



Appointments

GALORE
ONLINE & IN PERSON

.....

WEEK FOUR

BOOKING 101

When I was in direct sales, I found that the best strategy for helping my team book appointments was to actually give them a _____.

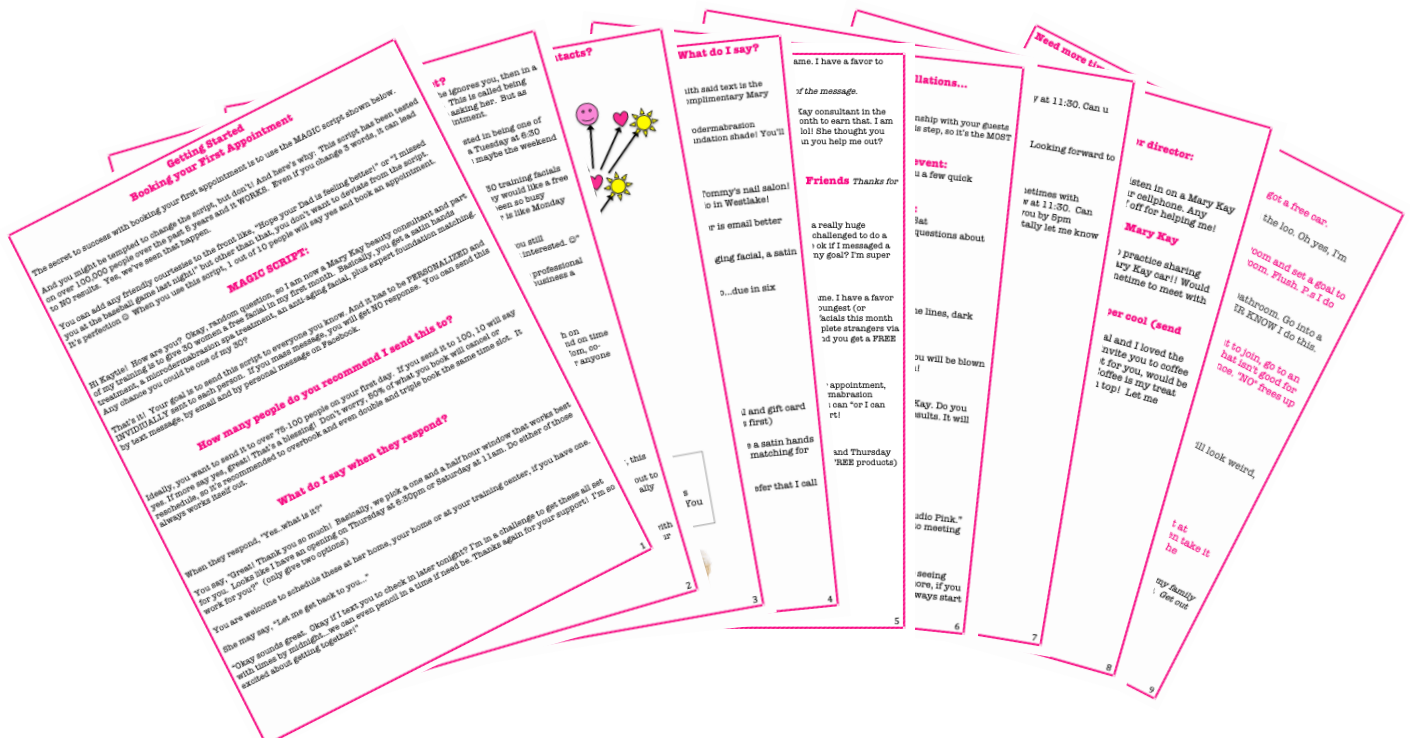
So, I created one for them to use as a _____.

I made sure to cover all of my key _____ strategies and also the questions that I was frequently asked so I wouldn't have to continuously repeat myself.

It covered things like getting started, scripts, what to say when people responded or didn't respond, how to set dates, using Facebook for referrals, and so on.

This is what the workbook I gave my team _____. It wasn't anything fancy, but it did have all the relevant information they needed for success. Evidence, that it doesn't have to be "perfect" you just have to get it done. I put this together in one evening after getting the kids down. It took probably three or so hours.

And, to help you, we created something for you on the next page.



YOUR OWN GUIDE

And, we redesigned it and made it even prettier for you, so if you'd like to create a booking guide for your team, you can easily, click this below, and edit this in Canva for your team.



CLICK HERE



YOUR OWN GUIDE

Booking 101

.....

**YOUR COMPLETE GUIDE TO BOOKING APPOINTMENTS,
MAGIC SCRIPTS & GETTING REFERRALS**

YOUR OWN GUIDE

Getting Started

BOOKING YOUR FIRST APPOINTMENT

The secret to success with booking your first appointment is to use the MAGIC script shown below. And you might be tempted to change the script, but don't!

And here's why: This script has been tested on over 100,000 people over the past 5 years and it WORKS.

Even if you change 3 words, it can lead to NO results.

Yes, we've seen that happen.

You can add any friendly courtesies to the front like, "Hope your Dad is feeling better!" or "I missed you at the baseball game last night!" but other than that, you don't want to deviate from the script. It's perfection. When you use this script, 1 out of 10 people will say yes and book an appointment.

MAGIC SCRIPT

Hi Allie! How are you? Okay, random question, so I am now a _____ consultant and part of my training is to give 30 women a free _____ my first month. Basically, you get a _____ treatment, a _____ treatment, a _____, plus expert _____. Any chance you could be one of my 30?

That's it! Your goal is to send this script to everyone you know. And it has to be PERSONALIZED and INDIVIDUALLY sent to each person.

If you mass message, you will get NO response. You can send this by text message, by email and by personal message on Facebook.

HOW MANY PEOPLE DO YOU RECOMMEND I SEND THIS TO?

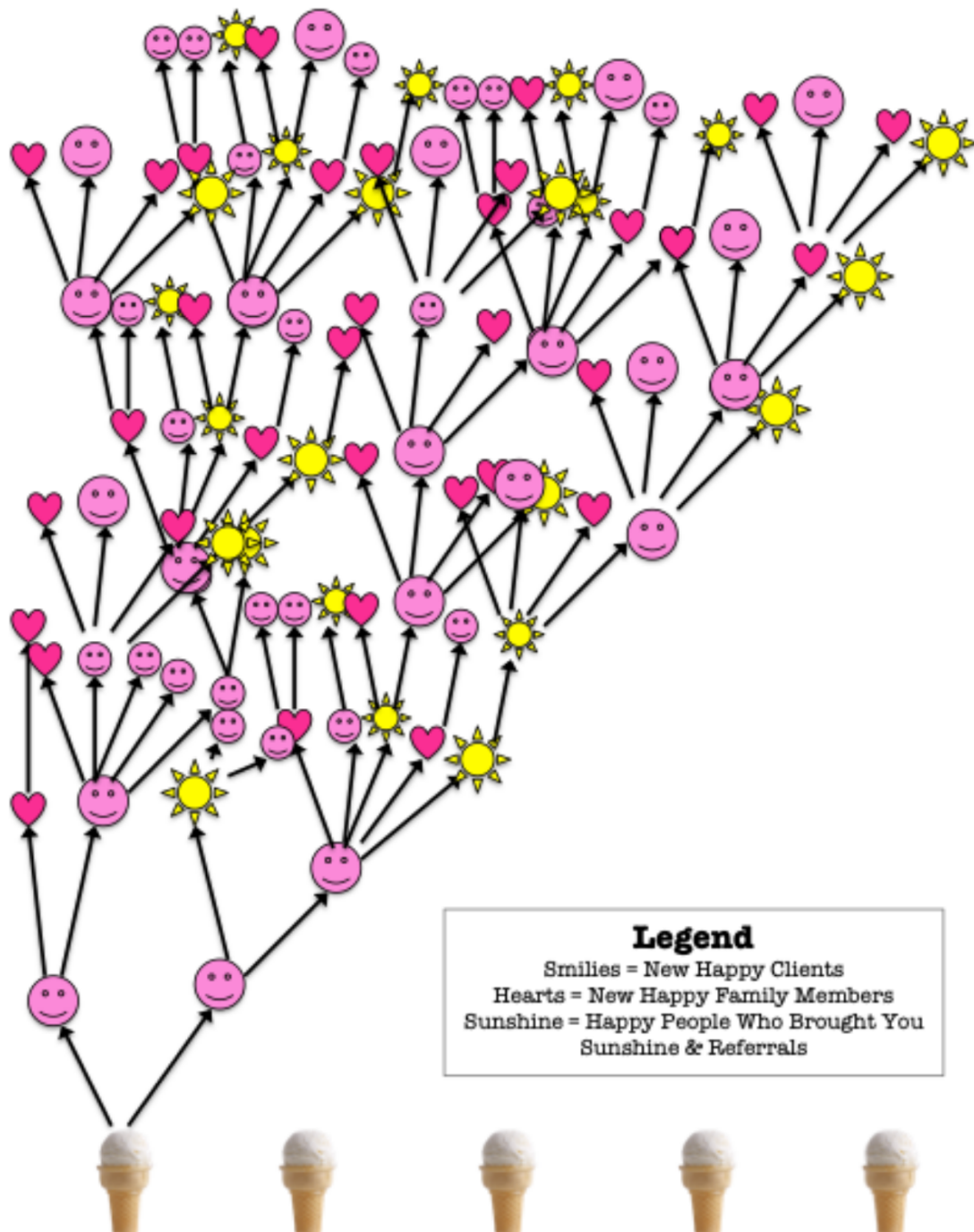
Ideally, you want to send it to over 75-100 people on your first day.

If you send it to 100, 10 will say yes. If more say yes, great! That's a blessing!

Don't worry, 50% of what you book will cancel or reschedule, so it's recommended to overbook and even double and triple book the same time slot. It always works itself out.

YOUR OWN GUIDE

HOW WILL MY BUSINESS BUILD FROM JUST A FEW CONTACTS?



YOUR OWN GUIDE

**"Our greatest weakness
lies in giving up. The most
certain way to succeed is
to always just try one
more time."**

-Thomas Edison

Booking 101

IMAGINE FOR A SECOND

That you took the time to create something _____ that represented _____ and trained your team at the same time, so you could stop worrying that they have all they need and you can focus on loving on your team and working your _____?



IMAGINE FOR A SECOND...

And you were able to hire a designer to make for you, so you look professional and feel confident you have given your team the best of the best.

Well, you can. And if you need a designer, I've spent years and years looking for one to help me. And, I have one that is AMAZING and inexpensive.

You can reach out to Daniel Meyer and let him know I sent you and ask for the \$10 per hour deal to get your graphics done.

You can even show him these photos and let him know that you 'd love to get similar graphics done like this.

This team also edits my Youtube videos and makes my Youtube Thumbnails. They are fabulously professional and super inexpensive.

Daniel Meyer
Email: danmeyer@dmaiph.com
Text: 925-595-4079



IMAGINE FOR A SECOND...

You could break your training down into:

- Week One: Navigating _____
- Week Two: Generating _____
- Week Three: Learning The _____
- Week Four: Booking Your Leads
- Week Five: Recruiting 101
- Week Six: Live Your _____ (Mindset, Financial Benefits)



BOOKING SCRIPTS

TEXTING LEAD JAR LEADS

First Message on Day 1:

Hi (client's name)! You entered our spa pampering package at (location and city) and you were chosen as THE grand prize winner!

This is Michelle Cunningham from "Company Name" in "Name of town".

Is it better to text you or would you prefer I call you?

Second Message on Day 3:

Hi(client's name)!! I have your pampering package that you won sitting on my desk here and wanted to check in.

You entered our spa pampering package contest at (location and city) and you were chosen at our Grand Prize Winner!

You get an ultimate pampering package for you and up to ten friends at my brand new studio in _____ (photo attached).

You'll get a _____ treatment, a micro _____ treatment, expert _____ matching plus a soothing _____ treatment. Better to text or call you to set it up?

Third Message on Day 7:

Hi [name]! Just wanted to check in to make sure my text went through ok :)

You entered our pampering package contest at [custom1] and you were chosen at THE grand prize winner!

Is it better to text you or would you prefer I call you with the details?

Or if you are super busy right now and would like me to check in in a month or so, I can do that too! Let me know what's best for you. :)

BOOKING SCRIPTS

TEXTING LEAD JAR LEADS

ME: Hi (client's name)! You entered our ____ package at (location and city) and you were chosen as THE grand prize winner! This is Michelle Cunningham from Company Name in Town. Is it better to text you or would you prefer I call you?

CLIENT: I am at work right now so texting is better, thank you!

ME: Great! So, basically you won our ____ Package at our new studio in ____ called Studio Happy! You and up to ten others will receive a 2 hour appointment where you will be totally pampered for free. You will get an ____, a ____ treatment, expert ____ plus a ____ treatment. I'll text a picture of my studio... it's posh with pink couches & chandeliers!

ME: We just need to pick an appointment that works best for your schedule and our studio schedule and then I can send the invite over to you. Do you prefer a weekend, weekday or weeknight?
Congratulations again!

CLIENT: I think probably a weekend depending on the date... I work every other weekend until 6pm, this being my weekend off. I could also do most weeknights after 7pm with the exception of Tuesdays.

ME: Ok would you have Saturday, December 10 off? If so, I have an opening at noon on December 10. I can also do Thursday, December 1 at 7pm.

CLIENT: I'd like Thursday, December 1 at 7pm please. Thank you!

ME: Okay perfect! Here is the invite for your upcoming appointment! We are so excited to meet you guys! If you want to keep a headcount of how many are coming, that would be great. Alternatively, I've included a text you can send with the invite to your friends and they can RSVP directly to me.

BOOKING SCRIPTS

INVITE SAMPLE

YOU WILL SEND THEM THIS SCRIPT TO SEND TO THEIR FRIENDS:



Hi friend!

I'm super excited!

I just WON a _____ Package for myself and ten of my friends from Company Name.

You know how much I LOVE you, so you are one of the ten that I picked.

And yes, it's free for you too. (See the Invitation attached).

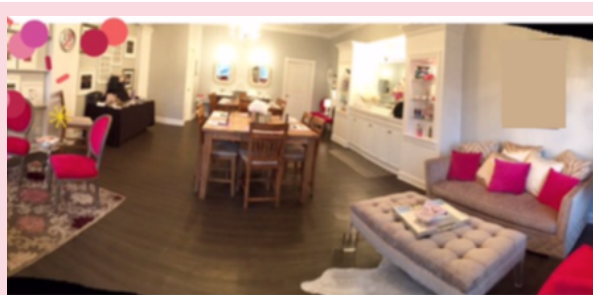
Part of my package was that you get to pick if you'd rather have the ultimate _____ or premium _____?

And would you prefer (version of product) or (other version of product)?

Can you make it??

Can you text Michelle at 834-333-3333 with your RSVP?

When you do, let her know 1- Ultimate or Premium | 2- Version A or Version B? Yay! So Excited! ”



sprinkles &
CONFETTI

GRAND PRIZE PACKAGE
Studio Pampering Session

Date: Saturday, December 3
Time: 12 PM to 2 PM

Location: Studio
Westlake (Studio is pictured above.)

You will receive a treatment, an expert treatment!
matching, plus a treatment!
You will leave looking and feeling rejuvenated!

BOOKING SCRIPTS

EMAILING LEAD JAR LEADS

Hi Sara!

I sent you a text message but I had your email too, so I figured I would email you just in case!

You entered to win a _____ package at Salad Land and you were chosen as our GRAND PRIZE winner!

Basically, you won an in home FREE pampering package for you and up to ten of your friends to be pampered for two hours.

You'll all receive _____ treatment, _____ treatments, expert _____ plus a _____ treatment that will make your _____ super soft.

And we use _____ products.

You'll leave feeling totally rejuvenated!

So...you can email me back or text me back.

And if you want to chat live, we can do that too!

Congrats again!

I'll keep your package on my desk here until we connect!

Chat soon,

Michelle Cunningham

Company Name

BOOKING SCRIPTS

CALLING LEAD JAR LEADS

The REAL Sounding IMPERFECT Phone Call:

You'll book double the amount of people if you leave them all a message or talk to them live to set the date. If you don't like the phone, use the APP Called SLYDIAL because if you don't like talking on the phone, it goes directly to voicemail.

Hi Sara!

This is Michelle with Company Name.

Okay, so uhm....awesome, you were.....(delay) our grand prize winner of our _____ pampering package that you entered at _____ Location..

YAY! Okay, so, let me read off what it includes:

A _____ treatment customized to your _____ type.

A _____ treatment that your hydrates your _____ for 24 hours.

A _____ that shrinks your _____ and makes your _____ ultra smooth.

Expert _____ so you'll get the perfect shade.

And the packages is totally free for you and up to ten of your friends.

Ummm, let me think...okay, I'll text you..maybe that's a better way to reach you.

Congratulations! Uhm....and you can text me or if you want to call....that works too.

Uhhh, okay! Congratulations by the way!!

Oh and my number, is blah blah blah. Bye!

BOOKING SCRIPTS

TEXTING LEAD FLYER LEADS

CLIENT: GLAMOUR

ME: Hello! This is Michelle, a local "Company Name" Consultant from "City".
Would it be better to call you or text you to schedule you for a free
_____?

CLIENT: Texting is fine.

ME: Okay, great! Here's the scoop. "Company name" is having a ____ contest
and I'm on a mission to do 200 ____ for the contest. So, I pick out the
perfect ____ for you, take a before picture and then I walk you through
how to use the products. Then I take a perfect headshot after. You in?

CLIENT: That sounds perfect!

ME: I'm open this Saturday from 12-2 or Friday 6-8pm. What works best for
you?

CLIENT: Friday works. Can I bring a friend?

ME: Awesome, you are confirmed for Friday at 6-8pm. I just checked and we
actually still have 3 spots opened that you can grab before they fill up.
Let me know ASAP how many you'd like and I'll reserve them before
they are full. Looking forward to meeting you all! And thanks for helping
with the contest!

CLIENT: Okay, we want all the 3 spots. My friends want to come.

ME: Okay perfect, I have confirmed four spots for you for Friday from 6-8pm.
Our address is _____ and we just ask that you arrive at 5:55pm so we can
start right at 6pm. And if for some reason you do need to cancel, please
just let us know 24 hours in advance. We will also have swag bags for
your group! Would you prefer more ____ or ____ in your swag bag?

CLIENT: We all want _____.

ME: Great! I'll send you a reminder in a day and looking forward to it!
Here's an invite for your friends you can forward along.

BOOKING SCRIPTS

THE FABULOUS GAME



You text them this:

Hi Shannon, This is Michelle with "Company Name."

I don't think we've met, but Sarah Smith said text is the best way to reach you.

She gave your name and number as a deserving woman to receive a complimentary _____!

Should I text or call you with the details?

When they say text me:

Great! So we will do a "Company Name" experience, a "different" treatment plus an "even more different" treatment!

And, we'll have a SWAG bag for you!

You'll be out the door in under two hours feeling refreshed!

I have an opening this Friday at 6pm or Saturday at 2pm at my studio in "City". Would either work for you?

BOOKING SCRIPTS

REACHING OUT TO FRIENDS & FAMILY

First Message:

Hi Kaytie! How are you? Okay, random question, so I am now a "Company Name" consultant/rep and part of my training is to give 30 women a free _____ in my first month.

Basically you get a _____ treatment, an _____ plus _____.

Any chance you could be one of my 30?

Second Message:

Oh cool!! Basically, we just need to pick a 2-hour window that works best for you. I am booking these on Friday evenings or Saturday afternoons. Which would be better for you?

Third Message:

Okay, Saturday works for you. Okay, I have Saturday, March 26th at 1pm or Saturday, April 16th at 4pm available. Which would work better for you?

Fourth Message:

Okay awesome! I've reserved Saturday, April 16th from 4:00 to 6 pm for you! And for the location, did you want to do your home or my home studio?

Note: If you are a member of a studio, and you only want to hold appointments at the studio, you can say this:

Fourth Message for Studio Members:

Okay awesome! I've reserved Saturday, April 16th from 4:00 to 6 pm for you at Studio Happy. Studio Happy is the cutest. It has a chandelier, pink couches and it super posh and relaxing and you don't have to clean your house!

(You can even send a photo of it.)

Fifth Message:

OK awesome! I reserved your appointment for Saturday, April 16th from 4-6pm at _____location! Oh and, I just checked the calendar and we have 3 more spots still open if you want to bring any family or friends along. Let me know ASAP how many of those seats you'd like me to grab for you before they fill up!

Sixth Message:

Would you want me to create a super cute little invite for you and I'll text it to you and you can forward it along to invite your friends?

BOOKING SCRIPTS

REACHING OUT TO FRIENDS & FAMILY

Seventh Message:

Okay, I have your invite ready so here it is and I've included a little text you can forward along with it.

💬 Hey friend! I'm super excited!

I am going to a _____ experience and I can bring 3 friends.

You know how much I LOVE you so you are one of the ten that I picked. Check out the date, can you make it?

Oh you can? Yay!

Ok, so part of my package was that you get a customized Swag Bag with some fun products in it! Can you text (my Rep) at (555-5555) with your RSVP so that she can make sure she customizes your swag bag with products YOU WILL LOVE! 💬

After Someone RSVPs:

Looking forward to meeting you! Here is a few questions so I can be best prepared for you!

(Ask 4 quick questions to customize their experience.) Can't wait to meet you!

Michelle Cunningham

Message To The Hostess:

Hi Sarah! I'm looking forward to your upcoming "Company Name" Appointment... Just wanted to let you know that Sally just RSVPed and Amy RSVPed yesterday! Let me know if anyone else is coming and I will keep you posted as more people RSVP's!

Message To The Hostess:

Hi Sarah! Tiffany just RSVPed that she is also coming! So far that's four people.

How awesome! I will keep you posted. It's going to be so much fun!

DAY BEFORE | Message To The Hostess:

Sarah! Looking forward to tomorrow at 4 PM. Just wanted to confirm a headcount... Will it be four people in total?

BOOKING SCRIPTS

REACHING OUT TO FRIENDS & FAMILY

DAY BEFORE | Message To ALL The ATTENDEES:

Tiffany! Looking forward to seeing you tomorrow at 4 PM at your "Company Name" appointment. The address is_____. We will begin right at 4 PM and will be done by 6 PM. You're welcome to arrive three minutes early so we can get you all your customizations created.

DAY OF THE APPOINTMENT:

Hi there! Can't wait to see you at 4 PM today. I have everything all set up for you! You're welcome to come a few minutes early so I can get everything set up! See you soon!

BOOKING SCRIPTS

ONLINE PARTIES | INVITE STRATEGY

How do I invite people?

Post this on Facebook:

Option 1: Looking for participants for a relaxing online event who would like to look *** using an *** line. All qualified participants will receive a variety of *** products in the mail to use from home and provide feedback. Post below if you'd like more details.

Option 2: Calling those who want to look *** and find the perfect ***! I have a unique opportunity for you to receive an at-home *** treatment plus *** from the comfort of your home . You can even wear your jammies. LOL. Comment below if you'd like the details.

Anyone who comments, you privately message them this:

Hi Jessica! Saw you were interested in a *** to try our *** line. We are having a Facebook Live event on Date and Day of week from 9pm to 9:30pm that you can participate in from the comfort of your home in your jammies. To be a participant, I just need to ask you a few questions to see if you qualify.

As a participant, you'll receive a packet in the mail with all of the products you'll need during Facebook Live. (Don't worry, no-one will see you applying the products on screen as you'll be watching a live tutorial.) First, are you free Date at 9pm? And have you ever used products from *** before? (Just confirm they don't already work with another person in your company)

BOOKING SCRIPTS

ONLINE PARTIES | INVITE STRATEGY

Okay, and for this program, we'll send you: (list all items)

The products are all (mention benefits).

You'll be taught by our incredible name and title who is very entertaining, I might add, on:

- *How to ****
- *The two things you should be doing that will have your WHATEVER BENEFITTING.*
- *The one thing you might be doing that might be BAD THING every time you do it.*
- *Discover the absolutely perfect *** for your *** and your ***.*
- *We just ask that you are available for about 30 minutes to watch the complete Facebook Event LIVE and provide your feedback about your experience. You will need to have access to a *** and have a *** handy.*
- *If you are available, I will send you a complete FANCY TITLE sample packet in the mail before the Facebook event.*

During the Facebook Live Event, we will take you through a virtual whatever you want to explain. You just use the products, relax and enjoy.

Are you available for about 30 minutes on date from 9 to 9:30pm to watch the Facebook event LIVE? And provide your honest feedback after the event? (Both are required to participate and receive a sample packet in the mail.)

Okay, cool! Here's the scoop! I will send you a package in the mail for you to use during the event. Do not use any of the samples before the LIVE event. By sending this package to you, you are committing to watching this Facebook Live event on date at 9pm. I am mailing this sample packet to you FREE of charge and you are agreeing to be a LIVE participant. A \$10 value.

I only ask that if an emergency comes up and you are unable to participate as agreed, that you will watch the replay within 3 days from airing. Your sample packet will still be FREE.

HOMEWORK WEEK FOUR

HOMEWORK: FINISH ALL THE BLANKS INSIDE THIS FOURTH WEEK & CREATE YOUR BOOKING / LEAD GENERATING GUIDE FOR YOUR TEAM

Comment On This

POST INSIDE THE MASSIVE MOVEMENT MAKERS FACEBOOK GROUP



ENTER TO WIN ANOTHER PRIZE BY POSTING YOUR KEY TAKEAWAY

Key Takeaway Comment

POST INSIDE THE MASSIVE MOVEMENT MAKERS FACEBOOK GROUP

