

Scripts for Scheduling, Coaching & Following Up with Beauty on Demand Appointments

(BE SURE TO CHANGE IT TO YOUR NAME, THE KIND OF SESSION, ETC)

Once you have her Registered:

Hi {{firstName}}! You're booked and ready for your Beauty on Demand Session, Tuesday at 10am! I just left a voicemail, so you know I'm a real person :) Let me know what works best! Enjoy your custom pampering!

Text this on the day of her event:

I'm excited to hear what you think of today! There's a sheet you'll fill out during the event, snap a picture and send it to me afterwards and I'll make sure you're entered in the drawing! If you have any trouble or don't have your samples yet, just let me know and we can pick a different time. I'm excited to hear what you think, if you have 5-10 minutes for a quick chat later today/tomorrow I'd love to get your opinion on it! Have a fabulous day! Anna

5 Min after the event:

I hope you feel amazing and enjoyed the skincare! Don't forget to send me your sheet so you'll be entered in the drawing! If you haven't already let me know the best time in the next 24-48 hours to have a quick 5 minute chat, I'd love to hear your thoughts!

What to say during the phone call:

*Thank her for being on and ask what she thought of the format

*Then I say "I won't keep you long, but I like to go through each of the items on your sheet just so I know what you're thinking and not driving you nuts-HA HA!

- So for #1 it says you enjoyed ___the most-tell me about that!
- Then for #2 you put___, do you have a date in mind for that-do you want the same format or would you want to do it in person with me?
- For #3 (if she put FREE)-awesome, I have a quick google form your friends can fill out to get the samples-I'm texting it to you now. I see you put
- For #4-Tell me about the letter that you picked?
 - (If she put B tell her you have a great peek into pink in the same format) Can I register you for our next event so you get the product of the month free?
- Then for #6 I see you wrote that you're interested in ____, was that something you'd be interested in getting now? Was there anything else?

Thank her again-really try to get to know her but be quick!

SCRIPTS FOR WORKING WITH REFERRALS USING BEAUTY ON DEMAND

Text 1

Hi {{firstName}}! We don't know each other , but my name is Emily (I teach skincare with Mary Kay-that's me in the pic!) and we both know {{customer who gave referral}}! She did a skin sesh with me & had the opportunity to gift some "Don't leave your house or stretchy pants" free skin care care sessions to her favorite people, and you are one of them!! It's fast & fun, don't need download any platform or a camera ... you just get a goodie bag of samples and watch this Beauty on Demand Session that teaches you how to use them! I promised her I'd reach out to you about this gift! Do you prefer a text or call with the details? (If you decide it isn't for you after hearing about it, say the word so I can pass it along!)

SEE ON NEXT PAGE WHAT TO SAY IF SHE SAYS "TEXT" TO THIS

Text 2

Hi {{firstName}}! It's Anna w/Mary Kay again. Wasn't sure if you got my message about the virtual beauty on demand session and gift card {{lastName}} gifted you. My phone has been a little "extra special" lately and people haven't been getting my messages! I can text details if you'd like? Thanks!

Text 3

Hi {{firstName}}! It's Emily w/Mary Kay. I thought I would send details on the beauty session that {{custom2}} referred you to in case it sounded scary in my first texts lol First-there's no catch, just some self-care on the house on behalf of {{custom3}} :) It's a cleanser, moisturizer, and mask so you can treat yourself to a quick 45 min group virtual tutorial on how to use them! It's s super fun & with women from all over who comment & have fun too! (It's webinar format so you don't need to be on camera or download anything - Hallelujah!) People are loving how easy & fun this is! It also includes a 15 gift card to pamper yourself! Would you be up for trying it out? P.S. If you'd rather do an in-person girls' night version with friends, I may be able to make that happen too! XOXO Emily

Text 4

Hi {{firstName}}! I so apologize if I'm driving you crazy-I know how busy life gets especially with the holidays! I wasn't sure if were excited about the beauty on demand skin session and the gift card that {{lastName}} gifted you. Can you reply back and let me know A. Not interested, B. Interested but need more time to fit it in C. This day and time work best ___Thanks so much!!!

When the Referral says “Yes text Details” after 1st message:

**Yay! First - there's no catch, just some self-care on the house on behalf of {{custom3}} 😊 It's cleanser, moisturizer, and a coordinating mask treatment, along with a quick 45 min group virtual tutorial on how to use them that's super fun & with women from all over who comment & have fun too! (It's webinar format so you don't need to be on camera or download anything-Hallelujah!) 🙌 People are loving how easy & fun this is! It also includes a \$15 gift card to pamper yourself! Would you be up for trying it out? If so, I just need some basic info so I can send the samples and a link for the event :) P.S. If you'd rather do an in-person girls' night version with friends, I can probably make that happen too! XOXO
Emily**

Initial Post:

Hi ladies!! I'm looking to gift 30 women a Fun Free pampering Beauty on Demand Skin Session! If you or someone you know could use some extra TLC right now I'd love to share it with you! You don't even need to leave your house to enjoy it! There is no obligation to buy anything! It includes anti-aging skincare, a masking treatment, and more!

FB Group Lead Generating & Booking Scripts Con't ...

Text directly:

Hi! I'm so grateful and thankful that I can share this with you and I hope that it blesses you in this season of your life! There are two options- I'm with Mary Kay, not sure if you are familiar with our skincare/makeup but both options include Mary Kay products and a \$20 gift card towards any favorites for you to enjoy!

First Option: We can meet in person, gather a few friends/family or meet 1-1 to learn all the top skincare and makeup tips! It includes anti-aging skincare, a hand and lip treatment perfect for the season, and your choice of a mask treatment or step by step daily makeup look with foundation matching!

Second Option: If you are busy or just want to get quick glowing skin, I have Beauty on Demand! With this option, I'll mail you a sample pack of our anti-aging skincare and Mask for you to enjoy while watching a live group event (webinar style-so no need to download anything or be on camera:). Women from all over enjoy this event together- you're not on camera, just comment, ask questions, and enjoy a short 45 minute pampering session!

If they pick the first option go about booking as you normally would.

If they pick the 2nd option:

Awesome! It's super fun! I can get a pack of samples in the mail right away for you! I would just need some quick info so I can get you to the right place and get the samples sent your way ;) if you could fill out this simple form: (MAKE YOUR OWN GOOGLE FORM) Times are available every weekday at 7 AM, 11 AM, & 7 PM, and on Weekends at 8 AM, 10 AM, and 2 PM. You'll have fun and feel amazing afterwards!