

Text Booking is the New Rage!

By Dacia Wiegandt

Nothing replaces a personal phone call to book someone, but if you can't reach someone text them. Texting is the new rage and most women between the ages of 18-35 text as their main source of communication. Let's get with the times!

Tips with text booking:

Always remember to text your prospects or clients between 9 am and 9 pm.

Keep your text short, sweet, and to the point. Remember some people don't have an unlimited text limit. Be considerate!

Don't send more than two texts.

Keep your words professional.

If a phone call does not work, send the text message. If you text message and they don't work, try to give them a phone call.

Be smart, don't try to type this into your cell phone. It's a lot easier to type on a computer than it is on a phone, so you can type out an email to yourself and open it on your phone. That way you can just copy and paste from the email on your phone, instead of having to type out everything on your phone's keyboard.

Text Examples

Booking someone you know:

Hey girl it's Dacia! I'm doing a huge test panel on new Mary Kay® product. I need a favor; I'm in a contest and need to borrow your face. It's FREE, FUN, FAST, and YOU will get a FREE GIFT. Would love your help? Can you help me this week, or next? PRETTY PLEASE!

Booking a warm chatter lead:

Hey Girl! It was so nice meeting you at the park. Did you get to try that sample? I would love to get your opinion. I need a favor and you seemed so nice and I would love your help. I'm in a contest with Mary Kay® to do 30 mineral makeovers in August and wanted to give you a free GIFT if you will do 1 with me. It's super fast and I would come to you. It will be sooo much fun!

Referral Text:

Hey girl! You don't know me, but im friends with the awesome Maria Sanchez and I need a favor and she said you were really nice and might help me out. Im in a contest with Mary Kay to do 30 mineral makeovers in August and wanted to give you a FREE GIFT if you will help me with my goal. Its super fast and I would come to you; It will be lots of fun! Let me know.

Have a great day

Dacia

Lead from a facial box or David's Bridal:

Hi! I'm Dacia with Mary Kay. David's Bridal contracted with me to help brides look GREAT for their wedding day! You won a FREE makeover and FREE GIFT! I can do your makeover this week or next? Which is best? You can do it alone, with friends or bridesmaids. Let me know so I can schedule you in.

Sincerely

Dacia

Confirmation messages:

I look forward to seeing you Saturday at 10 am for your makeover and for your FREE GIFT. You can bring a friend along to share in your makeover, if you'd like. See you at the Beauty Center 12338 SE 127 Ave.

See you then!

Dacia

