

## **Makeover Flyer Script**

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### **Actual Conversation had with a student from a campus.**

Sarah from X College: Glamour makeover 11:16 AM

Me: Hello!! This is Suzie, a local “Company Name” consultant from Westlake. Would it be better to call you or text you to schedule you for a free glamour makeover? Thanks! Looking forward to meeting you! 1:58 PM

Sarah from X College Texting is fine 1:59 PM

Me: Okay, great! Here's the scoop..”Company Name” is having a makeover contest and I'm on a mission to do 200 makeovers for the contest. So, I pick out the perfect colors for you, take a before picture and then I walk you through how to do your makeup and take a perfect headshot for after. You in? 2:00 PM

Sarah from X College That sounds perfect ! 2:11 PM

Me: I'm open everyday from 10-2pm, Mondays from 6:30 to 8pm and Thursdays from 6 to 7:30pm. Any of those time slots work for you? Oh and my studio is about ten minutes from campus. 2:15 PM

Sarah from X College: How's Friday at 10 ? 2:19 PM

Me: Hi! Sorry for the delay. Friday at 11 to noon would work if you can swing that? Would that work for you? Oh and What's your first name :). 4:20 PM

Sarah from X College Sorry I thought I sent that but it's Sarah :) 11 is fine . Where are you located ?

Me: Awesome! I'll send you details in a bit. :) 4:34 PM

Me: Hi Sarah! Sorry for the delay..Okay so I have you down for Friday from 11 to Noon at my studio in Westlake. 123 Fake Street, Westlake is my address. 4:51 PM

Sarah from X College: Sounds good :) 4:52 PM

Me: I can reserve up to 4 seats for you with friends...or family..mom.whomever. Did you want to reserve seats for others? 4:52 PM

Sarah from X College: I'm in class right now but would it be ok if I text you back with an answer after I get home to ask my mom and sister ? 4:54 PM

Me: Totally...no rush. Oh and so you know who I am...we can connect on Facebook.

Me: Funny, we have a mutual friend on Facbeook. Jessica Rose. She must have gotten a makeover from me too :) 5:00 PM

Sarah from X College Lol I saw that too . I am actually really excited 5:01 PM

Me: Cool :) I am too! Looking forward to meeting you. I have an appointment right after you at Noon, so we can start right at 11 and be done by 12 :) Have fun in class girl! I remember those days! I can't wait to hear about what you are studying to become! Hugs, Suzie 5:05 PM

### Day Before (IMPORTANT to avoid cancellations)

Me: Hi Sarah! Just reconfirming we are on for tomorrow at 11 to Noon for your glamour makeover? Does that still work for you and will you be bringing any others along? Thanks again! Suzie Consultant, "Company Name" 9:31 PM

Sarah from X College Yes, we're still in for 11-noon and I'll be bringing 1 person with me 9:38 PM

Me: Sounds great :) See you both then :) We will be done by Noon because I have another group of girls coming at Noon :) Thanks again! 9:39 PM

Day of the Appointment (so she remembers to come)

Me: Hi Sarah! I am all set up for you. I set up for you plus one more. Is 11 still good for you today? Thanks again! Suzie

She BOOKED a party while she was with me.

### Day After (IMPORTANT to get guest list)

Me: Hey girl! Super great to meet you and your sister yesterday! Looking forward to your makeovers on March 9th at 1pm at your house in Hilton. That time still cool for you? Can you and Sally send me a guest list before the end of the day tomorrow and I'll mail out your invites to you? And once I get your guest list, you can a gift mailed from my office too! Thanks!!

Hugs! Suzie

### Quick Tips

1. If you don't hold appointments at your home, then just say, "I hold appointments on Tuesday and Thursday from 10-2pm and I travel to you. It takes one hour. Is a Tuesday or a Thursday better for you?"

2. At the appointment, the main focus is skincare with a little dash out the door makeup.

Photos can be taken with their Iphone or yours and you can text it to them. Simple and fast.

3. The gift I mail when they get me their guest list is a thank you note plus a lip gloss sample.