

"Text Booking"



I owe a TON of Thank You's to **Director Cherisse Hixson!** She was sharing on a Director Call about having a "Text Booking" Meeting. You can imagine that we were all wondering, what did she say about a "Text Book"! Modern Technology today is all about anything electronic, computers, cell phones, air waves, whatever it is. All I know is I hit a "Send" button and it gets to the person I want to get it to. You will hear all sorts of things about how "you should" respond or talk to people. You follow your heart and do what you feel, then try something new! I am a creature of habit, who does not like change! BUT if it will change the surface of my Date Book, I am all for giving it a try! **Director Cherisse Hixson** sent us her script and we all took off! You know we all have to put our little words and change things here and there to our own personalities, but please keep it as close to Cherisse's scripts as possible. None of this "Hey Yo!" Keep it professional.

Ladies today will respond to a Text Message before they will respond to a phone call. My son's girlfriend told me, "If I don't know who it is, I won't answer. But, if they text me, I will read it." And so it is. I have filled my books with Text Messaging aka "Text Booking!"

Here are some scripts that I use below:

Name Game Referral...

Hey Girl! U don't know me, but I'm friends w/the awesome Nona Stutts & I need a favor & she said U were really nice & might help me out. I'm n a contest w/Mary Kay 2 do 30 free mineral makeovers n July & wanted 2 give U a FREE GIFT if U will do 1 w/me. Its super fast & I would come 2 U! Do U already have a Mary Kay consultant & if not, can I borrow U 4 this? I'm not pushy & it's totally fun!

God Bless, Vickie

Sent from my iPhone

Fair Booth or Warm Chat Survey....

Hey Girl! U may not remember me, but I'm the 1 U filled out a survey w/@ the LA State Fair & I need a favor & U were really nice & I thought U might help me out. I am n a contest w/Mary Kay 2 do 30 free mineral makeovers n July & wanted 2 give U a FREE GIFT if U will do 1 w/me. It's super fast & I'm going 2 B N Tyler Sunday @ 2 & 4:30 training new consultants & needed 2 borrow Ur face & get Ur opinion! Do U already have a Mary Kay consultant & if not, can I borrow U for this? I'm not pushy & it's totally fun!

God Bless, Vickie

Sent from my iPhone

David's Bridal invite....

Hi! I'm Vickie w/Mary Kay. David's Bridal contracted w/me 2 help Brides look great 4 their wedding day! U won a makeover & FREE gift! I'm going 2 B N Tyler on Sun. Wanted 2 know if U would B able 2 come @ 2 or 4:30 to do Ur Makeover & pick up Ur FREE gift?

God Bless,
Vickie

Sent from my iPhone

Confirmation messages....

I look forward 2 seeing U Tues. @ 6:30 pm 4 Ur makeover & 4 U 2 pick up Ur free gift. U can bring a friend along 2 share N Ur makeover, if U'd like. C U @ the Harry Patterson Tower, 6007 Financial Plaza, 4th flr., rm. 404.

God Bless, Vickie
Mary Kay

Sent from my iPhone

I look forward 2 seeing U Sun @ 2:00 pm 2 borrow Ur face 4 makeovers & 4 U 2 pick up Ur free gift. U can bring a friend along 2 share N Ur makeover, if U'd like. C U @ the Holiday Inn Express N Tyler @ 2421 E. SE Loop 323.

God Bless, Vickie
Mary Kay

Sent from my iPhone

Directions....

It's @ Harry Patterson Tower, 6007 Financial Plaza, 4th Flr., rm 404. Take I-20 to Pines Road, turn towards Wal-Mart, & make left on the service road (Financial Plaza) by the Exxon, drive past IHOP to Courtyard Marriott & take a right on Raspberry Lane (can't turn left), drive about .25 mile down on right, the sign says Harry Patterson on right where you turn in to the building.

God Bless, Vickie

Sent from my iPhone

Follow Up Text Message...

C u tomorrow night at 7:00.

Can't wait to see you tonight @ 7:00pm

How's ur Mary Kay working for you? Is Ur makeup shade right 4 U?
Do u need 4 me 2 adjust anything?

God Bless,
Vickie

Sent from my iPhone

Remember....

1. Don't let your "Text Message" get too lengthy, it costs money to the recipient that may not have unlimited texting. Don't send more than 2 text messages. One they may not get, but two is enough. We shorten to U instead of you, Ur instead of your, etc. to save them money.
2. Keep your wording professional.
3. If the phone call didn't work, send the "Text Message". If you "Text Messaged" first, then try the phone call.
4. a. Don't try to type all this in your cell phone. If you have an iPhone, email it to yourself on your iPhone or Text Message it to yourself on your iPhone. All you have to do is put your email address or cell number in the To: line on your email. When you receive it, copy and paste. Correct people's names, times and places.

b. Then hit forward and add the phone number. iPhones take a lot of numbers.
5. If you don't have an iPhone and you have a phone such as a Palm, etc., you can do the same, email or put your cell # in the To: line, then save it as a "Template".
6. Remember that 9 to 9 is People time, after 9 you may get unhappy recipients. If they continue to text you after 9, then you may respond.

What has this accomplished for me....

This week, my Monday appointment was a Text Message appointment. I was told by my new Mary Kay girlfriend that if I wanted to reach her, "Text Message" or "Email", she was too busy to answer phone calls. I sold \$200 to her.

My Tuesday appointment was a facial, that turned into a double facial because of my "you may invite a friend along", it was a \$200 appointment, and I added a new team Member.

My Tuesday Night Success Event was a "Text Message" warm chat, that turned into a facial and a New Team member.

My Wednesday appointment was a “Text Message” that did not answer my phone call a year ago, yes, a year ago, I “Texted” her and she was a \$100 facial.

I even had a girl “Text Message” me after I had “Text Messaged” all her referrals, to tell me she wanted to sell. She was a 1-2 on the scale at her facial. After I had “Texted” all her referrals, the chatter started among her friends and she said “She” had a lot of girls who would buy from her!

My new Mary Kay girlfriends shared with me when I asked them about Text Messaging, that they loved it, because they can’t answer their cell phones at work, but they are allowed to text.

Happy Texting!

**God Bless,
Vickie Finch**



Facebook: This is what I sent to book personally on her private page (my books are filling!)

Hi _____,

I wanted to check with you on this....I'm in a huge Mary Kay challenge to hold 10 parties/get together in October. Our NEW fall/holiday products just launched too....my question is: do you think you could get you + a couple friends together to try & play with make-up?

We have a SUPER Hostess special going on too & it's:

2+you=\$50 FREE or....

4+you=\$75 FREE!!! (your choice = ex: like you + 2 other people)

++++other bonuses of: Any 1 item 1/2 off when holding on date booked + \$25 FREE more for every 2 bookings!!!

It would take about 2 hrs. from start to finish & I would love to get together!

Let me know, we can do it at my home or yours.

Thanks so much for considering.....

Hugs,

Sherry

Text: Here was my super simple text for text booking:

I'm in a huge MK challenge to hold 10 parties in Oct. Hot NEW products r out, could you get a couple friends together to play? 2+you=\$50 FREE! 4+you=\$75 FREE!

Hugs

Sherry