SCRIPTS

*TIP: personalize the 1st sentence. For example, "I thought of you because you've always been so encouraging!" or "I wanted you to be one of the first people I told!"

Introducing Your New Business & Website Link

Hey! 🩷 So I have some exciting news! I've started my own Mary Kay business! 🎉
I'm learning as I go, and I'd really love your support as I get things going!
I now have my own website where you can shop all kinds of skincare, makeup, and gifts. If you're needing anything, I'd be so grateful if you'd consider shopping with me!
And even if you're not shopping right now, sharing my link or passing my name along would mean the world!
Here's my website: [INSERT LINK]
Thank you for helping me get started! 💕

Asking to Listen to Share the Business

I need your help!
I need 15 women this month to hlep me with a training. I'm new in my business and training to be a leader in my company and need to practice some skills.
Would you be willing to let me send you a short 2 min video to watch and give your feedback on? This helps me soo much!!
Once she responds yes...send her this:

Thank you so much for saying, YES! I so appreciate you! Here is the link for video and survey feedback form. Once you submit, you'll receive a free lipgloss or lip balm as a thank you! http://elpiselites.com/#video

Ask for Referral from someone you've already facialed text

"Hi This is Stephi! I am trying to reach a goal this month by seeing 30 faces! Would you help me out by giving me a few names of people that you think would be interested? As a thank you for each referral…I will give you $10 gift certificate!! I promise not to bug them and will take super good care of anyone you refer! ☺ "

Booking for 30 Faces from Referral (see above)

"Hey! This is Stephi. I am doing a challenge to pamper 30 women this month and _____ thought of you! She said you are so [put something genuine in]. I would love to be able to give you some much needed pampering! We can easily do zoom, FaceTime, or in-person if local. It won't take but 30-45mins. May I count on you to help me with this?"

Booking from a Referral

"Hi! This is Stephi and I am a friend of _____. I am contacting you because I recently treated ____ to a makeover. And when asked who she would like to gift a complimentary pampering session and a $10 gift certificate, she thought of you! I would love to set that up so you can redeem your gift! Is there a day/time that is more convenient for you?"

After Warm Chat (call or text)

"Hey, _____! I just wanted to follow up because I was thankful that you were so nice today in (place where you met her). I didn't want to follow up with you too soon, but I didn't want for you to forget me! I'm looking forward to featuring you in my portfolio. Is there a day within the next week that works best for you?"

Random Cold Call via social media, 1

“Hey ____! I have a crazy question for you! I’m a skincare & beauty specialist. I wanted to connect with you and offer you a tailored skincare experience! You were in my “people you may know” and we have some mutual friends. You look so nice and beautiful! This is free and I love to be a source of joy & social connection for all women. We all could benefit from a little self-love & self-care! We would do this virtual or in-person if local. Is this something you would be interested in? Stephi “

Random Cold Call via social Media, 2

“Hey _____! I have a crazy question for you! I’m a skincare & beauty specialist and I’m putting together a portfolio of women. I wanted to ask if you would ever be willing to be the model in my portfolio and give me your opinion on the skin care? You are so beautiful! The pampering session would consist of customized skin care, exfoliation & mask treatment. Then glamour! Afterwards taking your headshot! This can be done in-person, Zoom or FaceTime. I know this is SO crazy since we’ve never even met, but would you ever be willing to do this? Stephi”

Listen For A Lippy > get someone to watch video/survey

“Hey, ____! I’m in training and need to share a little about what I do. It’s very easy…you watch a 2 min video and give me your opinion. That’s it! This may or may not be something for you and that’s ok! It’s very helpful to receive your feedback! As a thank you, you will get a free lip gloss or lip balm. Please click link and thank you so much for your help! https://forms.gle/GLGPXZoXmwpdw39J7

Listen For A Lippy > get someone to hop on a call or zoom

“Hey, ____! I’m in training and need 5 women to hop on the phone or zoom to listen about what we do! No pressure at all it’s just part of my education and training. Could you hop on the phone/zoom for 10 mins with me for a FREE lip gloss or lip balm as a thank you?”

Follow Up Booking after Convo

“Hi ___! This is Stephi, I hope your day is going well. I wanted to follow up with you after our conversation and see if we could get you scheduled? I am so excited to pamper you! Get back to me so I can reserve your time! Look forward to hearing from you!”

Follow up Booking after meeting

“Hey _____, this is Stephi! It was so nice meeting you at _____. I just wanted to thank you for being so nice to me, I’d love to get together for a pampering session! I would like to set a date for your makeover. Is there a day next week that would be best for your schedule?”

Ask Facial to Invite Friends

“A lot of ladies like to invite friends to join them for the fun. Can you think of anyone that might like to join us?”

Name from Lead Box

“Hi ___! This is Stephi and I wanted to touch base with you because you won the drawing for the FREE Pampering Sesh and gift Certificate with Mary Kay from the box at _____ I’d like to see when we could schedule your free session so you can redeem your gift?”

Booking Name from Vendor Event – Text 1st Contact

“Hi! This is *(your name*). I met you at *(vendor event)* on *(date).* Thank you so much for filling out the drawing slip at my booth. I am very excited to inform you that you have won the free pampering session and *(if they won something).* I would love to get you scheduled so you may redeem your gift. Congratulations! What days/times are best for you? ☺️

Booking Name from Vendor Event – Text 2nd Contact

Hi! This is *(your name).* I met you at (*vendor event)* in *(MONTH).* I am reaching out to you again as I know how texts can go into never never land. 🤪 I didn't want you to miss your opportunity to redeem the gift certificate you won. Text me back and we can get you scheduled to do in-person or do it over Zoom! ☺️

Booking Moms

"Hey ___! I hope that you are doing great! I just wanted to message you because I'm giving complementary makeovers to honor moms this month & I thought of you! I would love to give you a pampering session at my Beauty Studio in ____. Is this something that would ever interest you?"

Silent Helpers

"Hey ___! I am on the hunt for 20 "silent helpers" & I know you are the kind of person who would help a girl out> Basically I will create a special link for you, and you would it out to your friends and fam. Once you collect 10 orders of any size, I'll give you $50 in free products. Super simple, requires no major effort. Would you be willing to help me out."

Skin Analyzer App

"Hello ____! I am creating a test panel of 25 professional women to give feedback on Mary Kay's new Skin Analyzer app. Would you be one of my 25? Just download fit to your face, snap and send me your results for entry to win a special from me. Thanks for your help!! Download the Mary Kay Skin Analyzer app for FREE."

Starting Biz Booking Call

"Hi, ____! How are you? I started my own small business teaching skin care & color. Part of my training is to treat 30 women to a skin care pampering in my first month. You will be treated to customized skincare, mask & exfoliation treatment, a hand softening treatment, plus expert foundation matching. I am really excited to share this with you! Would you agree to be one of my special ladies to help me?"

Booking

1st Attempt -text

"Hi, XXX! Happy (spring,winter,summer,fall!) Hope you are doing well. I have an exciting goal in my Mary Kay business to pamper 30 faces this month! If I give you a FREE color product of your choice, would you help me out & be one of my face models? Is text or a call better to fill you in on details?"

1st Attempt- call

"Hey, Caroline! It's Michelle calling. I sent you a text message earlier today and wanted to make sure you received it! You were on the top of my list for a free pampering session and goodies. **Call me or text me back when you can, and I will fill you in on the details! If I don't hear back, I will follow-up in few days to make it easier for you. Thanks. I'm excited to tell you more."

2nd Attempt - text

"Hi, Caroline! It's Michelle. I get so many texts that I just wanted to check-in with you regarding your pampering & being my face model! And, I have a free product waiting for YOU because it's (spring,winter,summer,fall!) I know how super busy we all get, so I promise to follow-up again in a couple days if don't hear back from you first."

2nd Attempt - call

"Hey, Caroline! It's Michelle just had a quick minute and wanted to see if I might catch you. I can't wait to fill you in on all the details about my 30 pampering faces this month because life is so busy the last thing we think to do is make time for ourselves! I'll keep trying."

3rd Attempt - text

“Hey, Caroline! It’s Michelle following up with you one last time about being one of my 30 faces this month. ' I am realizing I have not heard back from you so you might just be super busy and it’s better if I check with you in a couple of months. (Either way will you do me a favor and if you need some pampering or you would rather take a pass for now.) Michelle

3rd Attempt - call

Hi, Caroline! It’s Michelle. Felt bad leaving you out, so I wanted to check one last time if you need a little pick me up pampering. Let me know what’s best, now or to follow up in a few months?! Thx

CONVERSATIONAL (Warm Chatting) BOOKING - by Megan 2019

- 💫💪 DISCLAIMER: Remember to approach warm chatting with CONFIDENCE!!! DRESS TO IMPRESS! 💫💪 Image means an NSD - level 10 confident woman would be drawn to you! Dress for the position & put forth the image you want to attract! 7 seconds to make a 1st impression!

Excuse me... My name is Megan! What's your name?

It's nice to meet you, (her name)!

I know this is crazy, but I'm a makeup artist with Mary Kay Cosmetics and I’m putting together a portfolio of face models this May! You are just so beautiful and (give sincere compliment). Would you ever be willing to be featured as the (blonde, brunette) model in my portfolio?

SHE SAYS YES: “Perfect! If I promise I won’t bother you, do you mind if I get your number?”

IF SHE SAYS “DO YOU HAVE A CARD?”: “ I do! Here’s my card. Also, if I promise I won’t bother you, do you mind if I get your number?”

BOOKING-

Current Customers: Hey (Her Name)! What’s going on girl?! I know how much you love your Mary Kay and me! I need your help! Listen the company has just challenged me to do 100 new faces in 90 days and I am really nervous because I do not know a whole lot of people and I know you do. (Her Name), would you be SO sweet, I can make it virtual or in person, and invite some friends PLEASE? 😊 I promise to make it worth your while!

A Friend: Megan Happy November!. Listen, I am a little nervous messaging you. I am trying something new with my Mary Kay business. I am super nervous and I was hoping you could help me out. As you know, I now work virtually with Mary Kay and I am starting to do a New Facebook Live or Zoom and I was hoping you’d be willing to be my first hostess for my party.

A Bestie / Family: I am in a contest to get 10 women to say yes by Friday and I know I can count on you Her Name! What day do you want? Do you want ___ or ____? “I will find the people for you you are booking a date” “You’re my sister you don’t get an option”

Your Bestie: Hey (Her Name)! Listen I am so excited about a big challenge I have with Mary Kay and I really really need your help. Like girl, I need your face and you need to have a few friends join you! So call me back and we need to pick a date!

Text/DM to Husbands @ Christmas

Hey (name)! How are you? I have a question, do you have a quick sec?
(he answers)
Great! Thanks so much! Would you be interested in getting your (fiancé, wife,girlfriend), Mom or both a stocking for Christmas? Women honestly get sad that they never get a stocking! It's loaded with MK goodies that she'll LOVE!
Ranging from $50-300! Plus FREE delivery! Most guys go with the $100 stocking but you can do any price range! Oh and by the way, you don't have to worry about what to pick out. I am the Santa pro. Can you let me know either way, thanks!

Fab 5 in 15 Script

Hi 👋🏻 _____! I'm in a contest to show 5 of my favorite Mary Kay products in 15 min to 30 customers over video chat between now- Dec 15th! Would you have 15 minutes to help me out? 💗🥰

Anniversary

Hey this is Stephi, I want to wish you a very Happy Anniversary! Hope you are doing well and miss seeing you. If you'd like to have a glamour appt for your Anniversary, text me! Lots of love to you for you special day.

Appt Set Up for Biz Bio

Great! I am so excited! You can either come to my beauty studio or we can do by zoom. You do not need to do a thing except show up. Includes complimentary customized facial, pampering mask treatment, hand exfoliation treatment and color matching for you. Just please bring a business bio that you would like me to display. Would you prefer in person or zoom?

Booking – Model

Good morning! This is Stephi! I hope your summer is going well and you've had some fun! I need your help, I need models to practice skincare & makeup application. It's totally free and I will give you a gift as a thank you! Would you be willing to be one of my models?

Text/Post for Apps

Who likes free stuff?? I'm looking for 30 women to help me out with a goal. :)

Anyone who downloads these apps and texts their results to me at 571-293-8679 will get a free gift from me!! Share with your friends and family, when they text me their results and your name, you'll both get a gift card for the next purchase!

Mirror me allows you to "try on" new makeup shades
Skin analyzer scans your face and recommends a regime for your skin type and concerns

must not have another Mary Kay consultant

Follow up after a several attempts with no response

Would love to show you the benefits of Mary Kay cosmetics and skincare. I would like to offer you a FREE facial and 25% off of your first purchase but no obligation to buy is necessary. Please let me know when you have some time to talk.

Scripts for Ghosters

She hasn't responded to the invite/ask...

Follow-Up 1 - after 3 days

Hi, Susie! Just wanted to follow up about the pampering packages. I'm mailing out more packages today. I didn't want you to miss out, so let me know if you are open to me tossing one in the mail for you! I know you're probably super busy, so I will follow up with you in a couple of days if I don't hear from you. 🤗

Follow-Up 2 - after 3 days

Morning! I'm just following up with you one last time about your pampering package! If you're anything like me, you check your messages in the middle of doing a million things LOL. Not sure if you are getting my messages, and it is totally okay if you're not interested! If I don't hear back from you, I'll assume you are super busy, and I'll look forward to hearing from you in the future.😊

She said YES, but has not yet answered skincare questions...

Follow-Up 1 - after 1 day

Morning, Susie! I am mailing out facial packages today, and I would love to get yours included. Here are a couple of questions I have about your skin type so I can customize it. 🤗 (Insert Pre-profile Google Form or questions)

Follow-Up 2 - after 3 days

Hey, girl! We've been missing each other here... No worries! Just following up one last time for your facial package. Were you still willing to get pampered? LOL If I don't hear from you, I will just assume you are really busy right now and follow up with you in a couple of months. 😃

She completed skincare questions, but she hasn't booked...

Follow-Up 1 - after 1 day

Morning, Susie! I am mailing out more facial packages today, and I would love to get yours included. We just need to pick a date to pamper you =) I have openings. Would you prefer the daytime or evenings?

Follow-Up 2 - after 3 days

Hey, girl! My books are filling up, and I would love to give you priority booking for your pampering session. How does an hour next week sound? 🤗

Follow-Up 3 - after 5 days

Hey, Susie! We've been missing each other here… No worries! Just following up one last time for your facial package. Were you still willing to get pampered? If I don't hear from you, I will assume you are really busy right now, and I will follow up with you in a couple of months. 😃

Appointment No-Shows

Follow-Up 1 - after 5-10 minutes
Ready whenever you are =) Let me know if you have any trouble jumping on.

Follow-Up 2 - after a few hours
Hi, Susie! I hope you are okay, and I am so sorry that I missed you at our session today! Perhaps we selected the wrong time. I would love to set a new date with you. Do you have a preference between daytime or evenings?

Follow-Up 3 - next day
Hey, girl. I haven't heard from you in a bit. I hope I didn't offend you or disrespect you in some way! I just want you to know that was never my intention. ✨Hope to hear from you soon.

Follow-Up 4- after 3 Days
Hey, Susie. We've been missing each other here… No worries! Just following up one last time for your facial package. Were you still willing to get pampered? LOL If I don't hear from you, I will just assume you are really busy right now and follow up with you in a couple of months. 😃