

# Texts to Send Customers

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## **BOOKING A FOLLOW UP APPT:**

Hi X, it was so awesome seeing you for our fabulous pampering session! It is time for your free CUSTOM COLOR look and check up on your skin :) You will receive a fast and easy dash out the door makeover OR a mineral makeover look of your choice. What works for your schedule weeknights or weekends?

## **Fall portfolio**

Hi beautiful! Don't know if u got my voicemail tonight but just in case I am texting u!! I know its been awhile & this is going to sound crazy but I promise it's 4 a good cause lol! I would love to include u in my fall portfolio w the NEW fall line that JUST launched this week. I'm ONLY searching for positive, inspirational women & will include ur favorite inspirational quotes w ur picture. I will be using this portfolio to inspire women & young girls to overcome hard times & low self-esteem & I would love to include u as a woman of strength, beauty & a giving heart. It takes between an hour or two, is totally free & I will give u a gift for ur time. Can I count on u to help me out?

## **NEW PRODUCTS (GOOD to send to those customers you haven't seen in a while)**

Hey \_\_\_\_! All the NEW & LIMITED ED products have officially been released! I'm looking for 15 women to give their feedback on the new goodies! It's the best way for the company to pick what stays and what goes! Should only take about about 20 min! Will you be my guinea pig please?! :)

OR

Hey girl! The New & Limited Edition products just came out and I'm looking for 15 women to give a sneak peak to and get their feedback. This is the best way for the company to decide what stays and what goes based on our customers' opinion and I would love to get yours! Can I drive by for a quick 30 minutes so u can check it all out and give me your feedback pretty please? ☺

## **BIRTHDAY-**

Happy Birthday Gorgeous Kallie!

Wishing you a happy, healthy and glamorous year ahead. Hope it's fabulous like you! Love your Mary Kay Girl, Your Name ☺

## REORDERS-

Hi Gorgeous! It's Alex w Mary Kay. Just checking in to see if you need any concealer, mascara or anything. I'm doing \_\_\_% off thru tomorrow plus FREE shipping! Need anything?

Hello gorgeous! Just wanted to check in & see how you r doing and if you were running low on any of your MK favorites. I'm gonna be putting a big order this weekend so I wanted to check if you needed anything to replenish your supply!

Hey \_\_\_\_\_! It's Alex ur Mary Kay girl just wanted to check in on u & see how all ur MK products are doing & if u had any questions for me. Also wanted to check & see if u are in need of anything like eye makeup remover, lipgloss, foundation? Oh! Did u get my email w my super savings shopping event 4 today & tomorrow only?

They never bought at their appointment and you want to follow up because they said they would buy later or check out your website, text or email them this script:

Hello!! Thank u so much for lending ur face 4 my cause (or you can say goal). U don't know how much it means to me! I appreciate u referring ur friends some have responded so we can continue to pay it forward and help Savannah! I wanted to give u my website again in case you lost my business card! If there's anything u loved from the skin care products u tried & loved the way ur skin felt, I would like to give u a gift of 15% off! I want to continue our friendship and be ur Mary Kay girl!! Here's my website:

[www.marykay.com/yourwebsitehere](http://www.marykay.com/yourwebsitehere)

Email:

[youremail@marykay.com](mailto:youremail@marykay.com)

Have a great day and thanks again! Your MK girl, Your Name

\*\*Don't forget to personalize the script and write your name, your email and your website. Make sure your website is ACTIVE before you give customers your website because if it's not then they will get an error page.

### **Preferred Customer Program Follow-up PHONE CALL:**

Hey \_\_\_\_\_ this is \_\_\_\_\_. Did I catch you at a good time, do you have a quick minute? Great! I was calling for 2 things. First, I know you just got your New Look Book in the mail the other day and I wanted to tell you about our amazing new \_\_\_\_\_. Have you looked at it yet? Great. What caught ur eye? The second thing is I'm looking for 15 women to give their feedback on the new goodies! It's the best way for the company to pick what stays and what goes! Should only take about about 20 min! Will you be my guinea pig please?! :) (U can close them on what they want at the appt or if they can't meet with u close them on the phone. Do NOT put on sale any new products. When was the last time u saw Michael Kors come out with a NEW purse and immediately put it on sale? Do NOT devalue your Mary Kay. It's worth every penny.)

### **PCP calls to clients and you need to leave a message...**

"HI \_\_\_\_ This is Alex with MK. I'm sure that you have scanned the catalog you got from me last week with the new fall products and their are several samples that you'd like to try....give me a call back and we will set up a quick 20 min drive by where u can see everything in person at ur convenience. Also check your MK to see what you are running low on. If I don't hear from you then I'll assume that you are good for now and I'll call you back next month. I appreciate your loyalty to me and MK. This is Alex again and u can reach me at (phone number)."

**January New Year, New You Party Booking Script**  
**Script to use to book Your JANUARY NEW YEAR, NEW YOU parties!**

Hey Tiffany! How are you?! I have a quick question maybe you can help answer?

**Wait for response.....then text this!**

Hey Tiffany! HAPPY NEW YEAR CHICA! XOXOXO ! I have a quick question. The company asked me to hold 10 NEW YEAR, NEW YOU Makeovers parties in the month of January to try the new Makeup Artist looks! It would be you and 5 friends around the kitchen table to try/play with the new winter products and get free facials and makeovers and in return you earn \$100 in FREE products from me! It FUN! FAST! EASY! And FREE! And you get FREE Products from me! Is there any reason why you couldn't help me out?

**BIRTHDAY makeover invites for weekly success meeting**

Happy New Year Nelsis! I'm hosting a BeautyFull Birthday PARTY for all of my January bday customers on Thursday night 1/14 @6:45pm at my Beauty Boutique & would ♥ to celebrate YOU as one of my bday girls! We supply the food, cupcakes, door prizes, & 50% discount for the BDAY girl! That's you! Bring friends to celebrate with u! Everyone gets a FREE New Year makeover! Send me a quick reply to let me know if u can make it!  
Diane [www.marykay.com/dpellini](http://www.marykay.com/dpellini)

**Christmas Sales Text/Adopt a Grandparent Sales**

Hi \_\_\_\_\_! I hope you are doing well! This holiday season I just want to say thank you for being a customer and supporting my Mary Kay business!! I am working on a goal this month to use my profits for extra adopt a grandparent gifts for the nursing home I deliver to every year since we are running low on donations for some reason. Would you consider giving Mary Kay to someone on your Christmas list? I have gifts ranging from \$10-\$100 and would love to help you with your shopping list! Every order makes a difference. Text me back yes and your price range and I'll send you some great ideas! Thanks so much!!!