

Text Messaging Scripts - Mass texting DOES NOT WORK. It must be personalized.

I play the game after we have done skincare, foundation and just light eye color (two eyeshadow and mascara). I tell them, "I have to do 100 makeovers this month to help me earn my _____ (star prize, car, whatever...you pick)_____ and if you know anyone that would enjoy a free makeover just like what you are getting today – the skincare and light makeup, they can put their name and number on this Fabulous sheet. And if I should text them, circle text or if I should call them circle call. But THIS IS KEY....I only call or text them once so I won't be stalking your friends. If they don't respond, I assume they aren't interested and that's no problem! And it's a race, so whoever finishes first or gets the most wins a prize out of my prize basket (valued at 50 cents to \$1). *If you find you are getting unqualified leads...then steer them to who you want. I usually add...*and today's contest is that I have to have Only Names of People that are over 25. Ready, Grab your phone if you wanna play, set...go!!" And now your job is to be SILENT. Be SILENT for 5 minutes and let them play. ☺

The averages...send out 10 texts to get one booking:

- You'll get two people that say, "Yes! When!?"
- You get one person that say, "No thanks!" (I always respond, Okay! Thanks so much. Have a great day.)
- You'll actually book one. The other one will like stop texting and disappear into "text land". I'm not sure where they go. ☺

First Text to send to referral names: Sarah, Jessica Smith recommend to text u. I need to do 100 Free Makeovers with photos for a Mary Kay contest. Any interest in a free makeover? Michelle

Then...the next thing they usually say is "Yes! When!?" or "Okay, tell me more" or "No Thanks"

Then my second text that I send is: We can pick a one hour window that works best for you. And you get a fabulous makeover. I have Monday's, Saturdays and Friday's open. What's best for you?

Then my third text that I send is: Okay, would Monday, May 5th at 11am or 3pm work better for you?

Then we may have several more texts, but the final text that seals everything is...Can I get your email so I can send you a confirmation? Or I can text you a confirmation with the details. What's best?

Last text I send is: Oh and can you give me 48 hour notice if you need to reschedule? I'm in a contest and I have to have these makeovers done, so I'm saving the spot just for you and anyone you bring. Oh you can bring up to 4 people for free makeovers with u. ☺ Thanks so much!

Then the confirmation email I send is...

Hi Amber!

You are confirmed for Friday, May 19th from 7pm to 9pm. This time is reserved for you plus up to four friends for a before and after makeover with a photo to keep. Please let me know 48 hours in advance if you need to cancel. It is a full makeup lesson so everyone will get the same lesson at once, so it would take no longer if you brought friends along ☺

During the "Your Way To Beautiful Makeover" you can expect: Relaxing spa music, an age fighting facial products, foundation color matching, color application tips and we'll take a fun headshot. The most dramatic before to after makeover can win a \$8,000 trip to New York compliments of Mary Kay.

Mary Kay Land Address: 123 Main Street, Westlake, OH - When you turn into the development, I am in the first loop on the left hand side. I am in the pink brick house before you leave the loop. You can come with or without makeup on. If you always use an eyelash curler, you are welcome to bring it, but it's not necessary if you don't use one. Thanks!

Michelle Cunningham :) (my contact info follows so they can reach me if they need to reschedule)