

Text Scripts for your Lead Box Winners

Booked by Text Message & Left Her a Message with the Details

Hi Michaela! You entered our spa pampering package contest at Salad Kraze in Avon Lake and you were chosen as a winner! This is Michelle Cunningham from Mary Kay in Westlake. Is it better to text you or would you prefer I call you?

A text is best right now because I'm at work and at school!!!

Gotcha! Ok so Basically you get a free pampering package for you and up to 10 friends to use at my new studio in Westlake! You will all receive facial treatments, microdermabrasion, satin hands pampering treatment, plus expert foundation matching! You will also get to wear a crown and a boa and you get a gift! The treatments are all free. Have you used Mary Kay before?

Here is a photo of our studio:



I have tried sample stuff because my grandma uses it!

Oh gotcha!!

Would you prefer a weekday or a weeknight appointment?

Weeknight preferably!

(I look about two weeks away in my calendar..if you book her for tomorrow, she thinks you aren't busy and not very important.) Perfect! I have Thursday, May 4 at 6 PM available and I also have Tuesday, May 2 available.

May 4th would be perfect

OK! I'm going to reserve that for you now... My studio gets booked up so quickly so I'm going to take that for you before it gets taken.

And give me a few moments to reserve everything and then I will send you an invite. I'll text it to you and you can forward it along to your friends.

Oh and Are you over 18?

Okay thank you so much!!

Yes I'm 20

Perfect.

If I may ask, how many people won this?

We pick three people per month :)

Great!

Here's the Invite. How does this look to you?



And here is a message you can send with the invite: (first text)

(second text so she can easily copy and paste) Hey friend! I'm super excited. I just WON a facial pampering package for myself and ten of my friends from Mary Kay! You know how much I LOVE you so you are one of the ten that I picked! (See the invitation below) Part of my package was that you get to pick if you would like a satin lips treatment or a satin hands treatment. Can you text Michelle at 860-463-5843 with your RSVP. And let her know: 1. Satin hands or satin lips 2. Your name 3. Your age range: 0-18, 19-40, 41-60, 60+. Thanks!

Thank you! It looks great

As people RSVP to me, I reply with this:

Sally, coming Thursday, May 4th at 6pm and satin lips.

Great! Looking forward to meeting you! Here are a few questions so I can be best prepared for you.

1. Have you tried Mary kay before? 2. If you could change anything about your skin, what would it be? Dark circles, fine lines, puffy eyes, etc. We are looking forward to meeting you all and we will have lots of prizes and giveaways for you. Michelle Cunningham

I am 46 and I want to get rid of bags under my eyes. Never used Mary Kay. Thanks.

Okay great! Looking forward to meeting you Sally and you are all set for Thursday, May 4th from 6pm to 8pm. We will begin right at 6pm and we will be done by 8pm. You can come with or without makeup on for your appointment.

The address to the studio is 25092 Center Ridge Road, Westlake, OH. We are in the same plaza as Once Upon A Child and there is plenty of parking out front. We are right in the middle of the plaza. If you have any questions, text (me) Michelle Cunningham at 860-463-5843.

Three Days Later:

Hi Michaela! This is Michelle's Assistant, Amanda. Congrats on being our winner of the pampering package that you entered at Salad Kraze in Avon Lake. Just wanted to confirm that Michelle got all the details over to you of what that entails? We are looking forward to meeting you. xo!! Congrats, Amanda

Yes she told me about everything! Thank you

Okay perfect!!

Seven Days Later (one week before the appointment):

Hi Michaela! Just wanted to check back in. Congrats on winning the pampering package. I have your name on my desk here and I just wanted to confirm all the details with you. Did you connect with Michelle and get your invite from her, etc? I just like to double check and make sure you two connected. Michelle can be super busy so I always like to triple check so we don't miss anything, especially when you are the winner. Let me know if you need anything from me! - Amanda

Yes I did!! Thank you

Four Days Before:

Hi Michaela! It's Michelle Cunningham from Mary Kay and Studio Pink. We are looking forward to seeing your group on Thursday night at 6 PM to 8 PM. I was just getting all the details set up for your group and wondered if you would prefer a fruit plate or a chocolate plate for your girls? Do you know how many you are expecting so far? We are looking forward to meeting you all!

Chocolate plate! And I'm supposed to have me and 4 or 5 others

Three Days Before:

See you on Thursday from 6 to 8pm. We are looking forward to it. We have your crown and boa ready for you 😊 Plus. You get a gift..do you prefer a skincare gift, a color cosmetic gift or a surprise?

I like skincare stuff. That's great!! I'm so excited.

Okay got it! Skincare gift it is..you are the princess that day ☺ It's really fun/funny. You all will have a great time. And, I'll send you along a little message you can forward to your friends to remind them too.

Ok.

We are looking forward to meeting you at Studio Pink from 6 to 8pm on Thursday, May 4th. We will begin right at 6pm and we will be done by 8pm. We have your group set up to have a chocolate plate, plus we will have water and coffee available at the studio. You are welcome to bring any snacks or drinks you'd like to have. You can come with or without makeup on for your appointment. The address to the studio is 25092 Center Ridge Road, Westlake, OH. We are in the same plaza as Once Upon A Child and there is plenty of parking out front. We are right in the middle of the plaza. If you have any questions, text Michelle Cunningham at 860-463-5843.

Two Days Before:

Just wanted to check in as we get set up for you...Looks like I have you all set for 4 or 5 seats for Thursday at Studio Pink. Has the number changed or is that how many you are expecting?

It's 4 people with me included.

One Day Before:

Okay, so we are all set for you all tomorrow. We have your skincare gift, fruit plate, crown and boa awaiting your arrival. ☺ Looking forward to meeting you. 4 in total was the final count, right?

Yes. 4. I'm really excited.

Day of at 10am:

Hi Marcella! Looking forward to seeing you all tonight at Studio Pink from 6-8pm. We are all set for your group of 4 with your fabulous chocolate plate. Do you have directions and everything you need? We will start right at 6pm and be done by 8pm to honor your time. Looking forward to meeting you finally! See you in a bit. Michelle Cunningham

Okay yay!

Phone Call Scenario

Hi Marcella! You entered our spa pampering package contest at Pita Pit in Fairview Park and you were chosen as a winner! This is Michelle Cunningham from Mary Kay in Westlake. Is it better to text you or would you prefer I call you?

Text is fine!

Ok so Basically you get a free pampering package for you and up to 10 friends to use at my new studio in Westlake! You will all receive facial treatments, microdermabrasion, satin hands pampering treatment, plus expert foundation matching! You will also get to wear a crown and a boa and you get a gift! The treatments are all free. Have you used Mary Kay before?



Here is a photo of our studio:

Awesome. That's so pretty! I have not actually!

She Picked Up the Phone and called me.

Hi! Just got your message..call you in a few minutes when I can!

Just called you back..left you a message :)

Okay cool..I have you booked for May 11th at 8pm..stay tuned for your invite soon :)



How does this look to you?

Looks good

And here is a message you can send along with it to your friends/family:

Hey friend! I'm super excited. I just WON a facial pampering package for myself and ten of my friends from Mary Kay! You know how much I LOVE you so you are one of the ten that I picked! (See the invitation below) Part of my package was that you get to pick if you would like a satin lips treatment or a satin hands treatment. Can you text Michelle at 860-463-5843 with your RSVP. And let her know: 1. Satin hands or satin lips 2. Your name 3. Your age range: 0-18, 19-40, 41-60, 60+. Thanks!

Perfect

As people RSVP to me, I reply with this:

Sara Smith, coming may 11th at 8pm. I am 21. Satin Hands.

Great! Looking forward to meeting you! Here are a few questions so I can be best prepared for you. 1. Have you tried Mary kay before? 2. If you could change anything about your skin, what would it be? Dark circles, fine lines, puffy eyes, etc. We are looking forward to meeting you all and we will have lots of prizes and giveaways for you. Michelle Cunningham

I am 46 and I want to get rid of bags under my eyes. Never used Mary Kay. Thanks.

Okay great! Looking forward to meeting you Sally and you are all set for Thursday, May 11th from 8pm to 10pm. We will begin right at 8pm and we will be done by 8pm. You can come with or without makeup on for your appointment.

The address to the studio is 25092 Center Ridge Road, Westlake, OH. We are in the same plaza as Once Upon A Child and there is plenty of parking out front. We are right in the middle of the plaza. If you have any questions, text (me) Michelle Cunningham at 860-463-5843.

Three Days Later:

Hi Marcella! This is Michelle's Assistant, Amanda. Congrats on being our winner of the pampering package that you entered at Pita Pit in Fairview Park. Just wanted to confirm that Michelle got all the details over to you of what that entails? We are looking forward to meeting you. xo!! Congrats, Amanda

Yes, thank you.

Okay perfect!

Two Weeks Before:

Hi Marcella! We are all looking forward to seeing you on May 11th at 8pm. Would you prefer a fruit plate or a chocolate plate for your group?

Fruit plate

Am I able to RSVP my mother?

Yes, absolutely!

Ok perfect - what info do you need?

Just her name and if she would prefer a satin lips or satin hands treatment :)

Ok. Mary - satin hands treatment

One Week Before:

Hi Marcella! We are all looking forward to seeing you all on May 11th at 8pm at Studio Pink. We have you set up for a fruit plate for your group. Do you have an estimated head count of how many will be coming? We will be starting right at 8pm and be done by 10pm.

I think 5.

Okay sounds great. I'll put you down for 5 total.

Four Days Before:

See you on Saturday from 8 to 10pm. We are looking forward to it. We have your crown and boa ready for you ☺ Plus. You get a gift..do you prefer a skincare gift, a color cosmetic gift or a surprise?

Surprise me! That's fun.

Three Days Before:

Okay! Done, we will surprise you. And, I'll send you along a little message you can forward to your friends to remind them too.

Ok.

We are looking forward to meeting you at Studio Pink from 8pm to 10pm on Saturday, May 11th. We will begin right at 8pm and we will be done by 10pm. We have your group set up to have a fruit plate, plus we will have water and coffee available at the studio. You are welcome to bring any snacks or drinks you'd like to have. You can come with or without makeup on for your appointment. The address to the studio is 25092 Center Ridge Road, Westlake, OH. We are in the same plaza as Once Upon A Child and there is plenty of parking out front. We are right in the middle of the plaza. If you have any questions, text Michelle Cunningham at 860-463-5843.

Two Days Before:

Just wanted to check in as we get set up for you...Looks like I have you all set for 5 seats for Saturday at Studio Pink. Has the number changed or is that how many you are expecting?

It's 5 people. Let me double check.

One Day Before:

Okay, so we are all set for you all tomorrow. Looking forward to meeting you. 5 in total was the final count, right?

Yes. 5. Thanks.

Day of at 10am:

Hi Marcella! Looking forward to seeing you all tonight at Studio Pink from 8-10pm. We are all set for your group of 5 with your fruit plate. Do you have directions and everything you need? We will start right at 8pm and be done by 10pm to honor your time. Looking forward to meeting you finally! See you in a bit. Michelle Cunningham

Yes, we have directions. See you at 8pm. Thanks.