

VOICEMAIL

Hi _____, this is _____! It's a new year, and I have set some exciting new goals in my Mary Kay business! I have selected 10 deserving women to receive ultimate facial packages and \$25 gift cards - and, YES, I've selected YOU! Call me back ASAP and I will fill you in on details! If I don't hear from you, I will follow up in 3 days.

TEXT

Hi _____! I left you a voicemail earlier and wanted to make sure you received it! You were on the top of my list for a free pampering session and gift card! If I don't hear back from you, I will follow up in 3 days.

DAY 4

.....

VOICEMAIL

Hi _____, it's _____ with Mary Kay again. Just wanted to follow up with you regarding your ultimate facial package! I have an awesome gift and free product waiting for you! Please connect with me when you can! I know you're super busy so I will follow up again in a couple days if I don't hear from you.

TEXT

Hi _____, it's _____ with Mary Kay checking back in. I left you another quick voicemail. I didn't hear back from you and wanted to make sure you listened so you don't miss out on the free facial package and gift card! I can't wait to fill you in on all the details!

DAY 7

.....

VOICEMAIL

Hi _____, it's _____ following up one last time regarding your facial package. If I don't hear back from you, I will assume you're just super busy and follow up with you in a couple of months.

TEXT

Hi _____, this is _____ with Mary Kay trying one last time to reach you regarding your free facial package. Please call or text me today to book this fun appointment! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months!

great...she answered!

Oh, hi _____ I'm so glad I reached you! (Then go into the script you are using!) At the end of the script say, "So I'm setting up my appointments for the next week or so and am wondering which works best for you, an afternoon or evening (offer 2 choices).
When you schedule the appointment, do some coaching right away (follow the coaching sheet)!

new consultant

DAY 1

.....

VOICEMAIL

Hi _____, it's _____! I recently started my own business teaching skin care and makeup with Mary Kay, and I'm so excited! I have selected 10 women in my life to receive ultimate facial package and \$25 gift cards - and, YES, I've selected YOU! Please call me back ASAP so I can fill you in on details!

TEXT

Hi _____! I left you a voicemail earlier today and wanted to make sure you received it! You were on the top of my list for a free pampering session and gift card! If I don't hear back from you, I will follow up in 3 days.

DAY 4

.....

VOICEMAIL

Hi _____, it's _____ with Mary Kay again. Just wanted to follow up with you regarding the facial package and gift card I have for you! It will be fun girl time and it will help me jump-start my business. Please connect with me when you can! I know you're super busy, so I will follow up again in a couple days if I don't hear from you.

TEXT

Hi _____! It's _____ with Mary Kay checking back in. I left you another quick voicemail. I didn't hear back from you and wanted to make sure you listened so you didn't miss out on the free facial package and gift card! I can't wait to fill you on all the details!

DAY 7

.....

VOICEMAIL

Hey _____, it's _____ following up one last time regarding your facial package. If I don't hear back from you I will assume you're just super busy and will follow up with you in a couple of months!

TEXT

Hi _____, this is _____ with Mary Kay trying one last time to reach you regarding the facial package and gift card I have for you. Please call or text me today to book this fun appointment! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months!

great...she answered!

Oh, hi _____ I'm so glad I reached you! (Then go into the script you are using!) At the end of the script say, "So I'm setting up my appointments for the next week or so and am wondering which works best for you, an afternoon or evening (offer 2 choices).
When you schedule the appointment, do some coaching right away (follow the coaching sheet)!

warm chatter lead

DAY 1

.....

VOICEMAIL

Hi _____, it's _____ with Mary Kay. It was great meeting you yesterday at _____! I'm calling to share some fun news with you! I am doing "_____" makeovers right now, & I have ten \$25 gift certificates to give away this month, and I want YOU to have one! I can't wait to share more details with you, so please give me a call back at _____.

TEXT

Hey _____, it's _____ with Mary Kay. I left you a voicemail earlier today and wanted to make sure you received it! I selected you to receive a \$25 gift card and "_____" makeover. Congrats!! If I don't hear back from you, I will follow up in a 3 days.

DAY 4

.....

VOICEMAIL

Hi _____, it's _____ with Mary Kay again. Just wanted to follow up with you regarding the "_____" makeovers & \$25 gift certificates! It's fast, fun and free, & I'm looking forward to our time together. Please connect with me when you can! I know you're super busy, so I will follow up again in a couple days if I don't hear from you.

TEXT

Hi _____! It's _____ with Mary Kay checking back in. I left you another quick voicemail. I didn't hear back from you & wanted to make sure you listened so you didn't miss out on the fast, fun & free "_____" makeover and gift certificate! I can't wait to fill you in on all the details!

DAY 7

.....

VOICEMAIL

Hey _____, it's _____ following up one last time regarding your pampering session. If I don't hear back from you, I will assume you're just super busy and pass it along to another winner for the time being and then follow up with you in a couple months.

TEXT

Hi _____, this is _____ with Mary Kay trying one last time to reach you regarding your pampering session. Please call or text me today to book this fun appointment! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months!

great...she answered!

Oh, hi _____ I'm so glad I reached you! (Then go into the script you are using!) At the end of the script say, "So I'm setting up my appointments for the next week or so and am wondering which works best for you, an afternoon or evening (offer 2 choices).
When you schedule the appointment, do some coaching right away (follow the coaching sheet)!

cold leads who have won

DAY 1

.....

VOICEMAIL

Hi _____, it's _____ with Mary Kay, and I'm calling with some fun news! I just picked your name as one of my winners from the _____ show! You've won a fabulous Microdermabrasion Facial and gift. Congratulations! I can't wait to share more details with you, so please give me a call back at _____. Again, congratulations!

TEXT

Hey _____, it's _____ with Mary Kay! I left you a voicemail earlier today and wanted to make sure you received it! You were one of my facial package winners! Congratulations! Please get back to me ASAP for details. If I don't hear back from you, I will follow up in 3 days.

DAY 4

.....

VOICEMAIL

Hi _____, it's _____ with Mary Kay again. Just wanted to follow up with you regarding you being one of my winners! I have an awesome prize waiting for you! Please connect with me when you can! I know you're super busy, so I will follow up again in a couple days if I don't hear from you.

TEXT

Hi _____! It's _____ with Mary Kay checking back in. I left you another quick voicemail. I didn't hear back from you & wanted to make sure you listened so you didn't miss out on the awesome pampering session you won! I can't wait to fill you in on all the details!

DAY 7

.....

VOICEMAIL

Hi _____, it's _____ following up one last time regarding your pampering session. If I don't hear back from you, I will assume you're just super busy and pass it along to another winner for the time being and then follow up with you in a couple months.

TEXT

Hey _____, this is _____ with Mary Kay trying one last time to reach you regarding your pampering session. Please call or text me today to book this fun appointment! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months!

great...she answered!

Oh, hi _____ I'm so glad I reached you! (Then go into the script you are using!) At the end of the script say, "So I'm setting up my appointments for the next week or so and am wondering which works best for you, an afternoon or evening (offer 2 choices).
When you schedule the appointment, do some coaching right away (follow the coaching sheet)!

bonus referral scripts

REFERRALS



THESE ARE LIA CARTA'S TEXTING SCRIPTS! THEY WORK!

(At the party or with a group of friends - this is done in between trying the product and the table close.)

“Who here is competitive? (Wait for hands raised) AWESOME! Watch out for these two! Okay, go ahead and flip over your profile cards. The greatest compliment that you can give to me is to refer me to your family and friends! I’m working on expanding my business within an hour radius of this area and because of that I’d like to gift your family and friends with a \$25 gift card on your behalf in honor of _____ (insert holiday). So take out your phone, open up Facebook and your contacts. Whoever is the FIRST to fill out this top right hand portion gets 5 tickets! BUT, regardless of when you finish, if during our time together you fill out the top right and the entire bottom left white portion - you GET 10 TICKETS! READY, SET, GO!”

REFERRAL TEXT #1

Hi _____! This is _____ with Mary Kay. I don’t think we’ve met, but _____ said text is the best way to reach you! She was gifted with ten \$25 gift cards that includes a complimentary facial & she wanted one of them to go to you! Should I text or call you with the details?
P.S - I’m sending you a photo of us so you know that I’m a real person and not a robot! (emoji face)

OR VOICEMAIL MESSAGE #1

Hi _____! This is _____ with Mary Kay. I don’t think we’ve met, but _____ said this might be the best way to reach you! She was gifted with ten \$25 gift cards that include a complimentary facial & she wanted one of them to go to you! Give me call back ASAP and I will fill you in on the details.

REFERRAL TEXT #2

Hi _____! I’m so excited to book this with you! We will be doing a Mary Kay facial with a Microderm treatment (they are upwards of \$150 at the spa, so it’s a great deal). You’ll get your gift card that _____ so generously offered you, AND a swag bag with free products! Most people love this experience with a few girlfriends (& your swag bag will double in size if you have friends join you)...so you can have up to 4 people join you as long as they are over 18.

Right now, I’m booking _____ through _____. What day/time would work best for you?

Example referral reply: Tuesday in the afternoon would work for me. I may have 1 other girl join me.

REFERRAL TEXT #3

(Reply). Okay perfect. Doesn’t 1:00 pm or 4:00 pm work best for you? What’s your address and I’ll create a text invite for you to send to her.

REFERRAL TEXT #4...SEND A FEW DAYS LATER

Hi _____! My assistant is wrapping all of your gifts as I type this! I’m so excited to give them to you and your girls! Go ahead and copy and send the two texts below. I would go ahead and send it to 15 people, that way 7-8 will show. And if all 15 RSVP YES...then I’ll just have to go ahead and break the rules and give you more free stuff away! Shhh, don’t tell! (Crying laughing emoji, Monkey hiding emoji) Excited to meet you on Friday! I’ll keep you updated on who responds! If I get responses starting tonight, you get a free full sized mascara!

TEXT FOR REFERRAL TO SEND TO HER FRIENDS

Hey friend! I'm super excited! Last week I was gifted a pampering package for myself and 7 of my friends from Mary Kay!! You know how much I LOVE you, so you are one of the 7 that I picked! (See the invitation below). Part of my package was that you get a customized swag bag with some fun products in it! Can you text _____ at _____ with your RSVP and so that she can make sure she customizes your swag bag with products YOU WILL LOVE?!

REPLY TO HER FRIEND

Hi _____. It's _____. I just wanted to RSVP to _____ party on Tuesday.

(Reply) Hi _____! Super excited to meet you Tuesday! For your gift bag, do you want more makeup or skin care? Also, please answer these questions so I can come prepared for you...

1. Have you ever used Mary Kay before?

2. Is there anything going on with your skin currently that I can help you with? (pink bow emoji's)

- _____ (your name).

IMPORTANT THINGS TO REMEMBER

.....

With all of these scripts the recipient gets the \$25 gift card when she shares her facial package with two or more friends. (You can certainly create/offer anything else for hosting that you'd like). Otherwise I offer a free gift for an individual facial or double facial (like one of the mini mascaras or eye makeup removers, for example).

Remember you want to have individual appointments come all at one time to the events you've pre-scheduled in your home or bring to your meeting. (That way you're not running around doing just individual facials if you can avoid that).

Always honor the Mary Kay go-give spirit and honor the golden rule and make sure anyone you schedule doesn't already have a Mary Kay consultant. Ask enough questions to avoid any awkward situations.

Also...if you want to reach out to someone on Facebook (because you don't have her phone number, for example) you can use messenger and privately message her FIRST a voice message (look for the little microphone on your app - a lot of people don't even know this is available) and then a little while later message her a written message on messenger.

full circle coaching

"A class worth booking, is a class worth coaching!"

HOSTESS INFO

Name _____
 Phone _____
 Email _____
 Address _____
 Booking Gift? _____

CLASS INFO

Date/Time _____
 Hostess Gift? _____
 Party Theme _____
 Pre-Profiled _____

DATE BOOKED:

GUEST LIST

Name	Phone	Email	Pre-Profiled	Confirmed

WITHIN 24 HOURS

- Send Thank You/Hostess Packet
- Other _____

WITHIN 48 HOURS

- Add more guests to list
- What to say to guests:
Ask for emails Limited seating
Bring a friend If life happens
- Confirm guest attendance
- Class area, table, lighting, snack afterwards, during consultations
- Private consultation area
- Satin hands area
- Childcare arrangements
- Encourage 5 outside orders
- Hostess program reminder
- Promptness for all
- Communication is key

2 DAYS BEFORE PARTY

- Call guests to "Thanks for coming"
- Call hostess to confirm attendees & encourage outside orders

DAY BEFORE PARTY

- Prep for class
- Final reminder call to hostess

AFTER THE PARTY

.....

DAY AFTER PARTY

- File & add to InTouch
- Thank you notes, sent to ALL
- Thanks for being a great hostess
- Post WAS
- Follow up with Prospects
- Follow up those who didn't attend

DAY AFTER PARTY

- Number of guests?
- Number of sets sold?
- Number of bookings?
- Number of interviews?
- Total Retail Sales?
- Hostess final gift?
- What do I need to improve?

2 DAYS AFTER PARTY

- Call to check if products are performing well.

2 WEEKS AFTER PARTY

- Stop by or call to check in about products or questions

2 MONTHS AFTER PARTY

- Call to advise about reordering or email a reminder