Auri Hatheway’s New Consultant 30 Faces Booking Script

Before you call.
Do 10 jumping jacks or run around so you sound excited, out of breath, rushed and completely different than normal =)

What to say when you call.
“Hi, guest what, guess what, guess what? I just started a new business and I now teach skin care and color cosmetics with the #1 brand in America, Mary Kay. I have a HUGE goal to finish 30 practice faces & makeovers in 30 days and I immediately thought of you. There's no obligation I just need to borrow your face please. I am available 1. ___ 2. ___ 3. ___ date, which one works best for you? (Pause and Silence – wait for their response)

Take it one step further.
Sounds perfect. I just knew that I could count on you to help me out. Thank you for being a GREAT friend. I am so excited to see you on date at time. You know, its just as easy for me to do your face as it is for me to do yours and 2 friends...is there any reason why you couldn’t invite your mom and your sister or 2 friends to help me out? (Pause) Thank you so much...you’re the greatest. (Then mail her a handwritten thank you/reminder postcard)

What if no one answers?
NEVER, NEVER, NEVER, NEVER, NEVER, NEVER, NEVER leave a message. Wait for them to return the missed call and then say the script. When you leave a message you are adding to someone else's “Things To Do” list and you are setting yourself up for a disappointment if they don’t call you back. Just keep calling until you reach them live. :-)