

Thanks to Director Rachel Bullock in the Pike Area for these great tips for TEXT BOOKING YOUR WAY TO YOUR 10 PARTY WEEK! ATTACHMENT WITH MORE IDEAS ALSO INCLUDED!

I just did a fun pedicure party tonight with 11 girls and got 4 parties booked for this month because I shared my 10 class week goal with them! I also romanced that hostess was getting a \$100 shopping spree just for having at least 5 women in attendance who didn't have a MK consultant. The hostess LOVED her shopping spree & her guests are so excited for theirs too. I told them I'd send an email tomorrow and as long as they responded within 24 hours with a guest list of 10-15 names, addresses & phone numbers and held the party on the original date, we'd work together to make sure at least 5 showed up and she'd get her \$100 free! WOW! SOOO easy! Last night, I began to make pre-profiling calls to this guest list and after leaving voicemails for the 1<sup>st</sup> two, decided to try sending a mass text instead as a pre-profile/confirmation. I sent it to all 10 people on her list and 8 replied immediately, including one of the people I had just called and not reached and the other 2 responded after awhile! It seems especially the younger generation responds faster to text – I know I do usually. This doesn't replace the importance of phone calls and voice-to-voice connections but can just help you work smarter and more efficiently. I found it much faster than calling each person and playing phone tag with them. Most phones should allow you to send a text to up to 10 people at once. Here is what I sent to the girls last night: (I also made it exactly 160 characters by removing the spaces so it would go all in one message)

*"Hi! This is Rachael with Mary Kay confirming u 4 a free pedicure 2moro nite @ Cali's house-7pm-fun girls' night of pampering-pls reply so I can bring u a goody bag!"*

Then, when they replied that yes, they were coming, this is what I sent: *"Gr8 – can't wait 2 c u! I have a few ?'s 4 u: Have you ever used MK b4? Is ur skin normal, dry, oily or combination? What colors do you like to wear in make-up?"*

**Christine Fulton in Amy Stute's Unit from the Kansas City area is a "Party Booking Maniac" right now! She shared with us this morning her method to call leads through her texting when they won't return your voice mail calls.**

**We all know voice-to-voice is best, but this younger generation don't even check their voice mails.....they pretty much live by texting! They called her back and they booked with her!!! So, first call them, and then turn around in an hour or so and text them....**

**I love a GREAT Script that works! Thank you, Christine!**

**Love,  
Deb Pike**

*Morning Deb!*

*As I mentioned this morning, I decided to contact my leads in atleast 3 different ways (E-mail, Phone, Text, or Postcard) before "letting'm go." (If all I have is a phone #, then I call twice leaving voicemails ... if no response ... I follow with a text.)*

*To my David's Bridal bridal leads that I have called, left a voicemail, and had no response ... I text:  
Hello \_\_\_\_\_! Christine in assoc. w/David's Bridal & Mary Kay here! I left a voicemail the other day in regards to the Indulge Pampering Gift we have for YOU and up to 6 guests! Please contact me to schedule your \*totally free\* pampering session. (This gift does expire soon!) :)*

*To my "Fish bowl" leads that I have calls, left a voicemail, and had no response ... I text:  
Hello \_\_\_\_\_! Christine w/Mary Kay here! I left a voicemail in regards to the drawing you entered at \_\_\_\_\_ ... Guess what? You won! Please contact me to schedule your Premier Pampering Gift session for YOU and up to 6 guests. (This gift does expire soon!) :)*