

# Getting Started

## Booking your First Appointment

The secret to success with booking your first appointment is to use the MAGIC script shown below.

And you might be tempted to change the script, but don't! And here's why: This script has been tested on over 100,000 people over the past 5 years and it WORKS. Even if you change 3 words, it can lead to NO results. Yes, we've seen that happen.

You can add any friendly courtesies to the front like, "Hope your Dad is feeling better!" or "I missed you at the baseball game last night!" but other than that, you don't want to deviate from the script. It's perfection ☺ When you use this script, 1 out of 10 people will say yes and book an appointment.

### MAGIC SCRIPT:

Hi Kaytie! How are you? Okay, random question, so I am now a [Insert Company Name] 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 spa treatment, an anti-aging facial, plus expert foundation matching. Any chance you could be one of my 30?

That's it! Your goal is to send this script to everyone you know. And it has to be PERSONALIZED and INDIVIDUALLY sent to each person. If you mass message, you will get NO response. You can send this by text message, by email and by personal message on Facebook.

### How many people do you recommend I send this to?

Ideally, you want to send it to over 75-100 people on your first day. If you send it to 100, 10 will say yes. If more say yes, great! That's a blessing! Don't worry, 50% of what you book will cancel or reschedule, so it's recommended to overbook and even double and triple book the same time slot. It always works itself out.

### What do I say when they respond?

When they respond, "Yes..what is it?"

You say, "Great! Thank you so much! Basically, we pick a one and a half hour window that works best for you. Looks like I have an opening on Thursday at 6:30pm or Saturday at 11am. Do either of those work for you?" (only give two options)

You are welcome to schedule these at her home, your home or at your training center, if you have one.

She may say, "Let me get back to you..."

You say, "Okay sounds great. Okay if I text you to check in later tonight? I'm in a challenge to get these all set with times by midnight...we can even pencil in a time if need be. Thanks again for your support! I'm so excited about getting together!"

### **What do I say when I haven't set a date yet?**

The biggest challenge is to take someone from a YES to an actual date. So, if she ignores you, then in a day, follow up. And then follow up every three days very kindly and passively. This is called being assertive. It becomes PUSHY when she says, "I'm not interested" and you keep asking her. But as long as she has said she is interested, it's your job to get her booked for an appointment. Here is your assertive and non-pushy script, "Hi Cheryl! I know you were interested in being one of my 30 facials. Thanks again! My schedule just opened up for next week. I have a Tuesday at 6:30 available and I have a few other spots too on Saturday. Would Tuesday work or is maybe the weekend better?"

**Check in with this script every three days**, "Hi Cheryl! I'm getting close to finishing my 30 training facials and I still have ten more to go. I have you here on my list of people who said yes they would like a free facial, so I'm reaching out to get you scheduled. So, let's see...are you free this Sunday at 2pm? Or is like Monday night at 6:30pm better? Thanks again!"

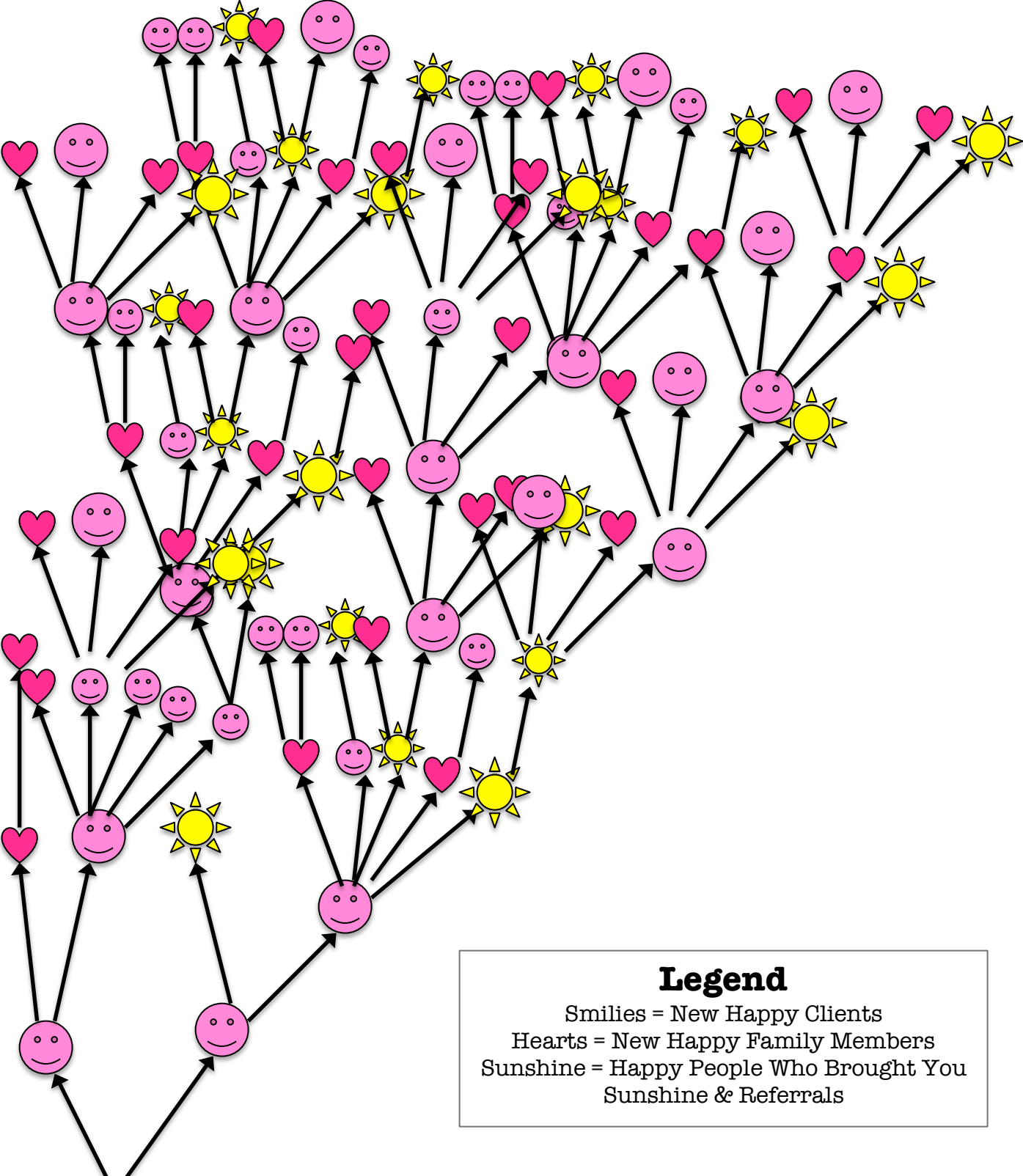
**Three days later**, "Hi Cheryl! We've been missing each other here...no worries! Are you still interested in the free facial or would you rather pass? I'd hate to bug you if you aren't interested. Let me know either way! Thanks again! ☺"

*So all of these messages are assertive, non-pushy messages and it shows you are a true professional that treats your business seriously and is totally committed to making your business a success.*

### **Now they have set a date and time...What do I say?**

You then say this, "Okay you are confirmed as one of my 30 pampering sessions this month on Saturday at 3pm. Your appointment will be from 3 to 4:30pm and we always start and end on time so you'll be out the door by 4:30. YOU ROCK! And, you can bring a few others along, like Mom, co-worker, neighbor or friend to help me reach my goal. Would you like me to reserve seats for anyone else? We fill up fast, so let me know asap and I'll make sure to add their name to our registration.

**How will my business build from just a few contacts?**



**Legend**  
Smilies = New Happy Clients  
Hearts = New Happy Family Members  
Sunshine = Happy People Who Brought You  
Sunshine & Referrals



## **I have referrals! What do I text them??**

### **To book someone from a Fabulous Referral Sheet:**

Hi Shannon, this is Jessica with [Insert Company Name]. I don't think we've met but Sarah Smith said text is the best way to reach you. She gave your name as a deserving woman to receive a complimentary [Insert Company Name] facial! Should I text or call you with the details? 😊

What I say when they say text me: Great! So you will receive an anti-aging facial, a spa microdermabrasion treatment plus a Spa Satin Pampering Hands treatment and we'll match your foundation shade! You'll be out the door in about an hour feeling refreshed! 😊 Would you be interested?

**You've Booked Them....Now What?**  
**How to follow up every few days to prevent cancellations...**

**The Secret is Pre-Profiling**

Coach ALL of your Bookings and Pre-Profile ALL Your Guests to build a relationship with your guests before they come to their appointment. Appointments will cancel if you skip this step, so it's the MOST IMPORTANT step.

**Send this text to your guest to Pre-Profile 3 days before the event:**

Hi Juliana, I'm super excited to see you on Saturday at 4pm. Can I text you a few quick questions about your skin to be prepared for your facial?

**Send this text to the guest of a friend 3 days before the event:**

Hey Kacie! Denise said your coming w/ her to the [Insert Company Name] appointment Sat @12pm! Fabulous! I'm so excited to meet you! Do you text? I have a few questions about your skin so I'm prepared for everyone! Thx, Your Name

**Here's the questions to send:**

1. Have you ever tried [Insert Company Name] before?
2. What are you currently using for your skin care?
3. What type of skin do you have dry, normal, combo or oily?
4. What would you change if you were to change anything about your skin- fine lines, dark circles, uneven skin tone, smaller pores, blemishes?

**If they have NEVER tried your products:**

Awesome thanks so much! I always love to pamper a [Insert Company Name] first timer! You will be blown away with the instant results! Can't wait to pamper you. It will be so much fun!

**If they HAVE tried your products:**

Awesome thanks so much! I always love to pamper someone who knows [Insert Company Name]. Do you have a consultant? I can't wait to pamper you and you'll see amazing, instant results. It will be so much fun.

**Then, you can send the address to them:**

(Use whatever address to your location)

The address is: xxx Main Street There is plenty of parking in the front of the building or behind. Looking forward to meeting you!

**Day Before Confirmation Text**

Hi Sarah! I've reserved your spot at the studio for tomorrow, so looking forward to seeing you at 11:30. Will it be you plus Joanie and Sam? We do have an opening for one more, if you had someone else last second. See you tomorrow. We will be done by 1pm and we always start and end on time. Your Name

**Day of Confirmation Text**

Good Morning, I'm super excited for the awesome pampering session today at 11:30. Can u come 5

minutes early to find parking and match your foundation???

**Once they say Yes, say this:**

Fabulous! I'll see you at 11:25(ish) and we will get started right at 11:30. Looking forward to it! We will be done by 1pm. Appointments take 1.5 hours. Thanks again!

**If she is ignoring you, say this:**

Hi Sarah! I haven't heard back from you and my phone's a little wacky sometimes with texting, so just wanted to check in again. I reserved a seat for you tomorrow at 11:30. Can you let me know by tonight at 5pm if you can make it? If I don't hear from you by 5pm tonight, I will have to open the spot up to someone else on our wait list, so totally let me know either way. Thanks so much!

## **Team Building After the Appointment**

**To Book someone for a coffee date with your recruiter or director:**

**To book someone for a Wednesday Night Call:**

Hi Melissa! This is random but I am in need of 3 volunteers to listen in on a [Insert Company Name] informational call tonight from 9-9:30. You can dial in from your cellphone. Any chance you can listen in?! I give you any [Insert Company Name] item at half off for helping me!

**To book someone for a coffee date to hear more about the Opportunity:**

Hey question for you... I meet with 3 women a week over coffee to practice sharing [Insert Company Name]'s company info. That keeps me on track for my free [Insert Company Name] car!! Would you be free for like 20 mins sometime tomorrow or next week sometime to meet with me? Coffee is my treat and I bring you a little gift!"