**Text/Messaging Scripts**

*(Remember that you can use Ctrl+F to search for a term, like “FB” “Bride” “Coach” etc.)*

**BOOKING**

**Referrals (free gifts can be mini mascara, lip sample)**

\*\*$25 to book & hold + $25 for 5 friends + $25 for $300 party + $25 for 2 bookings\*\* *change this to modified hostess program*

1st Text:

Hi Jane! I’m a friend of the awesome Sara Smith & I need a favor! She said you were great and might help me out! Alicia Henson

She replies something like, “Sure! What do I have to do?”:

AHH!! Yay! I’m in a contest w Mary Kay to do 30 free skincare consultations and mini makeovers in the next 30 days and would love to give you free gift if you will do one with me! Do you think you can help me? :)

She says yes:

YOU ROCK!! Thanks so much for helping me with my goal! Do you currently have a Mary Kay consultant?

Ok, thank you :) Do weekdays or weekends work better for you? (Then book day/time/place. Give Option A and Option B, repeat, until it’s officially booked!)

Gotcha down! Ok, so here’s what I want to offer since I’m SUPER SERIOUS about reaching my goal! I’m giving everyone who helps the chance to earn $100 shopping spree! Here’s how: (send pic of hostess program)

Did you get the pic? Does that sound like fun to you?

I know right?!?! I love giving away free stuff!! Ok, to help you make your party super successful and stress free, I would love to partner up with you! I’ll need your guest list by tomorrow night so I can start helping you get people excited about all the fun and freebies they won’t want to miss! Does that sound good?

**OR**

Ok, so here’s what I want to offer since I’m SUPER SERIOUS about reaching my goal! I’d love to give you $50 in free product when you have four friends join us! Does that sound like fun to you?

I know right?!?! I love giving away free stuff!! Ok, to help you make your party super successful and stress free, I would love to partner up with you! I’ll need your guest list by tomorrow night so I can start helping you get people excited about all the fun and freebies they won’t want to miss! Does that sound good?

*Optional (I use the email to clearly lay out the Hostess Program and offer an incentive to watch the Marketing video):*

Awesome! Let me send you more details via email! There will also be a bonus free lip gloss offer in there for responding in 24 hours, so make sure you check it today! What’s your email?

**Invite to FB Party (through Private Message, DO NOT MASS INVITE)**

Hey XXX! \*\*Ask her about her life, her kids, something you connect with\*\* I’m hosting a Mary Kay Facebook party! It's an interactive product preview party on Thursday at 8pm, and I wanted to see if you would be my guest?? Here's how it works—at the time of the event you just get on the Facebook event page and comment, like and ask all the questions you want! That’s it! We will be sharing some great information and fun videos about our skincare products and asking some interactive questions…PLUS for being on live you will be entered into a drawing for FREE Mary Kay products! Is there any reason why you wouldn't join me? It's going to be super fun! Let me know ASAP so I can get you invited to the event and entered into the participant drawing!

**FB Booking (through Private Message)**

Hi Carrie, I am friends with Alicia Henson, and I don't think we've met, but she gave me your name. I have a favor to ask you...She is helping me with a Mary Kay contest. I am working on a very inspired goal of 50 free skincare consultations in the next 30 days! I am running out of people I know, so I have resorted to messaging complete strangers via Facebook, lol! She thought you might be adventurous enough to lend me your face and you get a FREE GIFT. Can you help me out? Thanks either way! Shelly Filkins

**Brides/Vendor Booth (free gifts can be mini mascara, lip sample)**

\*\*$25 to book and hold + $25 for 5 friends OR use Hostess Program\*\*

Brides:

Hi Tera! This is Alicia Henson with the Bridal Registry & Mary Kay. You’ve won our Bridal Bash prize package! Congrats!! So excited for you!!

When is your wedding date? :) (Small talk about wedding.)

Vendor Booth:

Hi Tera! This is Alicia Henson with the Team Gage Spring Carnival & Mary Kay. You’ve won a free Pampering Session! Congrats!! So excited for you!!

She confirms:

Yay! You’ve won a stress relieving facial, spa hand and lip treatments, a glamour color makeover and a shopping spree! It’s good to be the bride/winner! Does that sound like fun to you?

She says yes:

Wonderful! Do you currently have a Mary Kay consultant?

Can’t wait to party with you! The best part of your Bridal Bash/Pampering Session is that you get to invite your closest girlfriends! They all get to share in the fun with you! Do weekdays or weekends work better for you? (Then book day/time/place.)

*Optional (I use the email to clearly lay out the Hostess Program and offer an incentive to watch the Marketing video):*

Okay great! Let me send you an email confirming our appt and give you more details on how to double your shopping spree and what to expect at your appt. There’s an additional bonus gift for responding in 24 hours, so make sure you check it today!

**COACHING**

*To Hostess:*

Hey Ashley!! I’m sooo excited about your party Sat!! Send me a pic of your wish list! I would love to know what you’re interested in so I can make your party really fun! I have a couple quick questions about your skin to prep for the party if that’s ok!

*To Guests:*

Hi Caiti! This is Alicia Henson, the beauty consultant meeting with you this weekend at Ashley's! I have a couple quick questions about your skin to prep for our appt if that's ok!

Great!! Do you feel your skin type is normal, dry, oily or combination?

Ok! Thank you! Do you prefer a sheer/natural, medium or full coverage feel from your foundation?

Ok, is your skin tone ivory, beige or bronze?

Do you have any other skin care questions or concerns I can help with Saturday? We'll be taking some one on one time at the end to help with any specific needs we didn't go over all together. :)

**PCP FB Posting (for Consultants)**

Preferred Customer Program deadlines are Jan 15, Apr 15, Jul 15 and Oct 15.

*Existing Customers:*

Hi xxxx, how are you?!? I'll be mailing out new Spring Look Books with a free sample and preferred customer info in a few weeks. I would love to send you one, but I need to make sure I have your updated contact info asap! Would you like a free book and sample?

*New Customers (or for New Consultants):*

Hey girl! You may have noticed that I just started my Mary Kay business; I'm having so much fun! I am selecting friends/customers to receive a catalog with a free sample in a few weeks, but I would need your info asap. Would you like for me to mail you a free book and sample?

**PCP Follow Up (Mail dates are available in InTouch):**

Hi Gorgeous! Just checking in to let you know you should get your free Look Book in the mail this week! Check out the free sample on pg 20, I think you’ll like it! Thanks for being my Preferred Customer!

**MARKETING**

**Layer Marketing Plan with Hostess (if she didn’t get this via email):**

Hi TaKeisha! So excited for your party on Friday! I have this super awesome, inspiring video that I would love for you to watch and tell me what impressed you most! If you can watch and respond in the next 24 hours, I would love to give you a free lip gloss as a “thank you!” <http://amykemp.me/>

**FB More Than Makeup Script:**

Hey Alicia! How is Miriam doing?? She is so darn cute! This is kind of random...but I am working on this project for Mary Kay called More than Makeup & I am in a challenge with my unit to have women I know watch this video and answer 5 quick questions about it in the next few days. This opportunity may or may not be for you, but we are on a mission to show women how this company is More Than Makeup & find women who need a change in their life and want to make an impact on others! Would you be willing to watching the video and let me send you the 5 questions?"

**Convo Version (this works better if you are texting or talking to someone you are not super close to):**

Hi Jacqueline! How was the move to Houston? Looks like you guys are settling in great! I am messaging you because I am working on this project called More than Makeup this week, and I’m hoping you can help me out!

Next:

Thank you!!! I am in a challenge with my Mary Kay team to have the most motivated, driven, and impressive women I know watch this video and answer 5 quick questions about it in the next few days. I thought of you because you have such a huge heart for others and are such a true friend to everyone you meet! This opportunity may or may not be for you, but we are on a mission to show women how this company is More Than Makeup & find women who need a change in their life and want to make an impact on others! Would you be open to watching the video and letting me send you the 5 questions? I would love to give you a free mascara or lip gloss just for helping me out!! I’m really excited to hear what you think and get to know you a little better!

Next:

Thanks so much!! The links to the video and the survey are below. Just watch the video below and answer the 5 questions on this form to count for me in this challenge! After watching the video you might think of someone who would benefit from being in our company, and you could share it with her. I do offer a $100 gift card as a referral gift if you do end up referring someone that decides to get started. Thanks times a MILLION!!

**Video:**

http://amykemp.me/

**5 Questions (this is Alicia’s personal google form):**

<http://bit.ly/1FxYxpA>