

The Following is Adapted from Niki Gerber's Follow Up on the PCP Mailing.

As always, the fortune is in the follow up! 😊

Niki includes the image of the Look Book with Messages 1-3.

Message 1: Hey, [First Name]! Your exclusive Mary Kay Summer Look Book is in route! 🚀🌟 Expect it to land in your mailbox any day. (Psst... I'm doing a "Summer Vibes Giveaway" 💖 so keep your eyes peeled!) 👁️ Have a fabulous day, gorgeous! 💖 —Your First Name]

2 DAYS LATER

Message 2: Hey, Beautiful [First Name]! Your Summer Look Book should be in your hands by now! 📦🌟 It's packed with stunning new must-haves you're going to LOVE! 💖💡 To get in my free "Summer Vibes Giveaway", just flip through it and text me "SUMMER VIBES" for an exclusive entry into my Giveaway! 🎁 Who doesn't love free beauty surprises?! 😊 Happy browsing! {your First Name]

2 DAYS LATER

Message 3: Hey [First Name], did your Look Book arrive yet?! 📦🌟 You won't want to miss out on my Summer Vibes Giveaway! 🏆🌟

🌟 Just text me back your faves:

🌟 MK Men Regimen—Father's Day...Yay or nay? (Pg 4-5)

🌟 Confidently You Eau De Parfum- Are you a fragrance fan? (Pg 6-7)

🌟 Swipe & Delights—Which lip color is more YOU? (Page 10-11)

💖 Your Favorite "Look" (pg. 11 or 14)

🏆 Winner announced June 1st. Could it be you, [First Name]?! 😊💖 Can't wait to hear your picks! 💖

If you didn't participate in the PCP mailing of the Look... No worries, here is a way for you to follow up. (PS you can use the generic link below or send them the link from your Web Site.)

Hey Beautiful (her name). So excited to share the NEW SUMMER Issue of the LOOK Book <https://vipelink.com/Summer2025Look> Check out the new LIMITED EDITIONS and the "tried and true". I'm doing a "SUMMER VIBES" giveaway, 🎁 Just for sharing your comments on our new products: Confidently You Eau De Parfum, (pg. 6-7), Tinted Lip Oil (pg. 10-11), Your favorite "Look", (pg. 11 or 14). Text me back and let me know your favs and get an entry in my Summer Vibes Giveaway! 💥 Can't wait to hear your picks. (your name)

NOTE: Your giveaway can be anything you like...A \$20 Gift Certificate, a Limited Edition from the past. Once you hear back, give your customer a quick call to thank her for her response and remind her she will be entered into your Glow All Out Giveaway. Follow up on her favorite pick/s and ask her if she needs to replenish any of her favorite products or try something new.