**How to increase bookings!**

**From Naomi State**

**At a party, before I total a customer's ticket I ask “Would you like your follow up this week or next?” Give two choices of days & DO NOT LOOK AT HER until you have picked a date (look at your planner instead).  
  
Then I send her this text & tell her to send it to 12 ppl while I figure out her total. This gives her a 1/2 price item or a set (not Miracle Set or TW Repair). I know that sounds like a lot but it makes my parties hold & it’s half price not free so you aren’t losing anything.**

**Text:   
  
Come b pampered thurs Nov 21@630! My Mary Kay lady is making everyone goody bags-do u want eye makeup or hand cream? Is your skin dry /normal or combo/oily? We will b trying all the new winter products & Christmas gifts!**

**\_\_\_\_\_  
  
Afterwards, I make small goody bags with either a mini hand cream or a couple sample eyeliners & sample eye shadows.   
  
This has dramatically increased my hold rate. People often have friends texting responses before I even leave the party!**