

Customer Follow Up Texts After You Give Someone A Facial or Makeover

*How I FOLLOW UP after I meet someone using TEXT Messages the same day, a few days later, a month later, quarterly and on and on!
How I keep CLIENTS for life! VIP CLIENTS!*

And not everyone stays with me forever, but I find that like 1 out of 20 becomes a VERY LOYAL customer of mine. So It's definitely NOT EVERYONE, but 1 out of 20 will change your life and financial future forever if you KEEP BUILDING YOUR CUSTOMER BASE EVERY MONTH!

Here's my Magic Customer Follow Up Scripts

Same Day Thank You Text:

Hi client! So great to meet you today! I hope your skin feels great! You're an awesome energy and it was super fun to meet you! Loved hearing about your (INSERT COMMENT HERE)... xoxo, Michelle :)

2 Days Later:

Hi client! So great to meet you at our Studio in Westlake. I wanted to check in on your new products? How do you like everything so far? And any questions I can answer? As your personal beauty consultant, anytime you need any products/have any questions, I'm here always by text, phone call or on my website. I also added you to my VIP client list, so you get FREE shipping for life and access to my exclusive sales. :) www.marykay.com/michellecunningham Michelle Cunningham

4 Days Later:

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!

14 Days Later:

Hi client! It's been two weeks since you have been using your Mary Kay products and I just wanted to check in! How are you liking everything? Anything you need to adjust with your skin or makeup routine? Keep me posted because I really care about you getting the best results. And, you are on my VIP client list, so you get FREE shipping for life on any future orders. :) Michelle Cunningham, Your Mary Kay Beauty Consultant Shop 24/7 online:
www.marykay.com/michellecunningham

21 Days Later:

Hi client, Okay, super random question...I'm putting together a model portfolio and I need faces for it. Basically, you get a Mary Kay facial and a glamour makeover. Then we take before and after photos (which I text to you afterwards). Any chance you would want to be a part of it? It's free...I just need 100 faces for it! LMK and I can give you the scoop. :) Michelle

2 Months Later:

Hi client! Two months ago I sent you off with some new Mary Kay products to try and I just wanted to follow up to see how things are working out for you? You were just on my mind so I wanted to check in! Have a beautiful day. Michelle Cunningham, Your Mary Kay Beauty Consultant
Shop Online: www.marykay.com/michellecunningham

MONTHLY: *Every month she gets an email like this from me...*

Hi Monica!

As a VIP Client, you get access to this special sale.

Today and tomorrow YOU get --% off your ENTIRE ORDER of any Mary Kay products!

THIS IS A SUPER RARE SALE!!

To receive your discount: Mention VIP-- (I usually put the discount here like 10 or 20, depending on the discount I offer)

To order: Reply to this email or hop on my website:

www.marykay.com/michellecunningham

You get access to this special sale because you are a very important client of mine. You're welcome to share this sale with a friend or two who does not already have a Mary Kay consultant that she works with.

With respect and tons of love,
Michelle Cunningham

When she replies with her order, I say this... (*You pick how many winners you have*):

Okay awesome! Your order total is \$56.87 and we drew names this morning out of all the orders that came in and you were picked as my office grand prize winner! You won a Mary Kay shopping spree!! You can pick ANY amount of additional items to add to your order at 50% off. :) Congratulations! Let me know what you'd like to add and I'll add it in before we ship this out. :)

MONTHLY Text:

Hi Monica! My VIP Client sale is going on today and tomorrow... Everything on my website is --% off for you as a VIP client.
www.marykay.com/michellecunningham Hope you're doing great!

QUARTERLY: *I also invite her via email and text to upcoming Mary Kay events.*

Hi Monica! In two weeks, we are having a VIP client appreciation event and I wanted to invite you. Basically, you get a chance to win cash and prizes and you'll learn little bit more about Mary Kay the company. Would you want to come as my special guest? I need to reserve seats in advance. :) I can get you more details!

QUARTERLY: CATALOG CHECK: *Once a quarter she hears from me regarding the catalog. (She gets a message from me checking on her and letting her know about the newest catalog that just launched. I mail a Preferred Customer Catalog to anyone who has spent over \$40*

with me that year.)

If I mailed her a catalog:

Hi Monica! I mailed you the Mary Kay catalog! Just wanted to make sure you received it and the sample that came inside? I'm having a special sale for my VIP clients who I mail the catalog to, so let me know if you'd like the details!

She says, Yes, the details please?

Okay, so basically, you get 10% off ANYTHING that you want to order out of the catalog. But, if you bring a few friends with you to my studio to try our new summer line, you will receive \$75 worth of Mary Kay for only \$25 as my gift to you. Would you like to come in for facials and makeovers? Would be great to see you again!

Someone I didn't mail the catalog:

Hi Monica! Mary Kay's new catalog just launched and we have an insane new summer line...light, fresh, and we have a new lip color and eye shadow that I'd love to try on you! Would you want to get together for a new summer look and try them out? It's Michelle :)