

Referral Text Booking:

Now, here is the schedule that I do all of this.

- 1) Once the person is booked, I send her the gift certificate along with the 4 girlfriend vouchers and a look book.
- 2) Then I send them the SCC reminder on Wednesday, a week and a half before their appointment.
- 3) On the Monday before their appointment, I call them, I don't text them unless they don't answer the phone. If they don't answer the phone then I tell them at the end of the message that I will text them "because I know that is easier if you are working".

On this call I start to preprofile "Hey Kim, I am so excited for Saturday! I am just putting your goodie bag together and wanted to know if you prefer lipstick or lip gloss?"

Then once she answers, I ask her about her skin, then I end with: "Do you have any friends or family members that would like to take advantage of the girlfriend vouchers?" So then I get names and numbers of those she already knows are coming. If she doesn't have 4 coming, I remind her that she gets an extra gift when all 4 vouchers are used 😊 Then I tell her that I will give her a call or send her a text on Thursday "just to make sure your healthy and happy and see if anyone else is going to be joining you".

4) Thursday: I call her just to finalize her guests. Then I also ask her what colors she prefers on her eyes so "I can customize your goodie bag just a little more". Then I choose the color card that describes her preference. My assistant prints up a label with the guests name on it and attaches it to the goodie bag. We only put names on the bride or the referrals bag, just to make her feel more special.

Hey Christine, you don't know me but I know Michelle and my name is Kim, and I am in need of a favor and she said you were really nice and might help me out. I am in a contest with Mary Kay to do 60 free mineral makeovers in the next 4 weeks and wanted to give you \$20 in free product if you will do one with me. Could I borrow your face for this? I am not pushy and it's super fast and totally fun!!

Great! Thank you so much! My next available day is Saturday Sept 10th at 9:45. I will spoil you rotten!! Does the 10th work for you? Also I will send you some girlfriend vouchers for your friends in case they would like to join :-). Where would you like me to send your fun packet?

Wonderful...I will also send you a reminder card when we get closer to the day :-)

Hey cute girl...I loved hanging out with u on Sat!!! I'm in need of a huge favor from darling, sharp girls and I immediately thought of u....I am earning my next Top Director trip to France and I have to do 5 presentations of the Mary Kay opportunity. It seriously doesn't matter if your not interested in selling Mary Kay, I get credit for u listening. Not only will I be eternally grateful and indebted to u but I will SPOIL u with another \$20 gift card....please please let me know if u can help me out :-)

Great! I do the presentation on Monday at 7:45 pm at my training center. My next available date is Monday July 25th. Does the 25th work for u?