Major kudos to the person, who originally developed this challenge! What a difference it has made for so many!

This packet was created by Sales Director Heather Pratt, and the scripts that are included were written by Senior Sales Director Beverly Taylor.

Items Needed

- Datebook/calendar with days/times marked when you are available to hold appointments
- Highlighting pens in these colors—yellow, orange, blue, pink, and purple
- This packet (You can have an office store copy and bind it with a coil binder, or you can print the pages and put them in a three-ring binder. Your choice. I suggest single-sided pages.)
- Committed time(s) each day to make booking attempts and follow-ups

Purpose of the 21-Day Challenge

- To make a habit of booking every day by breaking it down into manageable chunks.
- To give you an easy tracking system for making multiple contacts.

Who Can Use This Challenge

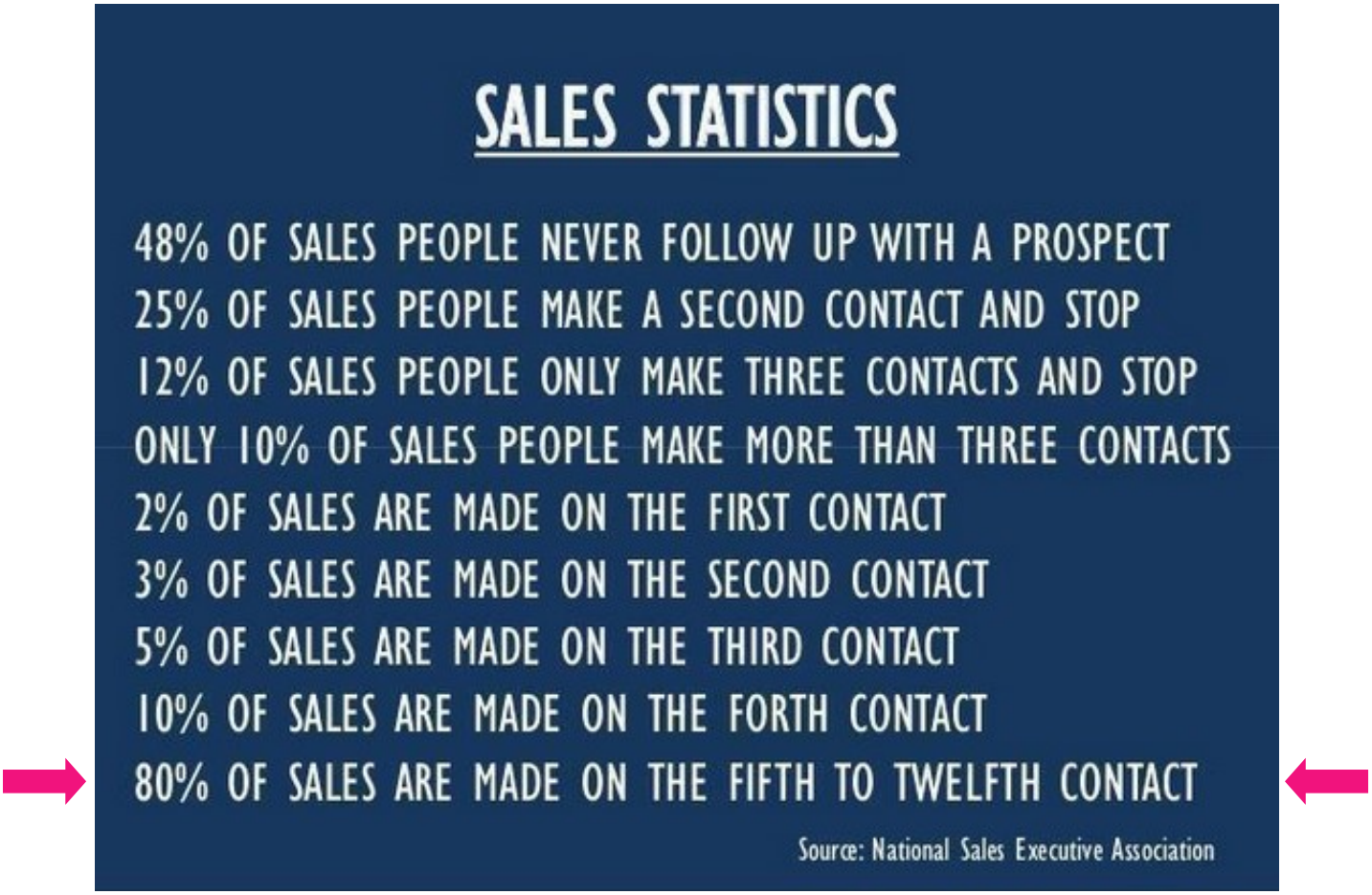
- **ANYONE!** There are scripts for a brand-new consultant, a seasoned consultant, referrals, warm-chatter leads, and more.

Do I Stop after 21 Days?

- **NO WAY!** You've created a new habit! Keep it up!

Why a System Like the 21-Day Challenge Is Needed

- Helps you track multiple booking attempts in an easy system because...



Where Do I Get My 30 Names?

- There are several ways to get your 30 names. Ask your director, if you need more help, but here are a few ideas.
    - Customers you've never met, who found you on your website. Referrals from other customers. Names from facial boxes. Customers you haven't seen in a long time. People you meet and warm chatter.

How Should I Contact People?

- As you are making your contact list, think about how you normally communicate with the person, if you already have a relationship with her, and use that method. If she's new to you, try calling or texting first.
- On the profile card and when she fills out the customer info. through your MK website, she tells you whether she wants to be contacted by phone, text, or email. Honor that!

Here's an example of how to fill out the tracking sheet. This example shows two days worth of attempts.

Made Effort | How Contacted Call/Text/FB/Email | Actually Talked With | Booked | Roll Forward

Name	Contact Info	1st try/ date		2nd try/ date		3rd try/ date		4th try/ date		5th try/ date		Notes
Andrea Fout	777-555-1212	C	4/11	C	4/14							Left msgs.
Courtney Brattain	777-555-1212	T	4/11									Booked—4/21/16
Beverly Rockett	777-555-1212	FB	4/11	FB	4/14							Read—no response yet
Freda Abernathy	momof3@gmail.com	E	4/11	E	4/14							No response yet
Leslie Andrews	777-555-1212	C	4/11									Booked—4/25/16
Jacqueline Murray	believe@yahoo.com	E	4/11									Booked—4/21/16
Robin Hanes	777-555-1212	T	4/11	T	4/14							No response yet
Ginger Kerris	777-555-1212	C	4/11									**Due w/2nd baby-call in two months**
Sherry Rowland	777-555-1212	T	4/11	T	4/14							No response yet
Melanie Taylor	onamission@gmail.com	E	4/11	E	4/14							Call in 2 weeks

Using Scripts

The following scripts are suggestions on how to word your booking attempt. Feel free to tweak them to make them sound more like you or use them word for word.

Booking Scripts and Follow-Up Scripts

New Consultant

Day 1
Hi _____! Okay, random question, so I'm now a Mary Kay 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, an anti-aging facial plus expert foundation matching. Any chance you would be one of my 30?

Day 4
Hi _____! Just wanted to follow up with you really quickly. My next 2 appt. openings are ___ or ____. Are you available? Thanks again, _____

Day 7
Hi _____! I really want to reach my 30 makeover goal, and I can do 4 women as easily as 1. If you share your appt. with 3 friends, you get $30 (or $50) FREE MK! Would you prefer a private facial or invite others? Either way, I'd love to meet with you!!

Script for when she says yes!!

Great! We pick a one hour window that works best for you. 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 nail down a date.

You then say this, "Okay you are confirmed as one of my 30 pampering sessions this month on Saturday at 3pm. YOU ROCK! Oh...and you can invite 2 - 5 others to join you (it would help me get to 30 faster too) and I'll totally hook you up with free products for doing that. Whatcha think...got anyone that might want a free facial too?

Message to a Friend/Family/Current Customer

Day 1
Hi _____! How are you? I just got my new spring products in and I need a few guinea pigs to give feedback on them so I can determine what to stock. Thought I'd ask you! Wanna be my guinea pig? Hugs, _____

Day 4
Hi _____! I still need a few guinea pigs (lol). Wanna be one? Hugs, _____

Day 7
Hi _____! This is _____ with Mary Kay trying one last time to reach you. If I don't hear back from you, I will assume you're super busy right now and will follow up in a few months!

Referrals from Customers

Day 1
Hey _____! This is _____ with Mary Kay we have a mutual friend- _____! Loved her from the first time I met her at a MK makeover! She was gifted 10 $15 gift cards that include a complimentary facial and color makeover & she wanted one of them to go to you! Should I call or text you with the details?

Day 4
Hi _____! It's _____ with Mary Kay. Just wanted to follow up and see if you were interested in the details of your pampering package from _____. It's totally fine if you aren't interested. I just always like to double check because I know how easy it is for texts to get buried haha! Hope you are having a good week!

Day 7
Hey_____, It's _____ following up one last time regarding the gift that was reserved for you by _____. If I don't hear back from you , I will assume you're just super busy and not interested in receiving the gift that was given to you for the time being and I will follow up with you in a couple months to see if timing is better then.

Great….She answered!
Oh, Hi_____! I'm so glad I reached you live! (then go into the script you are using) At the * say…So I'm setting up my appointments for the next week or so and wondering which works better for you an (afternoon or evening)…offer TWO choices. When you schedule the appointment do some preliminary coaching RIGHT NOW: __Confirm time/date, ___Explain that you'll be reaching out to her, ___ask her what she'd love to improve about her skin, ___what is she currently using to wash her face, ___would she like to learn more about her cheeks, lips or eyes!

Seasoned Consultant Contacting Friends, Family, and Customers

(Note: You don't have to give them a gift card. You choose their reward. Could be a product mini and you call it a special gift. Do what's best for YOU!)

Day 1
Hi_____! This is _____! Checking in with you to see if you are ready for a new Spring Look! I have a huge goal to do 15 of these in the next 2 weeks! Everyone who participates get a $20 Gift Card to spend at your makeover! Want in?

Day 4
Hi _____! Just following up with you regarding the Spring Makeover Appointment and $20 Gift card offer! Please connect with me when you can! I know you are super busy so I will follow up again in a couple days if you don't hear from you!

Day 7
Hi_____! Just following up one last time to see if you want to take advantage of my Special Spring Offer! If I don't hear back, I will assume you are just super busy and will follow up again in a couple of months!

Leads from Facial Boxes, etc.

Day 1
Hi____, This is _____with Mary Kay! Fun News….I just picked your name as one of my winners from the _____ show! You have won a fabulous Microdermabrasion Facial and gift! Congratulations! Text or Call back and I'll give you all the details! Can't wait to connect with you again! Congratulations!

Day 4
Hi_____, This is _____with Mary Kay again! Just wanted to follow up with you regarding your awesome prize! Please connect with me when you can ! I know you are super busy, so I will follow up again in a couple days if I don't hear back!

Day 7
Hi_____! Just following up on last time regarding your pampering session/ microdermabrasion facial! 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 and will follow up in a few months!

Warm Chatter etc.

Day 1
Hi_____! It's _____ with Mary Kay ! It was great meeting you yesterday! Just wanted to share some fun news! I am doing special Spring Makeovers right now and I have 10 $25 gift cards to give away in this month, and wanted YOU to have one! Call or text me back and I'll give you the details!

Day 4
Hi_____! It's _____ with Mary Kay! Just checking back in with you regarding the Spring Makeover and $25 Gift Card! It's fast, fun and FREE!! Please connect with me when you can! I know you are super busy so I'll follow up again in a couple days if I don't hear from you!

Day 7
Hi____ This is _____with Mary Kay trying 1 last time to reach you regarding your pampering session and gift card! Please call or text me today to book your appointment! If I don't hear back, I'll assume you are super busy and try you again in a couple months

Text You Can Have a Hostess Send to Her Friends

Hey friend! I'm super excited! I was gifted a pampering package for myself and 5 of my friends from Mary Kay on _____ at ____! You know how much I LOVE you so you are one of the 5 that I picked! Can you come?

If You Find Out That She Has a Consultant

Thank you so much for supporting our company! When you support one of us, you support all of us, so you are incredibly appreciated! Thank you for letting me know and I will leave you in your consultant's capable hands! Keep my number in case anything changes!

21-Day Challenge Tracking Sheet

☐ Made Effort ☐ How Contacted Call/Text/FB/Email ☐ Actually Talked With ☐ Booked ☐ Roll Forward

Name	Contact Info	1st try/ date	2nd try/ date	3rd try/ date	4th try/ date	5th try/ date	Notes

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Name	Contact Info	1st try/ date	2nd try/ date	3rd try/ date	4th try/ date	5th try/ date	Notes

Contact in January

Name	Contact Info	When Originally Contacted	Notes

Contact in February

Name	Contact Info	When Originally Contacted	Notes

Contact in March

Name	Contact Info	When Originally Contacted	Notes

Contact in April

Name	Contact Info	When Originally Contacted	Notes

Contact in May

Name	Contact Info	When Originally Contacted	Notes

Contact in June

Name	Contact Info	When Originally Contacted	Notes

Contact in July

Name	Contact Info	When Originally Contacted	Notes

Contact in August

Name	Contact Info	When Originally Contacted	Notes

Contact in September

Name	Contact Info	When Originally Contacted	Notes

Contact in October

Name	Contact Info	When Originally Contacted	Notes

Contact in November

Name	Contact Info	When Originally Contacted	Notes

Contact in December

Name	Contact Info	When Originally Contacted	Notes