

BOOKING BASICS

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Are you a chicken? I am. I know, you think I'm an eagle, not a chicken. But I am an eagle because I book, book, book, book, book - anyway!

Booking is an attitude. If you believe that people want what you have...that you're providing them a service **that is free.**, there is no obligation to buy, she is going to learn something new, if you believe that, then guess what - you're going to do it! You're going to talk to people and share the opportunity with people. I wouldn't be doing my business if I didn't offer it to everyone.

What do you believe about your business? Do you believe that you are imposing on people? Or that other people have already asked?

Sit down and write the pros and cons of what a person receives when they attend a facial or a class with YOU. If you want to book, book, book, think "what does she get out of it if she books an appointment and doesn't buy anything, what does she gain?" Then you'll realize that it is almost selfish for us not to offer! We have the best-selling brand of in the US, and the only way to get it is through YOU.

If you are the marketing representative of a business...a dress shop, real estate, etc, how would you market your business? You would network and look for people who need dresses or homes. We do the exact same thing, except every woman washes their face and uses some cosmetics.

Everyone who walks by you is in your target market!!!

If a doctor didn't accept patients because he felt bad that he would make millions of dollars helping people, being a doctor, and I don't want to impose on them because I'm going to be making a profit on it.

Respect your business the same way. I feel that people need to know me. They need to be pampered. They need to know and experience this awesome Mary Kay product. They need to be looked as someone special or important at least an hour within their week and meet their needs. And they can walk away and buy nothing.

EVERYWHERE YOU GO hand out your business cards. Be professional. That is what you do everywhere you go.

“Oh, by the way, I’m with Mary Kay. Can I give you my card?”

If they get excited and give you a favorable response. “Who is your Consultant? Have you tried our new mineral powder products? Oh my gosh! I’ve got to get a new brochure to you... Would you give me your address and I’ll get one out to you?”

“Oh, by the way, I would love to give you my business card. You are so nice.” Don’t make a big deal about it...as if it is something that you do everywhere you go (and it should be).

While she is filling it out, I am the Queen of - “Oh, by the way.” I say:

“Oh, by the way, instead of using mannequins we use real faces for our training. Do you think you could come and be one of our models at our success event?”

Usually when I tear off what she filled out, often times I’ll write on the back of my business card the information on how to get to the event that I have invited her to. I write the directions on the back.

Then you say, “Oh, by the way, the more the merrier, and I find that when you come to something like this it’s fun to have a girlfriend to giggle with. So if you’d like to share your time with a few girlfriends then you’re more than welcome, and I’d love to get their opinion of our looks, too.”

For you coming I’ll give you \$20 in free products, and for every friend I’ll give you another \$10 in free products.”

2nd appt: It’s girlfriends at your kitchen table...no big cooking, just fun time together.

Hard Work Will Get You There

What are the things that you're longing in life?

What are your dreams? Your ambitions?

What are the steps you've been taking, my friend?

What are your rules? Your conditions?

What are you doing, to better your life?
Is your heart full of joy and contentment?
Are you full of love? A song on your heart?
Or bitter with gloom and resentment?

Life isn't easy. No bowl of cherries.
Fact it is, often, quite tough.
People give up, too easy, too often.
They don't live their lives full enough.

Life is a gift, that is meant to be savored.
Lived to the fullest each day.
The work that you do, is accounted to you,
by the time that it leaves you to play.

Hard work is the way that you get the things done,
that you say, every day, you will do.
Hard work is the key to success, to the top.
If that's what's desired of you.

Hard work is the difference, between winning and losing.
Of all that you life will consist.
The difference of possibly having it all.
Or of having to, only exist.

The choice is a simple one. What will it be?
It's time that you sit down and faced it.
Will you do good with the rest of your life.
Or sit back and, more or less, waste it?

Glory is out there. Yes fortune and fame,
are waiting for me and for you.
Let the decision, you make today,
forever affect what you do.