

Jessica Magill's Magic Scripts for Texting

To book someone from a Fabulous Referral Sheet:

Hi Shannon, this is Jessica with Mary Kay. I don't think we've met but Alex Mastez said text is the best way to reach you. She gave your name as a deserving woman to receive a complimentary Mary Kay facial! Should I text or call you with the details? 😊😊

What I say when they say text me: Great! So we will do a Mary Kay facial, a Satin Lips and Satin Hands treatment and we'll match your foundation shade! You'll be out the door in about an hour feeling refreshed😊😊 Would you be interested?

To book a referral using Sales Director, Erin Ewers Giggle Script:

Hi Erin, this is Ashley. I don't think we've met, but Lisa Smith gave me your name. I have a favor to ask you...

Then wait like 20 minutes and send a ton and then goes back to send the rest of the message.

She is helping me with a Mary Kay contest. I am trying to be the first director to earn the new Black BMW 320i! I have to do 50 free facials this month to earn that. I am running out of people I know, so I have resorted to texting complete strangers, lol! She thought you might be adventurous enough to lend me your face and you get a FREE GIFT. Can you help me out?

To book someone for a Wednesday Night Call:

Hi Melissa! This is random but I am in need of 3 volunteers to listen in on a Mary Kay informational call tonight from 9-9:30. You can dial in from your cellphone. Any chance you can listen in?! I give you any Mary Kay item at half off for helping me!

To book someone for a coffee date to hear more about the Mary Kay Opportunity:

Hey question for you... I meet with 3 women a week over coffee to practice sharing Mary Kay's company info. That keeps me on track for my free Mary Kay car!! Would you be free for like 20 mins sometime tomorrow or next week sometime to meet with me? Coffee is my treat and I bring you a little gift!"

FACEBOOK FRIEND OF FRIENDS

Another great way to get new referrals from your Facebook Friends

Thanks for the idea Sales Director, Erin Ewers!

Say this all your Facebook Friends to get more referrals:

Hi Marie! How is everything with you? I hope you are great:) I'm working toward a really huge promotion in my business with Mary Kay to earn my next free car and have been challenged to do a test panel and or get the opinion of 50 new women in the next 30 days. Would it be ok if I messaged a few women on your FB page to offer them a complimentary facial to help me with my goal? I'm super nice about it and respectful of their answers. Thanks either way! Michelle

What to say to the Facebook friend of a Friend:

Hi Lisa, I am Michelle and I don't think we've met, but Marie Boths gave me your name. I have a favor to ask you...She is helping me with a Mary Kay contest. I am trying to become the youngest director in the area to drive a Pink Cadillac (or first consultant in my town to drive a free car)! And I have to do 100 free facials this month to earn that. 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! Michelle

When she says yes, you can respond:

Fabulous! So the scoop is we pick a one hour window that works best for you. At your appointment, you receive a satin hands pampering treatment, a do-it-yourself anti-aging facial plus expert foundation matching. I hold appointments at my studio in Avon or I can also travel to you. Is a weekend or weekday better? And thanks so much for your support!

OR Another way you can respond:

That's perfect. I hold all individuals facials at my home studio in Avon on Tuesday and Thursday evenings. Or, if you would prefer to share your appointment with 2-5 friends (and get FREE products) I can be a little more flexible on the date. What works better for you?