Referral Texting

Tips: Text lots of referrals at once! Out of 10 text, four will respond, one or two will book. Where do the others go? I’m not sure. Text land?

Hi Melissa, this is Lauren Hessler! I don't think we've met but Susie Smith said text is the best way to reach you. When she had a fun makeover this weekend, she gave your name as a deserving woman to receive a complimentary Mary Kay pampering session & gift card! Isn’t that sweet of her?? Should I text or call you with the details? 😊 😊

…Usually they say, text is fine, or Oh fun! Text please! …

Sure, no prob! 😊 Basically it’s really fun, you get a complimentary pampering session which includes a mini facial, dash out the door makeup look, and a softening treatment for your hands/lips. Plus she was able to pass along a $10 gift card for you to shop on the spot! We just find a one hour window that works best for you...do you prefer during the week or on a weekend? 😊

…Sometimes I will alter the end to say “shop on the spot! I’m in King of Prussia on Tuesday nights, or work out of my home studio in Chalfont, or can come to you! We just find a one hour window…”

That gets me lots of bookings at Tuesday Night Live.

Once you have her booked, COACH her!!

OK great, so we’re on for Tuesday the 1st at 7pm! So I can start getting all prepared for you, have you ever tried any Mary Kay products before?

Great! Well when we get together, is there anything spefici I can bring for you? Any skin care issues, breakouts, dark circles, etc?

If so, make sure to build rapport on those.

OK great! Also, when we get together, you’re more than welcome to invite a friend or two to join! I’m working on doing 30 faces this month, so I appreciate any help, and would totally have some freebies for you as a thank you!

(If she responds with she’ll see who can make it, etc) Great! I’ll touch base with you next week and you can let me know how many mirrors to bring and all. See you then!

Confirm a day before – Hi Susie it’s Lauren! Excited to see you tomorrow at 7pm! Was it just going to be you and me, or did you have any friends joining?

Great! And also, its easiest if we can just sit at a table, that way you guys can put your mirrors up. Then as long as we have access to a sink, we’ll be good to go! See you then!! ☺