

# THE 21 DAY REVOLUTION

## PROVEN Booking Method

6 scripts based on contact type/purpose

*Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember, you can achieve.*  
- Mary Kay Ash

# Winner

 cold leads who have won something from facial box, customer appreciation, vendor booth, etc.

## Day 1

### **Voicemail message 1: (R1) ...REALLY EXCITING for her to win! = code letter R**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay ... and I'm calling with some fun news! I just picked your name as one of my winners from the \_\_\_\_\_ event! YOU have won a fabulous facial treatment for you & your friends— completely FREE! CONGRATULATIONS! I can't wait to share more details with you, so please call me at \_\_\_\_\_. Again, CONGRATULATIONS!

### **Text 1:**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay! I left you a voicemail message earlier today & wanted to make sure you received it. YOU were 1 of my WINNERS! CONGRATULATIONS! Please contact me ASAP for details! If I don't hear back from you, I will follow up in 3 days.

## Day 4

### **Voicemail message 2: (R2)**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay again. I'm just following up with you because YOU are 1 of the WINNERS from the \_\_\_\_\_ event. I have an AWESOME prize waiting for YOU! Please contact me as soon as you can so we can go over the details. I know you're super busy, so if I don't hear from you, I'll follow up again in a few days.

### **Text 2:**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay checking back with you. I left you another quick voicemail. I haven't heard back from you & wanted to be sure you are getting my messages so you don't miss out on the fabulous FREE pampering session YOU WON for you & your friends! I can't wait to go over the details with you!

## Day 7

### **Voicemail message 3: (R3)**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay following up one last time regarding your pampering session. If I don't hear back from you, I will assume you are super busy & will select another winner for the time being & then follow up with you in a few months.

### **Text 3:**

Hi, \_\_\_\_\_ It's \_\_\_\_\_ (Becky) with Mary Kay trying one last time to contact you regarding your pampering session. Please contact me TODAY to book this fun appointment. If I don't hear back from you, I'll assume you're really busy right now and will follow up in a few months!.

### **If she ANSWERS the call & you can talk LIVE:**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay. I'm so excited I reached you! YOUR NAME was chosen as one of our winners from the \_\_\_\_\_ event! You have a FABULOUS facial treatment completely FREE for you & your friends! CONGRATULATIONS! With whom would you like to share this? ....(mom, sister, friend)... We'll do the facial treatment with Deep cleansing, hydration, anti-aging, the hand treatment, the lip treatment, & a perfect color match for foundation for everyone! ...and right now my office is reserving times for this next week. Which day Works better for you? During the week or the weekend? (Give 2 CHOICES) Great! I'm super excited to get together with you on \_\_\_\_\_ (date & time). What type of skin do you have? I'll be contacting your friends too to ask them the same information. Let me just write down their phone numbers. Thank you! I'll be in touch with you in the next few days to remind you!

# New Consultants

## Calling friends & family

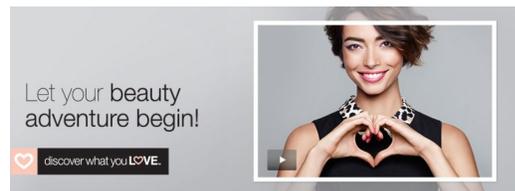
### Day 1

#### **Voicemail message 1: (N1) ...NEW Consultant = code letter N**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky) I'm super excited because I just started my own business teaching skin care and makeup application with Mary Kay! I have selected 10 women I my life to receive complementary pampering sessions and gift cards ... and YOU are one of them! Please contact me ASAP so I can give you the details!

#### **Text 1:**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky)! I left you a voicemail message earlier today & wanted to be 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'll follow up in 3 days.



### Day 4

#### **Voicemail message 2 (N2)**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky) again. I would love to talk with you about the FREE facial package and gift card I have for YOU! It will be super fun to get together and it will help me jumpstart my business. Please connect with me when you can! I know you're super busy, so I will follow up again in a few days if I don't hear from you.

#### **Text 2:**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky). I left you another quick voicemail message . I haven't heard back from you & wanted to be sure you are getting my messages so YOU don't MISS OUT on the FREE facial package & gift card! I can't wait to go over all the details with you!

### Day 7

#### **Voicemail message 3 (N3)**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky) just following up with you one last time regarding your facial package. If I don't hear back from you, I'll just assume you're super busy and I'll get in touch with you in a couple of months.

#### **Text 3:**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky) trying one last time to reach you regarding your facial package and gift card I have for YOU! Please contact me TODAY to book a time for us to get together & have some fun! If I don't hear back from you, I'll assume you're really busy right now & will get in touch with you in a few months!

#### **If she ANSWERS the call & you can talk LIVE:**

Hi \_\_\_\_\_, it's \_\_\_\_\_ (Becky)! I'm so glad I was able to reach YOU! I'm super excited because I just started my own business teaching skin care and makeup application with Mary Kay! I have selected 10 women I my life to receive complementary pampering sessions and gift cards ... and YOU are one of them! We'll do the facial treatment with Deep cleansing, hydration, anti-aging, the hand treatment, the lip treatment, & a perfect color match for foundation. I'm setting up my appointments for the next week. Which day Works better for you? During the week or the weekend? (Give 2 choices) Great! I'm super excited to get together with you on \_\_\_\_\_ (date & time). GREAT! ...You know that I can give you \$25 of FREE PRODUCT when you share your appointment with 2 other women (mom, sister, friend)? With whom would you like to share this? Or, if you'd like to earn even more.... (explain hostess credit & get INVITE list)... I'm super excited to see you on \_\_\_\_\_ (date & time). I'll be in touch with you to remind you in a few days.

# Warm Chatters

someone you've met & exchanged contact information with while out & about



## Day 1

### **Voicemail message 1: (B1) ...You are BLESSING others! = code letter B**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay. It was a pleasure meeting you yesterday at \_\_\_\_\_ (place). I'm calling to share some GREAT news with YOU! I am doing complementary skin care treatments for Spring (or other occasion) and am authorized to give away 10 gift cards of \$25 each this month... & I would love for YOU to have one! I can't wait to share more details with you, so please contact me at \_\_\_\_\_ (555-777-3535) .

### **Text 1:**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay. I left you a voicemail earlier today & wanted to be sure you received my message! I selected YOU to receive a complementary Spring pampering session & \$25 gift card! CONGRATULATIONS! Please contact me ASAP. If I don't hear from you , I will follow up in 3 days.

## Day 4

### **Voicemail message 2: (B2)**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay again. I would LOVE to talk with YOU about your Spring pampering session & gift card! It's completely FREE & I'm looking forward to getting to visit with you again. Please contact me when you can. I know you're super busy, so I will follow up with you again in a few days if I don't hear back from you.

### **Text 2:**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay again. I left you another quick voicemail. I haven't heard back from you & wanted to make sure you are getting my messages so you don't MISS OUT on your Spring pampering session & gift card! I can't wait to talk with you about the details!

## Day 7

### **Voicemail message 3: (B3)**

Hi \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay following up with you one last time regarding your FREE pampering session. If I don't hear from you, I'll assume you're just super busy & I'll pass this along to another winner for the time being & then follow up with you in a few months.

### **Text 3:**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay trying, it's one last time to reach you regarding your FREE pampering session & gift card. Please contact me TODAY to book this FUN appointment! If I don't hear back from you, I will assume you're really busy right now & I will follow up in a few months.

### **If she ANSWERS the call & you talk LIVE :**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay. It was a pleasure meeting you yesterday at \_\_\_\_\_ (place). I'm calling to share some GREAT news with YOU! I am doing complementary skin care treatments for Spring (or other occasion) and am authorized to give away 10 gift cards of \$25 each this month... & I would love for YOU to have one! CONGRATULATIONS! With whom would you like to share this? .....(mom, sister, friend).... We'll do the facial treatment with Deep cleansing, hydration, anti-aging, the hand treatment, the lip treatment, & a perfect color match for foundation for everyone! ...and right now my office is reserving times for this next week. Which day Works better for you? During the week or the weekend? (Give 2 examples) Great! I'm super excited to get together with you on \_\_\_\_\_ (date & time). What type of skin do you have? I'll be contacting your friends too to ask them the same information. Let me just write down their phone numbers. Thank you! I'll be in touch with you in the next few days to remind you!

# Seasoned Consultants

Calling friends, family, & customers



## Day 1

### **Voicemail message 1: (G1) ...GETTING restarted! = code letter G**

Hi, \_\_\_\_\_ it's \_\_\_\_\_ (Becky) with Mary Kay. I'm super excited to talk with YOU! I am authorized to select 10 women to receive ultimate facial packages (or makeovers) & a \$25 gift card... and YOU are at the top of my list! I can't wait to share the new products with you! Contact me ASAP & we can go over all the details! If I don't hear back from you, I'll follow up with you in 3 days.

### **Text 1:**

Hi, \_\_\_\_\_ it's \_\_\_\_\_ (Becky) with Mary Kay. I left you a voicemail message earlier today & wanted to be sure you received it! YOU were on the top of my list for a FREE pampering session w/all the new products & gift card! If I don't hear back from you, I will follow up with you in 3 days.

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## Day 4

### **Voicemail message 2: (G2)**

Hi, \_\_\_\_\_ it's \_\_\_\_\_ (Becky) with Mary Kay again. Just wanted to follow up with you regarding your Ultimate Facial Package (or makeover)! It's fast, it's fun, & it's FREE, plus I have a an awesome gift for YOU! Please contact me when you can. I know you're super busy so I will follow up with you again in a few days if I don't hear back from you.

### **Text 2:**

Hi, \_\_\_\_\_ it's \_\_\_\_\_ (Becky) with Mary Kay. I left you another quick voicemail message. I haven't heard back from you & wanted to be sure you are getting my messages so YOU don't MISS OUT on the FREE facial package & gift card! I can't wait to go over all the details with you!

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## Day 7

### **Voicemail message 3: (G3)**

Hi, \_\_\_\_\_ it's \_\_\_\_\_ (Becky) with Mary Kay following up one last time regarding your facial package. If I don't hear back from you, I will just assume you're super busy & follow up with you in a few months.

### **Text 3:**

Hi, \_\_\_\_\_ it's \_\_\_\_\_ (Becky) 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 & will follow up in a few months!

### **If she ANSWERS the call & you talk LIVE:**

Hi \_\_\_\_\_, it's \_\_\_\_\_ (Becky)! I'm so glad I was able to reach YOU! . I'm super excited to talk with YOU! I am authorized to select 10 women to receive ultimate facial packages (or makeovers) & a \$25 gift card... and YOU are at the top of my list! I can't wait to share the new products with you! I'm setting up my appointments for the next week. Which day Works better for you? During the week or the weekend? (Give 2 choices) Great! I'm super excited to get together with you on \_\_\_\_\_ (date & time). GREAT! ...PLUS I can give YOU a \$25 gift card for FREE PRODUCT when you share your appointment with 2 other women (mom, sister, friend)? With whom would you like to share this? Or, if you'd like to earn even more.... (explain hostess credit & get INVITE list)... I'm super excited to see you on \_\_\_\_\_ (date & time). I'll be in touch with you to remind you in a few days.

# Referrals

from your Customer Profile or FABULOUS game or others



## Day 1

### **Voicemail message 1: (O1) ...OTHER people = code letter O**

Hi \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay. I'm a friend of \_\_\_\_\_ (Mary Jones). She and I got together for a Mary Kay facial session a few days ago and she absolutely LOVED it! She thought that you would enjoy a facial too & a gift card from her. I can't wait to give you more details! Please contact me at: \_\_\_\_\_ (555-777-3535).

### **Text 1:**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay. I left a voicemail message for you today. I'm a friend of \_\_\_\_\_ (Mary Jones). She and I got together for a Mary Kay facial a few days ago & she absolutely LOVED it! She thought you would enjoy a facial too & a gift card from her! Let me know when is a good time to connect with you to go over the details!

*ALSO: send a text of photo of you & the person who recommended her to you (You & Mary Jones).*

## Day 4

### **Voicemail message 2: (O2)**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay & the friend of \_\_\_\_\_ (Mary Jones). I would LOVE to talk with you about your complementary facial and gift card! It's totally FREE! It's FUN & I know you'd LOVE it! I'm looking forward to getting together with YOU. Please contact me when you can. If you're really busy, I will follow up with you in the next few days if I don't hear back from you.

### **Text 2:**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky) again. I left you another quick voicemail message today. Remember that I am a friend of \_\_\_\_\_ (Mary Jones). Please contact me ASAP for the details. If I don't hear back from you, I'll get in touch with you again in a few days.

## Day 7

### **Voicemail message 3 (O3)**

Hi \_\_\_\_\_ it's \_\_\_\_\_ (Becky) with Mary Kay & a friend of \_\_\_\_\_ (Mary Jones). I'm just contacting you one more time about your COMPLEMENTARY facial & gift card! If I don't hear back from you, I'll assume you're super busy right now and will follow up with you in a few months.

### **Text 3:**

Hi, \_\_\_\_\_ it's \_\_\_\_\_ (Becky) with Mary Kay & a friend of \_\_\_\_\_ (Mary Jones). I'm trying to reach you one more time about your FREE facial & gift card. Please contact me TODAY to reserve a time for this FUN appointment! If I don't hear back from you, I will assume you're really busy right now & will be in touch with you in the next few months.

### **If she ANSWERS the call & you talk LIVE:**

Hi \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay. I'm a friend of \_\_\_\_\_ (Mary Jones). She and I got together for a Mary Kay facial session a few days ago and she absolutely LOVED it! She thought that you would enjoy a facial too & a gift card from her. We'll do the facial treatment with Deep cleansing, hydration, anti-aging, the hand treatment, the lip treatment, & a perfect color match for foundation. ...and right now my office is reserving times for this next week. Which day Works better for you? During the week or the weekend? (Give 2 examples) Great! I'm super excited to get together with you on \_\_\_\_\_ (date & time). GREAT! What type of skin do you have? Ok. GREAT! ....Oh, PLUS you get a gift of \$25 of FREE PRODUCT when you share your appointment with 2 other women (mom, sister, friend)? With whom would you like to share this? Or, if you'd like to earn even more.... (explain hostess credit & get INVITE list)... I'm super excited to see you on \_\_\_\_\_ (date & time). I'll be in touch with you to remind you in a few days.



calling your Preferred Customer Program customers



**Day 1**

**Voicemail message 1: (P1) ...PREFERRED customers = code letter P**

Hi \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay. Did you find your new LOOK book catalog in the mail yet? I'd love to get together with you & show you the new products & let you know about the special promotions I have for my preferred customers right now! Call me so we can set up a time to get together in the next 10 days: \_\_\_\_\_ (555-123-4567). If I don't hear from you, I'll follow up with you in the next 3 days.

**Text 1:**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay. I left a voicemail message for you today and want to be sure you received it. I'm super excited to show you the new products & exclusive promos for YOU! I have some openings during the week or weekend, so let me know what you prefer. I know you're super busy, so if I don't hear from you, I'll follow up in 3 days.

*ALSO: send a text of photo of the new products to her!*

**Day 4**

**Voicemail message 2: (P2)**

Hi \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay. I'm just checking to see if you got my message about the new catalog & let you know about your SPECIAL PERKS as my preferred customer. I know you are super busy, so get back to me when you can. I'll follow up with you in a few days if I don't hear back. I'm SUPER excited to get together with you & share the \_\_\_\_\_ (new product like Cellulite Cream) with YOU. I know you will LOVE it!

**Text 2:**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay just checking in with you again. I left a quick voicemail message with you and didn't hear back from you yet. Let me know when we can get together & I can share all the fabulous new products with YOU! I know you will LOVE them! Plus we can be sure you have everything you need to say looking beautiful! I know you're super busy, so I'll follow up with you in a few days if I don't hear back.

**Day 7**

**Voicemail message 3: (P3)**

Hi \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay. I'm trying one last time to reach you about the new LOOK book catalog & all the FABULOUS new products. The limited edition products sell out FAST! If I don't hear back from you, I'll assume you are really busy right now and I'll keep you on my list for next quarter.

**Text 3:**

Hi, \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay contacting you one last time. I left a quick voicemail message with you and didn't hear back from you yet. Let me know when we can get together for YOU to try all the NEW products & take advantage of the special promos I have for YOU! If I don't hear back from you, I'll assume you are really busy right now and I'll keep you on my list for next quarter.

**If she ANSWERS the call & you talk LIVE:**

Hi \_\_\_\_\_, it's \_\_\_\_\_ (Becky) with Mary Kay. Did you find your new LOOK book catalog in the mail yet? ... I'd love to get together with you & show you the FABULOUS new products. I have some openings during the week or weekend. Which works better for YOU? Great! Afternoon or evening? Great! PLUS, as 1 of my Preferred Customers, you get extra PERKS! YOU can receive the GIFT WITH PURCHASE—Did you see what it is? (explain it) .... PLUS I can also give you \$25 of FREE product when you share your appointment with just 2 friends—(mom, or sister, neighbor, or co-worker). Who would you like to share it with? GREAT! I'll write their names & numbers down & I'll give them each a quick phone call so I can be prepared with materials for them! I'm looking forward to seeing you on \_\_\_\_\_ (date/time). Have a GREAT day!