



## Fabulous Game Referral Scripts

While you might be tempted to change the scripts –DO NOT.

### Frist text:

*Hi (NAME0, (PERSON WHO REFFERED THEM) recommended to text you. She's so sweet & is helping me with a huge goal! I need to do 100 Free Facials for a Mary Kay contest to donate baskets to women in domestic violence shelters. Any interest in a free facial to lend your face for the cause. She had a blast and thought you deserved it and would love it! Thanks, (YOUR NAME)*

Second Attempt text ( when they don't reply to first one) send next day.

*Hey (NAME), this is (YOUR NAME) . Don't know if you saw my text the other day. Your friend (PERSON WHO REFFERED THEM) payed it forward to you at her pampering session & gave you a free pampering session with a gift so I wanted to reach out to you one more time just in case you missed the text! Reply yes if you want the details girl!!!*

### Your first reply to them:

*Awesome, thanks! You will be treated to an anti-aging interactive facial, we also do expert foundation matching! Basically, we pick a 1 1/2 window that works for you, I'm located in (YOUR CITY) & do u need weekday, weeknight or weekends? xoxo, Kim*

### If they ask what they get

*It's a free beauty experience session it will include an anti-aging facial, there is a microdermabrasion treatment that is made for sensitive skin. We will also do a hand and lip exfoliating treatment plus there is expert foundation matching too. When did you want to schedule your session? Weeknight or weekend?*

### **Once you have scheduled a date:**

#### First text:

*You're all set! It will be in (YOUR CITY), I am located in (DEVELOPMENT OF NEIGHBORHOOD NAME). You may invite 2 guests over 18 if you'd like! They will count as one of our 100 faces! Please just provide me with their name and number. Have them mention your name. :)*



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Second text to follow immediately after prior text:

*I will also be reaching out to a couple of days prior to your appointment to get some information about your skin. Should you have any questions prior to then please feel free to call me or text me. I look forward to meeting you! Thank you, (YOUR NAME)*

### **Pre-profiling Text: to be sent out 3 days prior to their appointment**

If you have booked an appointment more than 2 weeks out it is important that you send messages in-between to hint reminders.

Example: *Hi (name) how are you? I'm working on swag bags! Do you like bold or neutral lip colors?*

Example: *Hi (name)! Just following up, did you decide on bringing a guest? I want to make sure I save the spot?*

First text:

*Hi (NAME) excited to see you on (TIME & DAY)! I have some questions for you about your skin. Is it ok if I text them to you? Thanks, (YOUR NAME)*

If No reply:

*Hi! It's (YOUR NAME)! We have an appointment (DATE & TIME). Did you receive my text yesterday? I have some questions about your skin I would love to get answered before we meet. Thank you, (YOUR NAME)*

Questions to send:

- 1- *is your skin dry, oily or acne?*
- 2- *any concerns with your skin or are you allergic to anything?*
- 3- *-is your skin tone beige, bronze or ivory?*
- 4- *have you ever tried Mary Kay skincare/cosmetics?*
- 5- *what are you currently using for your skincare?*



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6- what's your age range? (Under 18) (18-25) (26-35) (36-46) (46+)?

Reply: Once questions are answered you reply with:

*Great thanks so much! Here is my address! Please arrive 15 mins prior*

*(if Scheduling at The Beautique, you must let Kim know 24hrs in advance)*

24 hours prior to appointment:

*Hi (FIRST NAME), I'm excited to see you (meet you) tomorrow at (DAY & TIME)! Just wanted to confirm our appointment for tomorrow! Is that still good for you? Thanks!*

Day of appointment: send by 10am

*[First Name]! Looking forward to meeting you today at (TIME)! Please arrive 15 mins prior. Do you need the address again? Thanks, YOUR NAME*

If no reply to day of:

*Hi FIRST NAME, wanted to make sure you had the address for this morning, my phone gets a little crazy sometimes! Did you receive it?*

***If no show:***

*Hi (NAME)! Sorry we missed you for your scheduled appointment! When did you want to reschedule for? Do you need a weeknight or weekend?*

**Following up for dates: ( when they have said yes but haven't tied down a date)**

*Example: Hi (NAME), following up on our prior text! Did you decide when is good for you?*



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Example: *Hi (NAME)! I'm working on my books and I have some open spots does (DATE AND TIME) OR (DATE AND TIME) work for you?*

Example: *Hi (NAME)! Hey girl, did you decide what works best for you? Weeknights or weekends?*

Example: *Hi (NAME) we are missing each other here...No worries!!! Are you still interested in the free facial to support women and children in domestic violence*

*shelters? I hate to bug you but we are so close to a huge goal and I need your help. I'm going to throw in a \$25 gift card for you too. Let me know if you can do weekend or weeknight!? Thanks Again... (Your Name)*

### **Best time for booking:**

*Monday – Friday 11am to 2pm & 5pm to 8:30pm*

*Saturday 11am to 4pm*

*Sunday 2pm to 6pm*

*Note: the key is to follow up. Always follow up with those who have said yes but not given a date the next day. Then thereafter every 2 to 3 days.*

*Note: Send the follow up texts. When you get no reply. Check out the website for “Multiple Attempts Script”*