



twenty
day1

BOOKING
CHALLENGE

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#unleashed area

Schedule-at-a-Glance Outline of the 21-Day Challenge

Day 1: **START DAY**

- #1 Make a list of 30+ names and divide into 3 groups. The more the merrier.
- #2 Highlight 21 days on your calendar that you will designate for the challenge. It is ideal to have 21 days in a row, but realistically you may have some "off" days. Usually it takes a 30-day time frame to complete the 21 days of booking. Plan it out in advance on your calendar/agenda.
- #3 Plan how you will celebrate the completion of this challenge on Day 21.

Day 2: Call and text group 1 (1st connection)

Day 3: Call and text group 2 (1st connection)

Day 4: Call and text group 3 (1st connection)

Day 5: Go back to group 1 for your 2nd connection

Day 6: Go back to group 2 for your 2nd connection

Day 7: Go back to group 3 for your 2nd connection

Day 8: Go back to group 1 again for the 3rd and final connection

Day 9: Go back to group 2 again for the 3rd and final connection

Day 10: Go back to group 3 again for the 3rd and final connection

Day 11: **REGROUP DAY**

- #1 Make a new list of 30++ names and divide into 3 groups.
- #2 Move list of names you did not get a response from to 3 months from now. You can try them again in 90 days.
- #3 Make sure current bookings are well coached.

Day 12: Call and text group 1 (1st connection)

Day 13: Call and text group 2 (1st connection)

Day 14: Call and text group 3 (1st connection)

Day 15: Go back to group 1 for your 2nd connection

Day 16: Go back to group 2 for your 2nd connection

Day 17: Go back to group 3 for your 2nd connection

Day 18: Go back to group 1 again for the 3rd and final connection

Day 19: Go back to group 2 again for the 3rd and final connection

Day 20: Go back to group 3 again for the 3rd and final connection

Day 21: TIME TO CELEBRATE! You did it! How did it feel?

Scripts for contacting Friends, Family & Current Customers

A similar script can also be used by New Consultants booking and holding their 1st 30 faces or 1st 6 Beauty Experiences. Just add in a sentence or 2 about your goal.

1st CONNECTION CALL & TEXT SCRIPT

CALL: "Hi Ashley! This is Leah. I hope you're doing great! I wanted to let you know that Mary Kay released brand new spa-like beauty experience treatments!!! They are getting so popular! I'm looking for a handful of women to try it out & you get a gift! Would you like to do one?
(If you're leaving a voicemail, say the following): "Call or text back and I will give you some more details. I look forward to connecting and I will go ahead and follow up in a few days if I don't hear back."

TEXT (ideally later that day): Hi Ashley! I left you a quick voicemail and wanted to make sure you received it. You were on the top of my list to call. Let me know your honest opinion. I will follow up in a few days if I don't hear back."

(After she responds "yes") Awesome! Let's set a time for your experience- weekday or weekend?

(After setting a time over text) I'm super excited to get your feedback. I'll text you a pic of the new Beauty Experience package options - you tell me which sounds most appealing to you! Also I have to tell you about this brand new innovative Korean treatment- the Lifting Bio-Cellulose Mask... check out the "platinum" option on the flyer - you get a free treatment of this new incredible mask with the platinum package & I'm only offering 10 of them this month! & this has been the most popular package!

(After setting a time on the phone) For your Beauty experience, you have 4 package options to choose from! Each one comes with it's own special treatment, plus you can share your experience with friends, & when you do you can take home free products that you love! As you're checking out the flyer- make sure to check out the Platinum Package - this is the most popular. With the Platinum package you share your Experience with 8 of your favorite friends & you each choose the special treatment you want to do PLUS with this package you get a free treatment of our new Lifting Bio-Cellulose Mask! You also receive \$120 in products for only \$35! how does that sound to you?

(If she says yes I'll see if I can find 8 friends) Great! Go ahead and check with your friends & see who will join you! I recommend if you want to have 8 attend to invite 16-20. Go ahead and create an invite list so I can find out which treatment each person wants to do so I can customize the experience for them. I'll check in with you tomorrow for a list of who you're inviting- what's a good time to catch you- morning or afternoon?

(If she says I don't think I can get 8 friends) Oh that is ok! I'll send you a flyer of the package options & you can tell me which one is most appealing to you! The gold package is 5 friends & each of you choose your treatment plus you get free products , or the silver package is you and 3 friends & you all get the deep Cleansing charcoal mask experience! How many friends are you thinking you'd like to have there? (Send her the package options flyer)

If you don't hear back from her by the next day- call her to confirm & see which package she is most excited about!

Call her the next day to confirm her appt & find out which package she's excited about. See "coaching section" on what to say when confirming & following up

2nd CONNECTION CALL & TEXT SCRIPT:

CALL: "Hi Ashley, it's Leah! I wanted to follow up about the new spa-like beauty experience treatments. I'd love to get your opinion of the experience and the facial products will will use. Text or call back when you get the chance and we can go over the details. I know you're busy, so if I don't hear back, I will follow up in a couple of days."

TEXT: "Hi Ashley, I wanted to check back in about my voicemail. I didn't har back and wanted to make sure you heard it. Let me know what you think, I will follow up in a few days if I don't hear back. I hope you're great!"

3rd CONNECTION CALL & TEXT SCRIPT:

CALL: "Hi Ashley, it's Leah. I wanted to follow up one last time about your spa-like experience treatments. If I don't hear back from you I will assume you're super busy and I will follow up a couple months from now. I hope you're doing well!"

TEXT: Hi Ashley, I wanted to try one last time to connect at the spa-like experience treatments. Text me if you'd like to hear more and I will share the details. I know you are super busy so if I don't hear back I will follow up in a few months. I hope you're doing well."

Scripts for contacting Referrals

1st CONNECTION CALL & TEXT SCRIPT

CALL: "Hi Greta, this is Leah. You actually don't know me but your friend, Jessi Harper gave me your # to offer you a gift that she thought you would love because she enjoyed it so much. It's a complimentary spa-like beauty experience for you and your friends, plus a \$25 gift card to spend at the experience. You will love it. **(If you're leaving a voicemail, say the following):** "Call or text back and I will give you some more details. I look forward to connecting and I will go ahead and follow up in a few days if I don't hear back."

TEXT (ideally later that day): Hi Greta, this is Leah. You actually don't know me but your friend, Jessi Harper gave me your # to offer you a gift that she thought you would love. It's a complimentary spa-like beauty experience for you and your friends, plus a \$25 gift card to spend at the experience. Did she mention it to you?

(When she responds) Ok great I can call you real quick or text you the info! The experience includes a deep cleansing facial, hand, lip, & eye treatment, & a light makeup application that's optional! Would you prefer a Weekend or weekday opening? I'll see what's available.

(After setting a time through text) When we get together for your experience you have some options to choose from for treatments & packages that are included! I am going to send you the Beauty Experience Package options you can choose from so you can check that out, & I'll give you a quick call tomorrow to confirm & see which package you're most interested in! (Just a quick note about our brand new innovative Korean treatment- the Lifting Bio-Cellulose Mask... check out the "platinum option " - you get a free treatment of this & it has been the most popular package!

(After setting a time over the phone or in person) For your Beauty experience, you have 4 package options to choose from! Each one comes with it's own special treatment, plus you can share your experience with friends, & when you do you can take home free products that you love! As you're checking out the flyer- make sure to check out the Platinum Package - this is the most popular. With the Platinum package you share your Experience with 8 of your favorite friends & you each choose the special treatment you want to do PLUS with this package you get a free treatment of our new Lifting Bio-Cellulose Mask! You also receive \$120 in products for only \$35! how does that sound to you?

(If she says yes I'll see if I can find 8 friends) Great! Go ahead and check with your friends & see who will join you! I recommend if you want to have 8 attend to invite 16-20. I'll need an RSVP list so I can find out which treatment each person wants to do so I can customize the experience for them. I'll check in with you tomorrow for a list of who you're inviting- what's a good time to catch you- morning or afternoon?



(If she says I don't think I can get 8 friends) Oh that is ok! I'll send you a flyer a of the package options & you can tell me which one is most appealing to you! The gold package is 5 friends & each of you choose your treatment plus you get free products , or the silver package is you and 3 friends & you all get the deep Cleansing charcoal mask experience! How many friends are you thinking you'd like to have there?

Call her the next day to confirm her appt & find out which package she's excited about.

See "coaching section" on what to say when confirming & following up

2nd CONNECTION CALL & TEXT SCRIPT

CALL: "Hi Greta, this is Leah again, friends with Jessi Harper. I wanted to follow up about the beauty experience Jessi thought you would love. Text or call back when you get the chance and we can go over the details. I know you're busy, so if I don't hear back, I will follow up in a couple of days."

TEXT: "Hi Greta, this is Leah again, friends with Jessi Harper. I wanted to follow up about the beauty experience Jessi thought you would love. Text or call back when you get the chance and we can go over the details. I know you're busy, so if I don't hear back, I will follow up in a couple of days."

3rd CONNECTION CALL & TEXT SCRIPT

CALL: "Hi Greta, this is Leah, friends with Jessi Harper. I wanted to try one last time to connect about the Beauty Experience Jessi thought you would love. I am sure you're probably really busy, so I will follow up in a few months. Take care."

TEXT: "Hi Greta, this is Leah, friends with Jessi Harper. I wanted to try one last time to connect about the Beauty Experience Jessi thought you would love. I am sure you're probably really busy, so I will follow up in a few months. Take care."



Scripts for contacting leads from Facial Box or Networking Event

1st CONNECTION CALL & TEXT SCRIPT

CALL: "Hi Briana, this is Leah with Mary Kay (from the Girls Scout event!) You were one of the runner up winners! ☺☺ Congrats! You have won a spa-like beauty experience for you and your friends, plus a \$25 gift card to spend at the experience!" **(If leaving a voicemail):** Call or text back and we can go over the details. I look forward to connecting and I will go ahead and follow up in a few days if I don't hear back."

TEXT (ideally later that day): Hi Briana, this is Leah with Mary Kay (from the Girls Scout event!)! I left you a quick voicemail and wanted to make sure you received it. You won a spa-like beauty experience for you and your friends, plus a gift card. Text back if you are interested and I will give you more details. If I don't hear back, I will follow up in a few days."

(After she responds- if she doesn't respond within 2 days I'll call her): You won our new spa-like Beauty Experience Packages (you get to choose from a list!), where you receive a deep cleansing antiaging facial treatment plus a \$25 gift card you can redeem at your Beauty Experience!

(When she asks what's next): I can send you open times to choose from for us to do your experience! Would you prefer a weekday or weekend option?

(If you book her through text, after you choose the date): I am going to send you the Beauty Experience Package options you can choose from so you can check that out, & I'll give you a quick call tomorrow to confirm & see which package you're most interested in! (Just a quick note about our brand new innovative Korean treatment- the Bio-Cellulose Mask... check out the "platinum option" - you get a free treatment & this has been the most popular package!)

(If you book her on the phone or in person, after you choose the date): For your Beauty experience, you have 4 package options to choose from! Each one comes with it's own special treatment, plus you can share your experience with friends, & when you do you can take home free products that you love! As you're checking out the flyer- make sure to check out the Platinum Package - this is the most popular. With the Platinum package you share your Experience with 8 of your favorite friends & you each choose the special treatment you want to do PLUS with this package you get a free treatment of our new Lifting Bio-Cellulose Mask! You also receive \$120 in products for only \$35! how does that sound to you?

(If she says yes I'll see if I can find 8 friends): Great! Go ahead and check with your friends & see who will join you! I recommend if you want to have 8 attend to invite 16-20. I'll need an Rsvp list so I can find out which treatment each person wants to do so I can customize the experience for them. I'll check in with you tomorrow for a list of who you're inviting- what's a good time to catch you- morning or afternoon?

(If she says I don't think I can get 8 friends): Oh that is ok! I'll send you a flyer a of the package options & you can tell me which one is most appealing to you! The gold package is 5 friends & each of you choose your treatment plus you get free products , or the silver package is you and 3 friends & you all get the deep Cleansing charcoal mask experience! How many friends are you thinking you'd like to have there? (Send her the package options flyer)

Call her the next day to confirm her appt & find out which package she's excited about. See "coaching section" on what to say when confirming & following up

2nd CONNECTION CALL & TEXT SCRIPT

CALL: "Hi Ashley, it's Leah! I wanted to follow up about the new spa-like beauty experience treatments you won. Text or call back when you get the chance and we can go over the details. I know you're busy, so if I don't hear back, I will follow up in a couple of days."

TEXT: "Hi Ashley, I wanted to check back in about my voicemail. I didn't hear back and wanted to make sure you heard it. Let me know what you think, I will follow up in a few days if I don't hear back. I hope you're great!"

3rd CONNECTION CALL & TEXT SCRIPT

CALL: "Hi Ashley, it's Leah. I wanted to follow up one last time about your spa-like experience treatments. If I don't hear back from you I will assume you are super busy and I will follow up a couple months from now, if that's ok?"

TEXT: Hi Ashley, I wanted to try one last time to connect about the spa-like experience treatment you won. Text me if you'd like to hear more and I will share the details. I know you are super busy so if I don't hear back I will follow up in a few months. I hope you're doing well."