

## Timewise Miracle Set Age Minimize 3D: Launch Strategy Scripts

April 2018

These scripts are explained in the training viewable: <https://www.youtube.com/watch?v=JCdC3t3YxFo>

### April Call Script for Current Miracle Set/Basic Set/ProNewal Set Users (use for vm too):

Hey <name>! It's <my name>, your Mary Kay consultant! I have some BIG NEWS and it's in regard to one of your favorite products so I wanted to make sure I get in contact with you!! So, Mary Kay is launching a new Miracle Set which affects your cleanser <or her product here!>. They are updating the ingredients, and honestly, it's time because the current Miracle Set is actually 18 years old! It launches in May and it is an amazing product! I wanted you to know now as an existing client.. If you want to stock up on what you're currently using, you'd want to do that this month because they will stop production of the current Miracle Set in May...and once it's gobbled up, people will need to switch to the new line.

**<If you have a lot on your shelf – you may want to offer a special discount on the current products – maybe 25% off? a gift with purchase like the Lash Intensity we ordered on BOGO on April? or perhaps everyone who orders current Miracle Set products will receive a discount of their first Miracle Set 3D purchase? If you don't have a lot on your shelf, then there is no need to offer a discount as you will move the product you have or more from your April or May beauty experience appointments>**

Secondly, I'm also putting together a VIP test panel with my best customers to get some feedback on the new TimeWise Miracle 3D set! Because you already use the current Miracle Set, your opinion is super valuable! Would a week day, week night, or weekend work best for you to get together to try it?!

#### **Once you pick a time and place:**

Ok perfect! I'm also looking for sharp women who do not use Mary Kay to give their opinion of the product! I'm offering the new Miracle 3D set for half price to any of my panel members who have 3 women join them at their appointment! Who do you know who would love to give their opinion?

**Follow-Up Text after leaving a voicemail:**

Hey <name>! I just want to make sure you received my message about the New Miracle Set. Let me know if you want to stock up on your current <cleanser or products they use>. I'll be placing that order Saturday. Also are you down with being one of my VIP test panelists in May? Obviously there will be a gift involved! <emojis of your choice!>

**Booking Scripts for the TimeWise 3D Launch and Test Panels**

**Chicken List/People you know and haven't invited to try Mary Kay:**

Hi <Name>! I hope you and your family are doing well! I'm reaching out because Mary Kay is releasing an AMAZING new skincare system; I'm looking to get feedback from a few sharp women on the new set and I thought of you! I'd love a chance to pamper you and show you what I do! Would a week day, week night, or weekend be the best time to borrow your face :)?

**People who use a different brand:**

Hi <Name>! I hope you're doing well! I'm reaching out because Mary Kay is releasing a brand new skincare line and I'm looking for some sharp women to be a part of my test panel and give feedback! I know you use (other brand), so your opinion is super valuable because I would love to know how our new set compares! Would a week day, week night, or weekend be the best time to get together so you can try the new set?