

# Anatomy of a Great Text Script

I could give you fish or I could teach you to fish... Keep these things in mind when new booking or selling ideas are presented and you are coming up with a text to send to your friends and customers.. Here is the anatomy of a great text script!

1. Hi Suzy! :)

-Her name

-an exclamation point

-a smiley face

**2. The reason you are reaching out to her.**

"I have a favor to ask you..." or "I'm in this huge contest to be a star consultant." or "We are doing this fun customer appreciation event and I'd love for you to come!" ...get right to the point!

**3. Explain a bit. What do you need and how does she benefit?**

"I'm in a huge contest to win a free mk car and I need to give away 30 facials this month to win! I'm running out of people I know! lol! You get a \$10 gift card for helping me."

or

"I only need to sell \$400 more by tonight so I'm doing 10% off and free shipping on my whole website!"

or

"I'm in a contest to have the most customers attend and everyone who comes gets a gift from me!"

**4. Finish with a direct but light-hearted question and a smiley face.**

"Could you help me? :) "

or

"Do you need any mascara or cleanser or anything? :) "

or

"Would you like to come? :) "

**THE TWO CARDINAL RULES OF TEXT BOOKING:**

1. ALWAYS PREVIEW AND EDIT THE TEXT BEFORE SENDING!!!

2. ALWAYS TWEAK THE TEXT SO IT HAS APPROPRIATE NAMES, TIMES, ADDRESSES, DATES, ETC. Seems silly... but it is SO NOT COOL to accidentally send the wrong info!