

Booking Boot Camp Verbiage

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Hi _____, this is _____. I hope I'm not catching you at a bad time. I won't keep you but just a minute. I am actually calling you to ask you for a HUGE favor. I am starting a new business to help make some extra money. *(tell why you started)* Have you heard of Premier Designs jewelry? Well, I'm now a jewelry lady! I need a friend who could let me come over and set up my jewelry on their kitchen table and invite a few friends over for coffee and to play in the jewelry. It doesn't have to be a big deal, just you and a few friends. I can give you some jewelry just for helping me out. What do you think?

NO

That's ok! I completely understand. I have another way that you can help me out. I have a Mystery Hostess show on *(have it scheduled for 10-14 days out)*. If you could come to that and bring 1-2 people, maybe your mom, best friend or neighbor. That would help bring new contacts to my business and also increase your chances of winning free jewelry. What do you think?!

NO

Oh, I'm sad you can't make it! (pause) Listen, do you think I could just put a catalog in the mail to you? You can flip through the catalog or share with a friend and see if there is anything you'd like? Is that something you could do?

NO

That's ok. I'd still love to give you some free jewelry. If you could get together a list of 3-4 girls that you know love jewelry, I'd love to give you \$25 in free jewelry from each girl who schedules a party! Do you have any girls in mind?

YES

Ok, great! Thank you so much for helping me! Let me get your *(email or mailing address)* so I can get an invitation out to you ASAP!!

YES

Great! I will get that out into the mail to you ASAP! _____, I really appreciate you helping me! *(confirm address)*

YES

Oh wow, thank you so much _____!! I really appreciate it. Ok, the first 2 dates on my calendar I really need to fill are _____ and _____. Could you look at those dates and see if either of those would work for you?

(if she confirms a date)

Great! That is a perfect night to have some friends over. I'll give you a call in a day or two and arrange to get you the hostess packet and everything you need for your jewelry party. THANK YOU SO MUCH!

(if she says she needs to look at her calendar)

Which date do you think would be the best just off the top of your head? Let's just pencil you in on that date and when you have a chance to look at your calendar you can just call me back if that doesn't work and I will gladly work with you to find another date because I really appreciate you helping me.

VOICEMAIL:

Hi _____ it's _____ *(DO NOT SAY WITH PREMIER JEWELRY OR JEWELRY LADY!)*. I was calling to ask you for a quick favor. When you get the chance will you call me back at _____? It's not a big deal, just a quick favor. THANKS!

(If you say "with Premier Jewelry" she KNOWS your favor. Remember, curiosity killed the cat! You will get more return calls than ever before! Don't say "huge" favor because it may mislead them to think that you are in some kind of trouble. Their curiosity will get the best of them and when they call you back use the above script as normal.)