

# Fabulous Magic Texting Scripts

**Mass texting DOES NOT WORK. It must be personalized.**

**How to Play The Game:** I play the game after we have done skincare and foundation.

I say, “I have to do 100 facials 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, then 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 and so you know...I only call or text them once so I won't be stalking your friends. If they don't respond, I assume they are not interested & 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! Oh and you get extra (Tks or Gift) for people over 25 so just put a star next to those people. 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.* 😊😊

**What is the prize they get for being the winner?**

A 50 cent hand cream or \$1 gift wrapped really pretty. They absolutely go bonkers for it!

**First Text to send to referral names:**

Hi Sarah, Jessica Smith recommend to text u. I need to do 100 free facials for a Mary Kay contest. Any interest in a free facial? Michelle

or

Hi Sarah, this is Suzie w/Mary Kay. I don't think we've met but Jessica Smith said text is the best way to reach you. She gave me your name as a deserving woman to receive a complimentary Mary Kay Facial! Should I text or call you with the details?

*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:**

Great! We can pick a one-hour window that works best for you. And you get a fabulous 3 part hand treatment for satiny smooth hands, a do it yourself anti-aging facial plus expert foundation matching. I have Thursdays, Fridays & Saturdays open. What's best for you?

**Then my third text that I send is:**

Okay, would Saturday, May 5th at 11am or 3pm work better for you?

**Then we may have several more texts, but the final text that seals everything:**

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 facials done, so I'm saving the spot just for you and anyone you bring. Oh you can bring up to 4 people for free facials 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 free pampering. Please let me know 48 hours in advance if you need to reschedule.

During your pampering appointment you can expect: A 3 part satin smooth hand treatment, a do-it-yourself anti-aging facial, plus expert foundation matching all in under an hour. You'll leave totally relaxed.

My address: "Company Name" Land Address: 123 Main Street, Anytown, MA – See you on the 19<sup>th</sup>!

Suzie Consultant

*My contact info follows so they can reach me if they need to reschedule.*

**What is the Success Rate?**

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 😊