



Lesson

Three

GETTING APPOINTMENTS



Lesson Three | Booking Appointments

LEAD JARS

Texting Scripts

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?

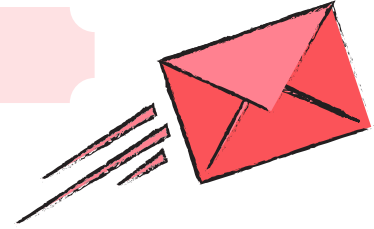
Or if you are super busy right now and would like me to check in in a month or so, I can do that too! Let me know what's best for you. :)



Lesson Three | Booking Appointments

LEAD JARS

Email Scripts



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



Lesson Three | Booking Appointments

LEAD JARS

Calling 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!



Lesson Three | Booking Appointments

LEAD JARS

Texting 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.





Lesson Three | Booking Appointments

LEAD JARS

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?

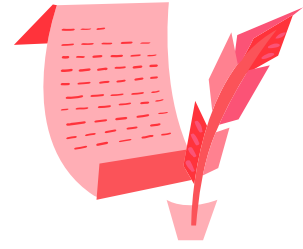
When you do, let her know 1- Ultimate or Premium | 2- Version A or Version B?

Yay! So Excited! ”



LEAD FLYERS

Flyer Texting Scripts



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.

Lesson Three | Booking Appointments

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?



Lesson Three | Booking Appointments

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 6pm 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 6pm 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.)





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REACHING OUT TO FRIENDS & FAMILY

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?

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





Lesson Three | Booking Appointments

REACHING OUT TO FRIENDS & FAMILY

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 for 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?

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!





Lesson Three | Booking Appointments

ONLINE PARTIES | INVITE STRATEGY

How do I invite people? Post this on Facebook:

Option 1: Looking for participants for a case study 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)





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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.





Lesson Three | Booking Appointments

ONLINE PARTIES | INVITE STRATEGY

If you are unable to watch the replay, you will be charged \$10 for the sample packet. Does that sound fair to you? Are you okay with that? We just have to have super dedicated participants for this particular event.

Great! You passed! I will get your samples in the mail right away. What's your mailing address I can send it to? Thanks so much for being part of this huge event!

Perfect. And I actually need ten confirmed guests for this event. Do you have any fun girlfriends or family that you could refer to watch the event from their home or even join you at your computer?

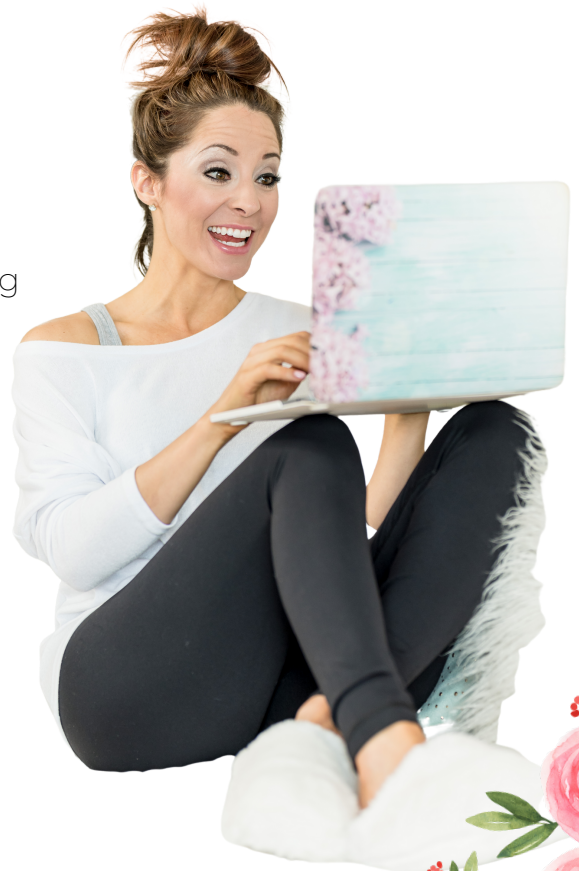
And I am going to add you to the Facebook group now and tag you in a few of the posts, so let me know once you accept my invite into the group and I'll tag you in the products I'll be sending to you so you can check them out ahead of time.

And, I have a few questions about your skin so I can customize your packet: Ask three questions that customize whatever you are sending.

Become a Professional Reminder in the days leading up to the event: Keep the conversation going.

Let her know when you have mailed her packet. Confirm when she receives it.

And remind her three times before the event so she will participate, especially the day before and the day of.





Lesson Three

HOMework

STEP ONE:

Decide on which 5 lead generating strategies you are going to use & then get busy:

- ☐ Lead Jars
I recommend getting 20 and putting them all over town in the next seven days.
- ☐ Lead Flyers
I recommend printing 100 and putting them all over town in the next ten days.
- ☐ The Fabulous Game
I recommend printing 100 copies at your local print shop in black and white ink.
- ☐ Deal or No Deal
I recommend using your designs to create the perfect ones for your business.
- ☐ Email Opt-In
Create your opt-in and share it with our community
- ☐ Creating Curiosity
I recommend you post a curiosity post at least 3 times a week. *You can even create curiosity in your stories on a daily basis.*
- ☐ Reels
I recommend making one Reel a day following the formula on pg. 24

Turn the page
FOR YOUR NEXT STEP



STEP TWO: Complete your "Network Marketers Daily Social Media Game Plan"



THE NETWORK MARKETERS DAILY SOCIAL MEDIA GAME PLAN

Every Single Day

5 ☐ Pick 5 Daily | Be Loud On Social Media

- ☐ One Short Video
- ☐ One Youtube Video
- ☐ One Social Media Live
- ☐ One Motivational Post
- ☐ One Success Post
- ☐ One Family Post
- ☐ One Curiosity Post
- ☐ Post To Your Story 5 times

5 ☐ 5 New Friends A Day (Pick People That Are Super Active On Social Media)

- ☐ Friend Them & Then Connect
- ☐ Like 2 of their posts
- ☐ Comment on 2 of their posts
- ☐ Like 2 of their stories
- ☐ Comment on 2 of their stories

3 ☐ Book 3 People For Your Product Presentation Daily

3 ☐ Ask 3 People To Take A Look At Your Opportunity Daily

10 ☐ Follow-Up With 10 People Per Day (From Your Activity Above)

Keys For Success

Do This Every Single Day.

Use TrackYourContacts.com to keep track of all the leads and conversations.



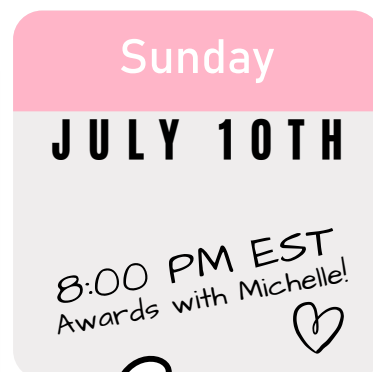


STEP THREE: SAVE THE DATE

Save the date for our AWARDS Ceremony for all students!
Giveaways to winners of the daily challenges.

Plus random giveaways to anyone watching LIVE. You
MUST be LIVE to win your prize!

Sunday at 8:00pm EST inside the Facebook Group.

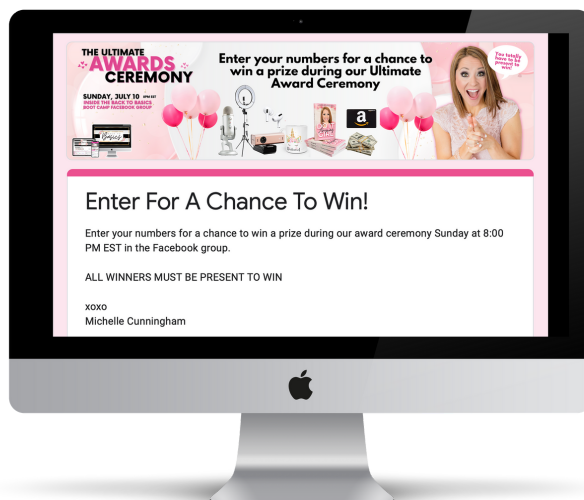


MARK YOUR CALENDAR

STEP FOUR: ENTER YOUR NUMBERS

Enter your numbers for a chance to win a prize during our Award Ceremony.

All entries **MUST** be in by Sunday at 3:00 pm.



JUST FOR YOU!

Want to create your own pretty checklist checklist? Click the image, the link or scan the QR code to access the template!

<https://bit.ly/DailyChecklistTemplate>

