

You've Booked Them... Now What?
How to follow up every few days to prevent cancellations...

The Secret is Pre-Profiling

Coach ALL of your Bookings and Pre-Profile ALL Your Guests to build a relationship with your guests before they come to their appointment. Appointments will cancel if you skip this step, so it's the MOST IMPORTANT step.

Send this text to your guest to Pre-Profile 3 days before the event:

Hi Juliana, I'm super excited to see you on Saturday at 4pm. Can I text you a few quick questions about your skin to be prepared for your facial?

Send this text to the guest of a friend 3 days before the event:

*Hey Kacie! Denise said you're coming with her to the Mary Kay appointment Saturday at 12 pm! Fabulous! I'm so excited to meet you! Do you text? I have a few questions about your skin so I'm prepared for everyone! Thanks! **Your Name***

Here's the questions to send:

1. Have you ever tried Mary Kay before?
2. What are you currently using for your skin care?
3. What type of skin do you have dry, normal, combo or oily?
4. What would you change if you were to change anything about your skin – fine lines, dark circles, uneven skin tone, smaller pores, blemishes?

Then, you can send the address to them:

(Use whatever address to your location)

If it is a Monday night greet event

The address to our studio is:

Wonderfilled Studio (Chelsi's Home)

22 Hamp Hyder Way

Moorefield, WV 26836

If you need further direction contact me or my director at 304-257-8823. I look forward to seeing you!

Day Before Confirmation Text:

Hi Sarah! I've reserved your spot at the studio for tomorrow, so looking forward to seeing you at 11:30. Will it be you plus Joanie and Sam? We do have an opening for

one more, if you had someone else last second. See you tomorrow. We will be done by 12:30 pm and always start and end on time. (Your Name)

Day Of Confirmation Text:

Good morning! I am super excited for the awesome pampering session today at 11:30. Can you come 5 minutes early to find parking and match your foundation???

Once they say Yes, say this:

Fabulous! I'll see you at 11:25(ish) and we will get started right at 11:30. Looking forward to it! We will be done by 12:30 pm. Appointments take one hour. Thanks again!

If she is ignoring you, say this:

Hi Sarah! I haven't heard back from you and my phone's a little wacky sometimes with texting, so just wanted to check in again. I reserved a seat for you tomorrow at 11:30. Can you let me know by tonight at 5pm if you can make it? If I don't hear from you by 5pm tonight, I will have to open the spot up to someone else on our wait list, so let me know either way. Thanks so much!