

Many women today will respond to a Text Message before they will respond to a phone call. I have been told, "If I don't know who it is, I won't answer. But, if they text me, I will read it." And so it is. I have filled my books with Text Messaging aka "Text Booking!"

Here are some scripts that I use below:

#### **Gift of Friendship Referral...**

***Hey Girl! I'm a friend of the awesome Sarah Smith & I need a favor. she said u were gr8 & might help me out! Amy Kemp***

***I'm in a contest w/ Mary Kay 2 do 30 free makeovers n May & wanted 2 give u a FREE GIFT if u will do 1 w/me. Could you ever find an hour that I could borrow your face?***

***Later text: Do u already have a Mary Kay consultant?***

#### **Bridal Booth or Warm Chat Survey....**

***Cherie...U may not remember me, but I'm the 1 u filled out a survey w/ @ the Bridal Fair & you were one of my winners for a FREE facial and \$20 gift certificate! YAY!! Can we find a time to get together to use that?***  
***Amy Kemp***

#### **SCC Guest...**

***Hey Amy...I wanted to check to see if u will be joining Sarah on Saturday at her party at 2pm? Did u get the invite??***  
***Amy Kemp***

***Reply...Great! I'll let her know your coming! Have u ever tried MK before? OR...Darn..I'll let Sarah know your busy, would u still be willing to help her out?***  
***(Then I start a booking script)***

#### **Confirmation messages....**

***I look forward 2 seeing u Tues. @ 6:30 pm 4 ur makeover & 4 u 2 pick up ur free gift. U can bring a friend along 2 share ur makeover, if u'd like. C u @ Hidden Cove @ 6!***

***I look forward 2 seeing u Sun @ 2:00 pm 2 borrow ur face 4 makeovers & 4 u 2 use your gift certificate. U can bring a friend along 2 share ur makeover, if u'd like. C u @ your home.***  
***Amy***

#### **Follow Up Text Message...**

***C u tomorrow night at 7:00.***  
***Can't wait to see you tonight @ 7:00pm***

***How's ur Mary Kay working for you? Is ur foundation shade right?***

**Remember....**

1. Don't let your "Text Message" get too lengthy, it costs money to the recipient that may not have unlimited texting. Don't send more than 2 text messages. One they may not get, but two is enough. We shorten to U instead of you, Ur instead of your, etc. to save them money.

2. Keep your wording professional but brief.

3. If the phone call didn't work, send the "Text Message". If you "Text Messaged" first, then try the phone call.

4. a. Don't try to type all this in your cell phone. If you have an iPhone or blackberry, email it to yourself on your iPhone or Text Message it to yourself. All you have to do is put your email address or cell number in the To: line on your email.

When you receive it, copy and paste. Correct people's names, times and places.

b. Then hit forward and add the phone number.

5. If you don't have an iPhone and you have a phone such as a Palm, etc., you can do the same, email or put your cell # in the To: line, then save it as a "Template."

6. Remember that 9 to 9 is People time, after 9 you may get unhappy recipients. If they continue to text you after 9, then you may respond.

I've learned that many people can not check personal emails at work, but they do have their phones with them! I get a lot more appointments booked during the day because of texting!

## Text Booking Scripts from Julia Burnett:

### Text Booking for a New Consultant - Powerstart

Hey guess what? I'm a new MK gal, excited & scared to death! I need a huge favor & I thought of you b/c you'd laugh w/me & not at me! I've been challenged 2 facial 30 people in the 1st 30 days of my biz. Is there any reason why you couldn't be 1 of my 30 faces 4 me? All you hv to do is show up. If you'd hv a couple friends come w/u u cld earn some free product. What days work best for you?

**Seasoned Consultant** Hey guess what? I'm scared to death! I need a huge favor & I thought of you b/c you'd laugh w/me & not at me! In my MK biz, I've decided to earn my MK CAR! TO be on track for that, I've been challenged 2 facial 30 people by *DATE*. Is there any reason why you couldn't be 1 of my 30 faces 4 me? All you hv to do is show up. If you'd hv a couple friends come w/u u cld earn some free product. What days work best for you?

## Text Booking Scripts from Lisa Allison

### General Script:

Hi \_\_\_\_\_! I'm n a contest w/Mary Kay 2 have 15 women, this week & next, try r Award Winning TimeWise Skin Care Line & get their feedback. I wanted 2 give U a FREE GIFT if U will try it 4 me. It's Fun, Free, & No Obligation! Can I borrow U 4 this? God Bless, Casi

### For Brand New Consultants:

Hi \_\_\_\_\_! I'm So Excited! I've just started my own Mary Kay business & I really need ur help! I need 2 practice & get women's opinion on r Award Winning TimeWise Skin Care Line. I wanted 2 give U a FREE GIFT if U will b a pract. Face 4 me. It's Fun, Free, & No Obligation! Can I borrow U 4 this? God Bless, Casi

### Referral

Hi \_\_\_\_\_! U don't know me, but I'm friends w/ \_\_\_\_\_ & I need a favor & she said U were really nice & might help me out. I'm n a contest w/Mary Kay 2 have 15 women, this week & next, try r Award Winning TimeWise Skin Care Line & get their feedback. I wanted 2 give U a FREE GIFT if U will try it 4 me. It's Fun, Free, & No Obligation. Can I borrow U 4 this? Plus, \_\_\_\_\_ will get a gift as well. God Bless, Casi

### Warm Chat

Hi \_\_\_\_\_! U may not remember me, but I met U @ \_\_\_\_\_ & I need a favor & U were really nice & I thought U might help me out. I'm n a contest w/Mary Kay 2 have 15 women, this week & next, try r Award Winning TimeWise Skin Care Line & get their feedback. I wanted 2 give U a FREE GIFT if U will try it 4 me. It's Fun, Free, & No Obligation! Can I borrow U 4 this? God Bless, Casi

### When they reply...."Yes"

GREAT! Thank U so much! We can do this 1 of 2 ways. It can just b me & U, OR, u can invite some girlfriends 2 join u (free 4 them) & n doing so,...U will earn a 2 GIFTS instead of 1. Which do you prefer?

### If they reply...."No"

No problem. Do u know of anyone who would b interested n a Free Facial that would b willing 2 help me out? In fact, if u can give me @ least 5 referrals 2 help me, I would Love 2 give u a GIFT 4 helping me n that way.

### When they reply...."Just me and you"

Sounds Great! I have Tues. Night, the \_\_\_\_\_ at 6:15 or Sat. morning, the \_\_\_\_\_ at 9:30. Which works best for you?

• For individual facials, always offer your Weekly Event or Glamour Shots as an option. That way you can book several individuals for that same time...making the best use of your time.

### When they reply...."I would love to invite my friends"

Perfect! What works best 4 u, during the week or on the weekend?

• Always give them 2 options. For Ex: If they say on the weekend is best, you can then say,..."I have Sat the \_\_\_\_\_ at 10am or 2pm. Which do you prefer?"