

## *Great email/text to book parties*

*Hi Meredith!! Happy Sunday! Do you think you could get a small group of ladies together for makeovers sometime this month? I'm in a contest to book at least one party for July before the end of the day. It can be a tentative date. Let me know your thoughts?*

## *Email sample of what to say when you are in a booking contest...*

Hi Sarah! Just left you a message and thought I'd try to reach you by email in case you can't answer now...I'm just in the middle of a massive contest with Mary Kay and I'm one away from winning so my team is waiting for me to get this done....

Wondering if you could help me out? Could you hold a Mary Kay party for me in the month of July? And when I say party that is only you plus 3 friends, nothing crazy big and takes under an hour. I have to get this booked ASAP because I am seriously in the middle of this contest my director gave us! SO what do you think??

Anyway...SORRY TO BE SO NUTSO! I will try to text you too! Our unit is almost at the Pink Cadillac level and to get there we need to hold 100 parties...so it's a huge deal! Thanks!! I will shoot you a text too! Love you!!

## *To a client that has cancelled in the past...*

So...I am in a HUGE contest and I need help. Can I ask you to hold a Mary Kay party for me? I'm (one away, two away, three away... from my goal) and I need help so I thought maybe we could reschedule your party? Even if it's just a quick 30 minutes of mommy and me pampering..or something simple that the ladies can come to with kids! We can make it super simple and fun! Whatcha think? I would be forever grateful and hook you up with lots of free Mary Kay for helping with the cause! Thanks Cara!! xoxo :) – Your Name

## *A sample text or Facebook message*

Hi Sarah! I just left you a message, but I'm in a contest so I had to text you too. Could get a few friends together for a Mary Kay party this month? I need ONE (or whatever number your goal is) more YES for this contest and could totally use your help! Let me know and I can text you more details! Xo, Michelle

## *Once they have said yes and you have set a date and set the location:*

Next step you can say something like this, "AWESOME!! YOU ARE THE BEST! THANK YOU!! Okay, sweet! To make it as easy as possible, I will send out your invites for you. Can you send me mailing addresses of everyone you want to invite in the next 24 hours? Once I get your guest list, you get a gift from my office.

And as another bonus, once you have three confirmed guests, let me know and you get another gift from me! There needs to be 4+ people in attendance (including you) for it to count. Love you so much! Thanks for your support!!