

**EXAMPLE SCRIPTS. REMEMBER THESE ARE SKELETONS TO USE/TWEAK/INSERT EMOJIS AND SOUND LIKE YOU! 🍷 Amy Marx**

🍷 BOOKING SCRIPT 🍷 Skin Analyzer App  
Hi Sarah! Do you have a quick sec to help me?

When they Respond:

Ah I knew it!! You're awesome! I am looking for 3 opinions on our MK Skin Analyzer App. I would love for your thoughts! You snap a selfie, it scans your skin to analyze common concerns (texture, tone, fine lines, eye area), then offers product recommendations customized JUST for YOU! 💕 When you get your results just send a screenshot of those back to me. Would you give me your opinion with it? (Send link to app after response)

**ZOOM PEARL PARTY : could be tweaked for any themed event**

Happy St Patty's Day 🍀! Thanks for joining in on all of the March Shenanigans 🤪💚!! We have one more event for this month!! Tonight we are sharing why we love what we do 🤪. Wear your GREEN & earn the giveaways. We want to love on you 🤪!! Let me know if you're in & I'll send you the ZOOM link!

Reminder Text:

Yay! Can't wait to see you soon! See you at 7:00cst/8:00ET Yayyyy!!! 🎉 Click Zoom Link to start or join a scheduled Zoom meeting

**HYDRA SESH/Deep Detox**

Hey Danielle! Was just thinking of you 🤪...Would you be interested in doing a Skin Care Deep Detox, we're calling it Self Care Shenanigans for March 🤪🍀, on Sun March 27th evening? I'm sending out beauty packets tomorrow. Looking to help 15 women get their skin prepped for the Spring! 🌸 It's free- super relaxing - deep exfoliating, pore declogging, & nourishing hydration. 😊💕 what do you think? 💕 Amy

Reminder text:

So excited for tonight! (7pmcst/8ET 🤪). Check the picture for all the details! We're gonna have a blast! If you click the zoom link you will be able to join right from your phone or computer. Your skin will feel so fab! ZOOM LINK:

**VIRTUAL EXPERIENCE INVITES TO BE TWEAKED FOR ANY THEME:**

Hi Annie! Are you Beach ready? I know it's spontaneous, but we are having a Beauty & the Beach 🏖️ session tonight at 7:00pm for 15 minutes, where we are showing some quick tools to enhance your beauty beach bag! Plus hear an exciting update on the Pink Cadillac we're earning! 🌞 Can I count you as one of my 5 seats?

Happy day Heidi! New products are here & we are all about Stepping into your POWER in MK 💪 TONIGHT we will be sharing some tips for you to reveal a confident, radiant YOU! 🏆 Zoom,

Tues night (tonight) @ 7:30 CST - Sharing the Top 5 products from the New Spring Line in 15 min. It's gonna be fast, fun & worth it!! 📢⚡ TEXT BACK: I'm In!! and I will send you an easy-to-use link & friendly reminder! And a 1/2 price item gift for being so spontaneous to join in! 😊

Happy day Annie! The gifting season is coming up & I'm hosting a quick virtual Holiday sneak peek TONIGHT at 7pm cst. I realize this is a spontaneous invite, but would love to get your feedback on what's gonna be hot for the holidays! 🎄 It'll be pretty quick, you'll get some good ideas & we'll have giveaways & the opportunity to get a couple 1/2 price items! 🙌 I have 3 slots to fill - let me know if I can reserve yours?! 💕 Amy Marx

### **BIRTHDAY TEXT & FOLLOW UP**

Happy Birthday Month!! Hope you're doing Fabulous! It's my time to spoil YOU! I want to treat you this month with a little gift that you get to choose!! 📺 You can either treat yourself to your fave products for 15% off all month long OR for 30% off when we do a customized Birthday Beauty Chat! Let me know which one you'd like! 🥰 Can't wait to celebrate you! 🎉💕 Amy Marx, your fav MK girly 😊

End of Month bday reminder:

Hi {{firstName}}! I hope you're enjoying the start of your week! Quick reminder that you can still take advantage of your Birthday discount until the end of October! 🎉 Of course no pressure if you don't want to (or if you already have then yay!)! Just offering you fun for your special month. 💕 I love taking care of your skin & beauty needs & I hope you've had a fabulous birthday month! 🍰💕 Amy Marx

### **FAVE CUSTOMER FOLLOW UP MESSAGE:**

Hey Heidi! The seasons are changing & I wanted to check in on you & your beauty & skin care needs. 🍁 I am totally in need of fresh updates to my own look, & thought you might want some fun changes too 😊 if there is anything you need to restock while I'm placing an order this weekend, just let me know & I'll make sure you're included & can get it quickly. 😊

### **REFERAL TEXTS**

Text 1

Hi {{firstName}}! You don't know me but I'm friends with the awesome CUSTOMER NAME! I am also CUSTOMER'S Mary Kay girl! 😊 During her last session w/me she was able to gift a free virtual beauty session 🎉 for a self care skin care beauty pack of samples & gift card to someone she wanted to love on & that was you! 🥰 So exciting! 💕 I can't wait to make you feel like a million bucks!! Text me back for more details! If I don't hear back from you, I will follow up in couple days. Thanks! Amy Marx 📞

Text 2

Hi {{firstName}}, this is Amy again with Mary Kay 📞 😊 I just wanted to follow up with you regarding the gift that was given to you by CUSTOMER NAME. Is text or calling you better to

get the details to you? I know you're probably super busy. So, if it's helpful, I will follow up in a couple days if I don't hear from you. 🌸

Text 3

Hi {{firstName}}, 😊 this is Amy with Mary Kay trying one last time to reach you regarding the gift that was given to you from CUSTOMER NAME 🥰...I have a gift card for you plus a beauty pack of samples. Did you want me to text you or call you to schedule this fun virtual appointment? If I don't hear back from you, I will assume you're really busy right now and can follow up in a few months, if that's helpful. And if you're not interested, just let me know and I'll pass the gift along. Thanks!

### **FAVORITE PREFERRED CUSTOMER FOLLOW UP MESSAGES:**

Hey Heidi! You crossed my mind today. 💕 It's Amy Marx from my office text line. 🤗📞 How are your products so far? Also, did your new fall Magazine arrive from me? There is a KILLER pink clay mask sample in there 🙌...have you gotten to try it out yet??

Happy Wednesday Annie! 💖 A quick check in to see if you received your magazine? Seasons are about to change & the new limited edition in there is SO on point. 📞 Would love to know what's trending on your self care wish list! 🙌 Send me your wish list & I will spoil you with a gift card to use this summer! 💋 Amy Marx, your MK girl

### **EXAMPLE INVITE TEXT FOR HOSTESS TO SEND TO FRIENDS FOR THEIR BEAUTY BASH:**

Hey lady!! I'm so excited- my Mary Kay girly is putting together a beauty pack of free samples 🙌 for me & my girlies & I thought of you! We're gonna virtually hang on a happy hour & do it together. 💋 Think yoga pants, charcoal masking & glass of wine. 🍷 Can I count you in? If so, does April 26th or 27th in the evening work?

Hey lady!! I'm so excited- my Mary Kay girly is putting together a beauty pack of samples of a new spring look 🙌 for me & my girlies & I thought of you! We're gonna virtually hang on & do it together. 💋 Sat April 30 @ 9am cst! Can I count you in? If so, register here by this Friday for your free sample pack 🤗(insert google form)

Hey (first name)! I'm doing a little BYOBB ➡️ building my own beauty bar - Masks & Margaritas. 🍷 April 24 @6cst/7et! Hope you can join in! Just a 30 minute sesh & you can register for your samples here - Google Form -