

Text Booking Scripts

By Michelle Cunningham

These are the **MAGICAL TEXT BOOKING SCRIPTS** developed by Michelle Cunningham and her fabulous offspring director, Jessica! (And a few added tips from Renee Chinchilla-Porrass. Jessica is the queen of short and simple texting scripts that get great results. The beauty of these scripts is their simplicity and clarity. **DON'T CHANGE THEM!!**)

NEW CONSULTANTS...if you're booking your first 30 facials in your business, you could text, say or fb message this:

Hi ____! :) So guess what!?!?

(wait 2 minutes before you send the next text...)

So, you're not gonna believe this! I just started my own Mary Kay business! I know, crazy, huh?! I'm in this super fun contest to be a star consultant... Doesn't sound like much but it's a BIG deal in Mary Kay! So in order to win, I need to give away 15 free facials in the next two weeks. :) I thought you might be adventurous enough to lend me your face and you get a gift for coming. LOL! Could you help me out? :)

...OR...

So, you're not gonna believe this! I just started my own Mary Kay business! I know, crazy, huh?! I'm completing my training and I need to practice on my first 10 faces in the next 15 days. It's fun and you don't have to spend a dime! I wonder if you might be adventurous enough to lend me your face... LOL! Could you help me? :)

If you meet someone out and about (aka warm chatting or conversational booking):

Hi Stephanie! :) It's Renee, with Mary Kay... It was so nice to meet you at the gas station today! Thanks for letting me ask you such a random question in such a random place! lol! :-D So we can pick a one-hour window that works best for you. You will receive a satin hands pampering treatment, an anti-aging facial, plus some expert foundation matching. Do you prefer an afternoon or an evening? (or you could explain what's involved with a Beauty Experience – just keep it short.)

If you have completed your first 30 facials in your business and you're working towards a certain goal, this is a great script... You may need to change the specific numbers or goal you are shooting for:

Hi friend! This is kind of random, but I've got a question for you...

(wait 2 min)

I am in a huge contest to earn a free Mary Kay car!! In order to earn it, I need to give away 10 free facials every week this month. I'm running out of people I know so I have resorted to texting complete strangers! lol! I wonder if you might be adventurous enough to lend me your face... you don't have to spend a dime and you get a \$13 MK gift card. Could you help me? :-)

(Ok, NO MATTER THE REASON YOU ASKED HER, after she says yes, you send this...)

So we pick a one-hour window that works best for you. You will receive a satin hands pampering treatment, an anti-aging facial, plus some expert foundation matching. Do you prefer an afternoon or an evening?

Great! Looks like I have ____ at ____ open. Would that work for you? :)

Perfect!! My address is 12345 Sunshine Road, 87654 If for some reason, something changes, please let me know before Wednesday at noon (*24 hours ahead of time) so I can adjust my family's plans. :) I just need to know 4 things about your skin so I can be ready. Can you tell me...

1. Is your skin more normal/dry? Or more combination/oily?
2. Do you have any allergies I need to know about?

3. Are you in your 20's, 30's, 40's or 50+? (this tells me a LOT about your skin!)

4. What do you wash & moisturize your skin with?

(after she answers)

Ok thanks! :) That's super helpful. ...one more thing: you can totally bring a couple of friends with you. In fact I get to give you _____ if 3 friends come with you! (As long as they're over 21 and don't currently have a MK consultant.) Can you think of anyone who might want to join you? :)

(if she says no, skip to the confirmation text at the bottom.)

(IF SHE SOUNDS EXCITED ABOUT BRINGING FRIENDS, SAY...)

Sweet! Here's a text to send to your friends to invite them:

Hey girl! Question for ya... I have a friend who is in a Mary Kay contest to earn a free ____ and in order to win, she needs to give away 15 facials in the next 2 weeks. I'm going for some girl time on Monday at 6:15pm and it would be awesome if you could come! Everyone who goes gets a gift. Are you free?! :)

(IF SHE'S NOT SURE OR IF SHE SAYS SHE'LL ASK AROUND OR IF SHE DOESN'T ANSWER WITHIN A HALF HOUR, SEND THIS:)

In case you think of someone, here's a text to send to your friends to invite them:

Hey girl! Question for ya... I have a friend who is in a Mary Kay contest to earn a free ____ and in order to win, she needs to give away 15 facials in the next 2 weeks. I'm going for some pampering and I would love it if you could join me! It's next Thursday at 3pm. Are you free?! :)

And then when they answer, make sure to say:

Awesome girl! Her name is Renee and she is going to text you to ask you some questions about your skin. :) We'll be meeting at _____ that day: 2345 Sunshine Way, 80100.

No matter what, it'll be fun and I can't wait to meet you! Thanks so much for your help!

About 12-24 hours before the appointment, send this text... DO NOT text to say you are confirming... this is an invitation to cancel! Instead, this is how to confirm your guests...

Hi _____! I'm super excited to meet/see you tomorrow!! We will start promptly at 6:30pm, so if you can arrive by 6:15, that would be great! :) The address is 2345 Sunshine Dr. 80900. Do you need anything from me before then? :)

(If she does not reply, assume she is coming and was just too busy to answer you. 90% of the time, she'll reply to say she's good to go and will see you soon. 9% of the time she'll forget to answer you and show up. 1% of the time her car will run out of gas or her cat will get croup and she'll no-show. ...and I totally made those percentages up! lol!)

(About 12-24 hours AFTER the appointment, send this text...)

Hi Ashley! :-D I just wanted to thank you again for spending your evening with me... I really enjoyed getting to meet you last night, and I hope your skin feels fabulously soft this morning! :-D

This is a good time to ask anything you forgot to ask at the appointment, coach her 2nd appointment, or coach her coffee appointment with you.