

# Boss Unit Booking Guide

Booking Tips & Frequently Asked Questions:

**Booking is the MOST important skill to master in your Mary Kay business! I hope these tips help you keep your datebook full!!**

**REMEMBER IF YOU DON'T ASK, THE ANSWER IS ALWAYS NO!**

**Q: Should I text or call people?**

A: It depends on your datebook. If you have a lot of bookings already up and you're busy holding appointments, texting allows you to still have time to book with everything going on. If you are trying to fill your datebook, I recommend calling AND texting as outlined in the 21 day booking tool email/video

**Q: Should I post about needing bookings on my Facebook page?**

A: It's a good idea to make an announcement on your facebook page letting people know you've started Mary Kay. I would necessarily rely or expect many if anyone to say "YES! I'd love to book!". It REALLY takes reaching out to people one on one. Its kind of like when people post they're fundraising and it doesn't inspire you to action, but when they reach out to you one-on-one it inspires them to donate.

**Q: How many people should I ask?**

A: There's no such thing as too many bookings (remember that some will reschedule or fall off), but keep in mind that about 1 in 3 people YOU ALREADY KNOW will book with you, 1 in 5 Bridal fair/facialbox/restaurant promo leads will book, and about 1 in 10 referrals will book. It's important to know these numbers so you can work backwards

**Q: What is the mass texting app you use?**

A: It's called Project Broadcast. I'd recommend it when you have customers and lots of referrals to work. It's \$10/month and allows you to mass text people but also have the ability to insert their names. I do have a referral link that you can use to get freebies, just shoot me a text!

**Q: How do I keep track of who I talked to?**

A: I recommend using the booking tracking sheet in the 21 day booking tool email!

**Q: I didn't get any response from some of my friends....what do I do?**

A: First question is did you follow up 3-5 times on the initial communication? It's normal to think we're bugging people, but so many people are busy and just simply forget to write back. It often takes the second, third, or even fourth try to hear back from people



# BOSS UNIT BOOKING-Create a picture with your availability

Creating a picture that you can send along with your texts serves a couple of different purposes:

1. Cell carriers won't break up a message if it's sent with a picture
2. It saves you time in booking-there isn't as much "back and forth" between you and your prospect.
3. They see YOUR face and feel more comfortable about booking

## BEAUTY SESSIONS WITH EMILY

AVAILABLE DURING THE DAY AND  
EVENING-ASK FOR TIME SLOTS

- Fri June 16th
- Sat June 17th@ 2pm
- Monday June 19th@ 5pm or earlier
- Thurs June 22nd
- Fri June 23rd
- Sunday July 2nd
- Wednesday July 5th
- Thurs July 6th
- Tues July 11th
- Wed July 12th
- Thurs July 13th
- Fri July 14th
- Sat July 15th
- Tues July 18th
- Wed July 19th



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VIRTUAL OR IN PERSON  
APPOINTMENTS

ALL PRODUCTS USED MEET THE  
EU SAFETY STANDARDS & ARE SAFE  
FOR SENSITIVE SKIN

WWW.MARYKAY.COM/EMILY SCHUETTE  
WWW.EMILYSCHUETTE.COM

# BOSS UNIT BOOKING -How to make the picture & biz card

## HOW TO MAKE THE AVAILABILITY PICTURE:

1. Click this link to access the Canva template to make one:

[https://www.canva.com/design/DAFT7bOX3ao/azBS8VAf6OT0CUSS8eiQvA/view?utm\\_content=DAFT7bOX3ao&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink&mode=preview](https://www.canva.com/design/DAFT7bOX3ao/azBS8VAf6OT0CUSS8eiQvA/view?utm_content=DAFT7bOX3ao&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

2. Be sure to include dates for makeover events & availability for you to come to them

## How to make a digital business card:



Go to [www.vistaprint.com](http://www.vistaprint.com). Click "business card"--make & design your card. Don't actually get them printed, click "preview" then click "larger preview"--go to the snipping tool on your computer and "take a snapshot"--you can then save it as a JPEG and VIOLA you have a biz card!

# BOSS UNIT SCRIPTS-Virtual Scripts

## **WHEN THEY SAY “ I HAVE TO CHECK WITH FRIENDS“:**

Awesome! If you let me know a date by Thursday of this week I'll add a Hydrogel eye patch treatment for you for your session. Just an extra gift for being on it!♥♥♥

## **AFTER IT'S BOOKED, SEND YOUR GOOGLE FORM LINK SCRIPT:**

What I have you and all your friends do is fill out this super simple registration link so I have everyone's skin care preferences etc. [forms.gle/6Vak18pJhkXGsT6Q7](https://forms.gle/6Vak18pJhkXGsT6Q7) The mail has been extra slow lately, so if everyone can have it filled out by this Sunday the 8th that'd be great.

## **SCRIPT FOR PICKING VIRTUAL TREATMENTS:**

Also, let me know if you'd like to do Skin care/makeup, skin care/microdermabrasion, skin care/facial peel, or skin care/multi-masking (charcoal mask & renewing gel mask) for your appointment. THANKS

## **SCRIPT FOR BOOKING PEOPLE THANKSGIVING THROUGH CHRISTMAS:**

During a booking conversation after they say “that sounds like fun:

“Awesome, do any of the dates I sent work? Just for extra fun, if you booked and hold between now and Christmas, you'll get an extra sheet mask treatment to pamper yourself in the meantime!

## **SCRIPT I SEND 1-2 DAYS BEFORE A VIRTUAL BEAUTY SESH:**

Hi {{firstName}}! It's Emily w/Mary Kay-aka “the over confirm queen☺"! Just some quick reminders about the virtual beauty sesh tomorrow at 7pm with June Ann... You'll want a wash cloth, the samples, the papers & a pen. Here is the zoom link again: <http://zoom.us/j/7215864991> . If you register on my shopping website before tomorrow [www.marykay.com/EmilySchuette](http://www.marykay.com/EmilySchuette) you'll get access to virtual makeover & other great apps! Lastly-I give a free fun earrings for anyone who does my career survey <https://forms.gle/LDnGRudzAYsmHVm58> - It's always fun, bring your questions & your fav beverage♥

## **SCRIPT I SEND IMMEDIATELY AFTER A BEAUTY SESH:**

Hi Ladies! It's Emily w/Mary Kay. Thanks for being on the beauty sesh today-♥!! Don't forget to text me your sheet ASAP for the prizes. Here is the info from today, I've attached Steals & deals-You can shop online [www.marykay.com/EmilySchuette](http://www.marykay.com/EmilySchuette) or just text me & let me know what you'd like-order. Order by tomorrow and get free shipping and a free travel sized item! If you'd like to join me or have virtual coffee just let me know! Have an amazing day!☺

# BOSS UNIT SCRIPTS-Add Emojis

## Booking your Virtual Kick off Party-New Consultants

### TEXT OR CALL 1:

Hi\_\_\_\_\_I have some news lol-I JUST started Mary Kay for some fun & extra cash in my life. I'm doing a pampering skin care/facial peel night on Friday March 13th at 7pm-do you want to get a free sample swag bag & have an hour of pampering, games, and girl time? If so-can you fill out the link this week for the swag bag? The first 5 to fill it out get a fun travel sized mascara! <https://forms.gle/TG7BNYx2DsknY9jy9>

### TEXT OR CALL 2-IF YOU DIDN'T HEAR ANYTHING BACK

Hi\_\_\_\_\_This is \_\_\_\_\_. Just following up from my first message--I know how busy life gets sometimes! Just wanted to see if you saw the invite for my fun virtual beauty sesh? If so, don't forget to fill out this registration link ASAP: <https://forms.gle/TG7BNYx2DsknY9jy9> . If it isn't your thing, that's ok too just let me know!

### TEXT OR CALL 2-IF THEY SAID YES, BUT HAVEN'T FILLED OUT THE LINK:

Hi\_\_\_\_\_Just checking in, I know you said "Yes" to my virtual beauty sesh and I know life gets crazy so you probs just forgot, but can you fill out this super easy link to get a sample swag bag? THANKS! <https://forms.gle/TG7BNYx2DsknY9jy9>

### TEXT OR CALL 3-IF YOU STILL HAVEN'T HEARD FROM THEM EITHER WAY:

Hi\_\_\_\_\_, \_\_again! Just checking in-not trying to drive you nuts, I promise, but I had a few spots open yet for my virtual beauty sesh and was wondering either way if you'd enjoy a free sample swag bag, pampering, and girl time from your home over zoom? If so can you let me know ASAP?

### TEXT OR CALL 3-IF THEY STILL HAVEN'T DONE THE LINK AFTER SAYING "YES"

Hi\_\_\_\_It's your fav friend, LOL! Can you please fill out the link today? The deadline is tonight to get a sample swag bag for my virtual beauty sesh. THANKS!

**Do not get down on YOURSELF if you need to reach out this many times. Life gets busy for so many people and they literally just forget. It isn't a gauge of interest in what you're offering, I promise!**



# BOSS UNIT SCRIPTS-Add Emojis

## **New consultant Booking for your 10 day booking challenge!**

### **TEXT OR CALL 1:**

Hi\_\_\_\_\_This is \_\_\_\_\_. I have NEWS!! LOL! I just decided to start my own business with Mary Kay as a beauty consultant. I'm loving it so far! I'm in a challenge to book 10 beauty/pampering sessions in my first 10 days to be held in the next month or so. It's pampering skin care & charcoal mask or microdermabrasion-you pick, and you can do it virtually (I send sample swag bags to your friends) or in person...any chance you could be one of my 10? I have dates I'm open in the pic!

### **TEXT OR CALL 2-IF YOU DIDN'T HEAR ANYTHING BACK**

Hi\_\_\_\_\_This is \_\_\_\_\_. Just following up from my first message--I know how busy life gets sometimes! Just wanted to check if you saw that I'm looking for 10 helpful friends that would love to be pampered to help me practice on them in a beauty sesh either virtually or in person? If it isn't your thing, that's ok too just let me know! Dates I have open are in the picture! THANKS!

### **TEXT OR CALL 3-IF YOU STILL HAVEN'T HEARD BACK:**

Hi\_\_\_\_\_This is \_\_\_\_\_. Just checking in again-let me know if I'm totally driving you nuts! I have \_\_\_\_\_booked so far and am looking for \_\_\_\_\_more. Let me know if you're able to help! I know you're busy, so you do get a free gift for helping me out!

### **TEXT OR CALL 4-IF YOU STILL HAVEN'T HEARD BACK & YOU'RE FEELING LIKE YOU'RE BUGGING THEM )**

Hi\_\_\_\_\_ Last message, I promise! Wasn't sure if you were busy or not interested-- either way is cool!. Here are my dates again. Can you reply back and let me know A. Not interested, B. Interested but getting my friends to pick a date is like herding cats☺ C. This date works for me. Thanks so much!!!

**Do not get down on YOURSELF if you need to reach out this many times. Life gets busy for so many people and they literally just forget. It isn't a gauge of interest in what you're offering, I promise!**

BOSS UNIT SCRIPTS-Add Emojis, **SEND YOUR PICTURE**

**WITH DATES WITH EACH MESSAGE!**

## **Booking your Referrals from Parties!**

### **TEXT OR CALL 1:**

Hi {{firstName}}! This is going to seem super random, but my name is Emily (I teach skin care and makeup with Mary Kay) and we both know {{custom2}}!

She did a Pore-cleansing skin care beauty sesh with me & had the opportunity to gift a free session to a couple of her favorite people & you are one of them!😊 I promised her I'd reach out to you! Do you prefer a text or call with the details?

### **WHEN SHE RESPONDS "TEXT"**

Sounds good-YAY! The Hydrogel session is casual & laid back & includes a hydrogel eye patch treatment, pore cleansing skin care & soothing hand AND lip treatment! You can have up to 8 ladies join in (most prefer that I come to them to make it a fun/relaxing girls night)! It also includes a gift card to spoil yourself on behalf of {{custom2}}! Does that sound like something you'd enjoy? If so dates are in the picture!

### **TEXT OR CALL 2-IF YOU DIDN'T HEAR ANYTHING BACK**

Hi {{firstName}}! It's Emily w/Mary Kay again. Wasn't sure if you got my message about the Hydrogel beauty sesh {{custom2}} referred you to. 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 OR CALL 3-IF YOU STILL HAVEN'T HEARD ANYTHING**

Hi {{firstName}}! It's Emily Schuette w/Mary Kay. I thought I would send details on the Hydrogel session that {{custom2}} referred you to in case it sounded scary in my first texts lol😊 It is casula/laid back & includes a hydrogel eye patch treatment, pore cleansing skin care & soothing hand AND lip treatment! You can have up to 8 ladies join in (most prefer that I come to them to make it a fun/relaxing girls night)! It also includes a gift card to spoil yourself on behalf of {{custom2}}! Does that sound like something you'd enjoy? If so dates are in the picture!

### **TEXT OR CALL 4-IF YOU STILL HAVEN'T HEARD ANYTHING**

Hi {{firstName}} I so apologize if I'm driving you crazy-I know how busy life gets. I wasn't sure if were excited about the Hydrogel/mask session & half price shopping spree that you can share with up to 8 friends for free that {{custom2}} gifted you. Here are my dates again. Can you reply back and let me know A. Not interested, B. Interested but getting my friends to pick a date is like herding cats😊 C. This date works for me \_ \_ \_ \_ . Thanks so much!!!



BOSS UNIT SCRIPTS-Add Emojis, **SEND YOUR PICTURE**

**WITH DATES WITH EACH MESSAGE!**

## **Booking your Everyday Hero Referrals from Parties!**

### **TEXT OR CALL 1:**

Hi {{firstName}}! This is Emily Schuette w/Mary Kay-I recently got together at a fun skin care/makeup beauty session with your friend {{custom2}} & I have something really special I want to share with you😊. She nominated you as one of her everyday heroes (She said you were {{custom10}} & {{custom11}})♥♥I'm really passionate about pampering & spoiling women who make a positive impact in our communities. Would it be okay if I text you the details about what I'm doing?

### **TEXT OR CALL 2-IF YOU DIDN'T HEAR ANYTHING BACK**

Hi {{firstName}}! It's Emily w/Mary Kay again. Just checking in to see if you got my first text about {{custom2}} nominating you as one of her everyday heros! My phone has been "off" lately and wanted to make sure you got it! It's fun pampering, spoiling & gift card for you on her behalf :) -let me know if a text or call with details is better?!

### **TEXT OR CALL 3-IF YOU STILL HAVEN'T HEARD ANYTHING**

Hi {{firstName}}! It's Emily Schuette w/Mary Kay-Let me know if you'd enjoy this-don't want to bug you😊! {{custom2}} gave me your name as one of her everyday heroes-here are details on how I spoil you if you'd enjoy it! It's a casual/laid back cleansing skin care consult (w/our 3D products), mask treatment (depending on skin type) or makeup lessons (I teach you how to shade/contour your eyes, find your perfect foundation shade & girl time! It's free for you & up to 8 friends. I usually just come right to you! There's no catch and it's super fun/pampering! Thanks!😊

### **TEXT OR CALL 4-IF YOU STILL HAVEN'T HEARD ANYTHING**

Hi {{firstName}} I so apologize if I'm driving you crazy-I know how busy life gets. I wasn't sure if you were excited about the skin care/makeup instruction/consult & gift card that you can share with up to 8 friends for free that {{custom2}} gifted you. Here are my dates again. Can you reply back and let me know A. Not interested, B. Interested but getting my friends to pick a date is like herding cats😊 C. This date works for me\_ \_ \_ \_ . Thanks so much!!!

# BOSS UNIT SCRIPTS-Add Emojis

## Booking “Promotional Leads“...expos, booths, restaurant promotions, fairs, facial box leads etc

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### TEXT OR CALL 1:

Hi \_\_\_! This is Emily Schuette-I met you at the \_\_\_\_\_. I wanted to reach you right away-we pulled your name as our winner from the drawing we did! CONGRATS! You won a Hydrogel/mask beauty session for you & up to 6 friends that’s like a spa at home! It also includes a gift card to spoil yourself- (everyone gets the treatments, YOU get the shopping spree)! It’s a fun girls night out and I usually come right to you (OR INSERT VIRTUAL IF YOU OFFER IT)-I’ve attached my dates-let me know which you’d like!?

### TEXT OR CALL 2-IF YOU DIDN’T HEAR ANYTHING BACK

Hi {{firstName}}! It’s Emily Schuette w/Mary Kay. I texted you about a fun Hydrogel/mask beauty session, & gift card that you won from \_\_\_\_\_. Wanted to check in & see if you’d enjoy that? My phone has been “Extra special“ lately and friends haven’t been getting my messages-! There’s no catch & it’s fun! Here are the dates that I have open again-Excited to meet you!-Emily😊 (TAKE OUT VIRTUAL OR IN PERSON WORDING IF YOU AREN’T WORKING THAT WAY!

### TEXT OR CALL 3-IF YOU STILL HAVEN’T HEARD ANYTHING

Hi {{firstName}}, It’s Emily w/Mary Kay. Wanted to check in again & see if you’d enjoy the Hydrogel/mask “spa at home“ beauty sesh you won from the\_\_\_\_\_? It’s free for up to 6 friends also. If it isn’t for you, I can pass it on to the next winner. You can do in person or virtual (I send fun swag bags) I also do games & free product prizes to make it a fun ladies night out. THANKS AGAIN!-Emily😊

### TEXT OR CALL 4-IF YOU STILL HAVEN’T HEARD ANYTHING

Hi {{firstName}} I so apologize if I’m driving you crazy! I wasn’t sure if you were excited about the Hydrogel/mask “spa at home“ beauty sesh that you can share with up to 6-8 friends for free that you won from the \_\_\_\_\_? Here are my dates again. Can you reply back and let me know A. Not interested, B. Interested but getting my friends to pick a date is like herding cats😊 C. This date works for me\_\_\_\_\_. Thanks so much!!!

### TEXT OR CALL 5-CHECKING BACK IN AFTER EXTENDED TIME OF NOT HEARING ANYTHING

Hi {{firstName}} Blast from the past! This is \_\_\_\_\_with Mary Kay. I was doing some “cleaning“ in my office and realized it must not have been a good time as I never heard back! I texted you about a fun “spa at home“ pampering beauty sesh & 1/2 price shopping spree you won from \_\_\_\_\_. Did you want to redeem it, gift it to someone, or pass?

# BOSS UNIT SCRIPTS-Other Scripts

## **FOLLOWING UP A COUPLE MONTHS LATER-OR LEADS YOU LET GO “STALE”**

Hi {{firstName}}! I'm so sorry!! I was cleaning out my office (Scary, right? 😊) and came across your name!!-I texted you this summer about a fun Hydrogel/mask pampering session & gift card you had won. I didn't realize I hadn't heard from you, but I also know how busy summer gets! Thought I'd reach out and see if you wanted to redeem it, gift it to someone, or pass? THANKS!!!

## **IF THEY ASK, “DOES IT COST ANYTHING?”**

No, it doesn't cost anything 😊. I teach you & any friends step by step skin care & mask treatment and I also do games and free product prizes to make it fun! I do bring products with in case anyone wants something, but if not that's ok too I'm fun and not pushy. It's fun girls night!

## **IF THEY SAY “YAY! BUT I HAVE TO CHECK WITH FRIENDS”**

Sounds great! Can't wait to meet everyone 😊. If you're able to let me know a date by Friday of this week I'll throw in an extra \_\_\_\_\_ treatment at your appointment for you and your friends! . Thanks!!!

## **IF I LEAVE A VOICEMAIL-THIS IS THE EXACT TEXT I SEND AFTERWARDS**

Hi {{firstName}}! It's Emily Schuette 😊. Sorry I missed you-I left a voicemail, let me know if that sounds like fun? 😊

## **IF THEY SAY “I'M NOT INTERESTED”**

No problem!! Thanks anyways...if you know anyone else you'd like to gift it to, just let me know!!

## **ONCE THEY PICK A DATE I SAY:**

Awesome! I'll send over a confirmation email with some skin care preference questions for you and your friends. I'll also check in closer to the appointment to see how many friends are joining you...is this your email \_\_\_\_\_? (Or what's the best place to email you at?)