



THE THREE PERFECT TEXTS

YOU CAN SEND

RIGHT NOW

TO GET HOLIDAY

PRE-ORDERS

FROM YOUR CLIENTS

2021 HOLIDAY SALES STRATEGY



BAD TEXTS GET YOU BAD RESULTS

TRULY.

IT'S BAD.

Don't be bad.



WHAT MAKES A TEXT MESSAGE OR ANY MESSAGE TO A CLIENT BAD?

IT'S LONG.

BAD!

WHAT MAKES A TEXT MESSAGE OR ANY MESSAGE TO A CLIENT BAD?

IT FEELS IMPERSONAL.



WHAT MAKES A TEXT MESSAGE OR ANY MESSAGE TO A CLIENT BAD?

IT'S CONFUSING.



WHAT MAKES A TEXT MESSAGE OR ANY MESSAGE TO A CLIENT BAD?

**IT DOESN'T END WITH A
QUESTION MARK.**

LET'S LOOK AT OUR
FIRST BAD EXAMPLE.

BAD!



HERE'S AN EXAMPLE OF A BAD TEXT:

Hey There Jessica, Real quick....we are having crazy Holiday Deals for Black Friday and Cyber Monday that launch early on the 21st.

They WILL sell out. They always do. But I can get them earlier than others so I can take orders from my VIP clients in advance before it goes out to the general public.

Do you want me to send you the details so you can see if there's anything you need? If yes, just reply with the word SPECIAL!

P.S. I am also launching a new training just for you that will be coming out really soon so be on the look out for the details.

BAD!

WHY IS THIS BAD?

This is bad because:

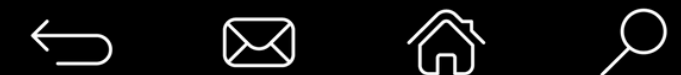
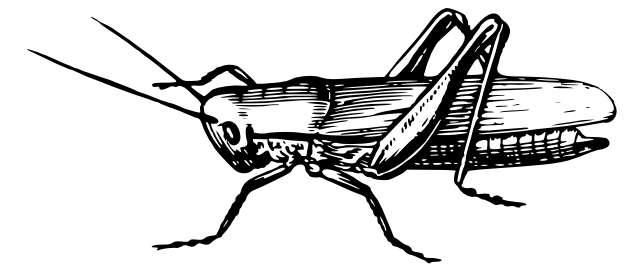
1. **IMPERSONAL:** It's too long. It feels canned like it was sent to hundreds of people and impersonal.
2. **CONFUSING:** It asks if you want the details but then says to text the word SPECIAL.
3. **TWO OFFERS:** The P.s. suggests there is another offer which causes confusion.
4. **QUESTION:** It doesn't end in a question which would give them direction on where to go.

Hey There Jessica, Real quick....we are having crazy Holiday Deals for Black Friday and Cyber Monday that launch early on the 21st.

They **WILL** sell out. They always do. But I can get them earlier than others so I can take orders from my VIP clients in advance before it goes out to the general public.

Do you want me to send you the details so you can see if there's anything you need? If yes, just reply with the word **SPECIAL!**

P.S. I am also launching a new training just for you that will be coming out really soon so be on the look out for the details.



CLEAN UP TIME





HERE'S AN EXAMPLE OF A GOOD TEXT:

**Hi Sarah! There's a Limited-Edition
Vanilla Smoothie Supreme available
for Black Friday.**

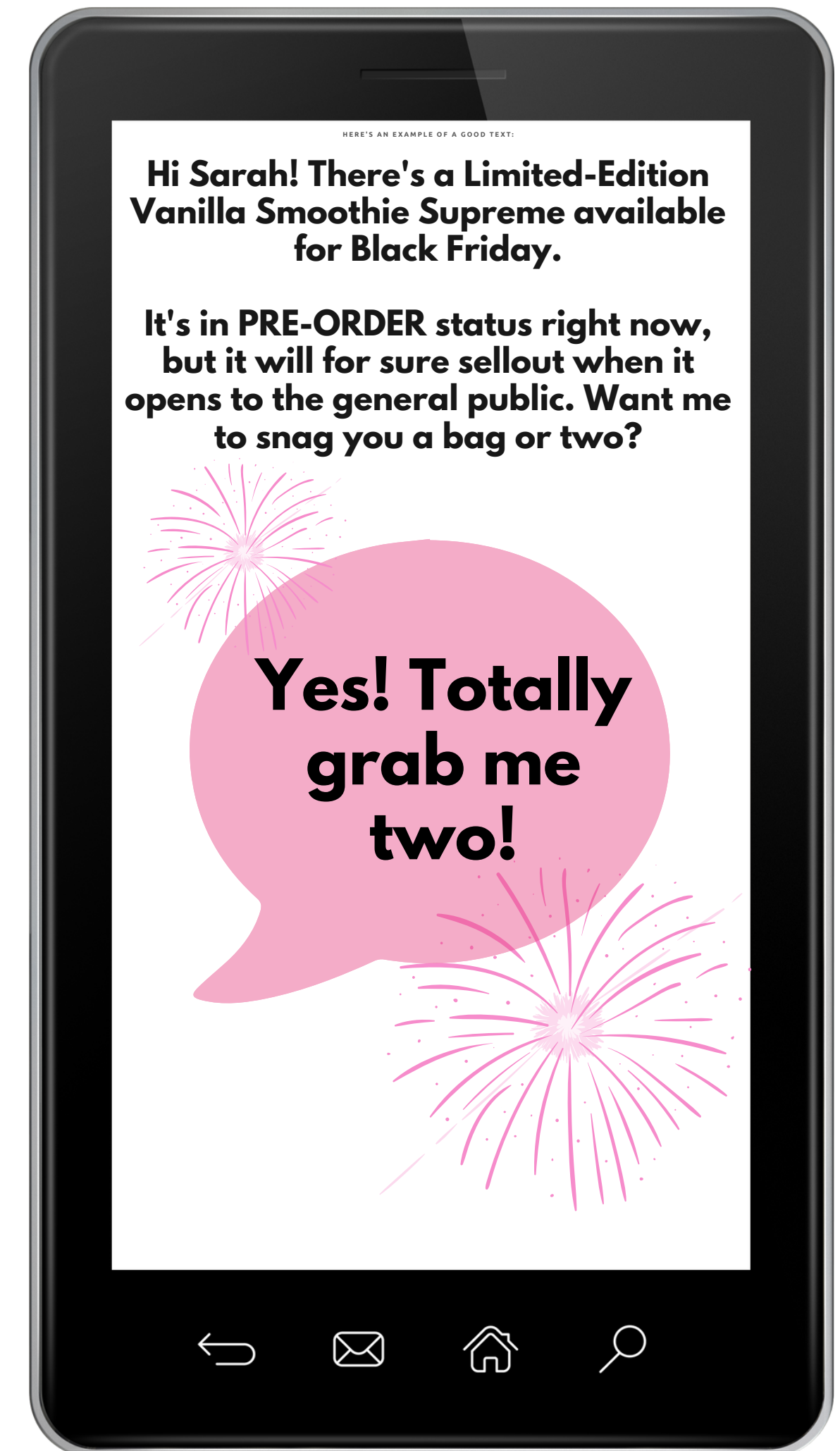
**It's in PRE-ORDER status right now,
but it will for sure sellout when it
opens to the general public. Want me
to snag you a bag or two?**



WHY IS THIS GOOD?

This is good because:

1. **PERSONAL:** It's short. It feels like it was written to just me.
2. **DIRECT:** It asks if you want a bag or two? Simple to reply to.
3. **ONE OFFER:** Yes, you may have tons of products but if you pick one you give clarity to your audience.
4. **QUESTION:** It ends in a question which tells someone who is busy exactly the next step to take.



LET'S LOOK AT OUR
SECOND BAD EXAMPLE.

BAD!



HERE'S AN EXAMPLE OF A BAD TEXT:

Hi my pretty friend, You've probably heard that they are replacing the current Jourie Leggings with the Halsi Softer Balance Leggings. It basically is the same and they look the same. But they are positioning it as a newer and softer leggings, not a replacement for the Jourie Leggings. I have been wearing them and totally LOVE them! They are super stretchy and comfy and softer. And you can pull them on really easily. Want to try a pair or want to stock up on a few pairs before they are gone?

BAD!

WHY IS THIS BAD?

This is bad because:

1. **WORDS ARE SMOOSHED TOGETHER:**

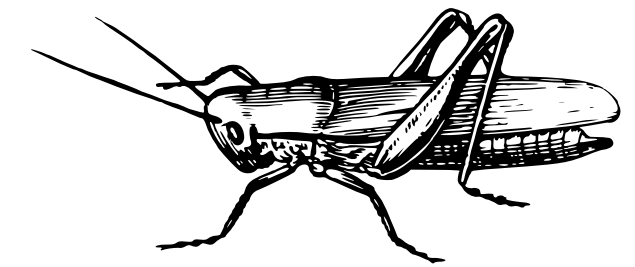
It's too long and squished together which makes it hard to read.

2. **CONFUSING:** My first thought after reading it is, "Wait, what?" And then I have to read it again.

3. **TOO MANY WORDS:** With that many words, you lose someone. They are busy.

4. **IMPERSONAL:** It feels like this was sent to TONS of people and not just me, so I hesitate to reply.

Hi beautiful, You've probably heard that they are replacing the current Jourie Leggings with the Hlsi Softer Balance Leggings. It basically is the same and they look the same. But they are positioning it as a newer and softer leggings, not a replacement for the Jourie Leggings. I have been wearing them and totally LOVE them! They are super stretchy and comfy and softer. And you can pull them on really easily. Want to try a pair or want to stock up on a few pairs before they are gone?



CLEAN UP TIME





HERE'S AN EXAMPLE OF A GOOD TEXT:

Hi Sarah! We just launched brand new soft-feel leggings that are flying off the shelves and are due to sell-out.

They basically feel super soft, are easy to put on and make your legs look super toned.

Want me to snag you a pair or two before they are gone?

**AND...HERE'S A
VERSION FOR REPS
WHO SELL MAKEUP OR
SKINCARE.**



HERE'S AN EXAMPLE OF A GOOD TEXT:

Hi Sarah! We just launched a brand new soft powder that is flying off the shelves and is due to sell-out.

It basically makes your makeup look fresh from 9am to 9pm.

Want me to snag you a bottle or two before they are gone?



WHY IS THIS GOOD?

This is good because:

1. **PERSONAL:** It's short. It feels like it was written to just me.
2. **DIRECT:** It asks if you want a bottle or two? Simple to reply to.
3. **ONE OFFER:** Yes, you may have tons of products but if you pick one you give clarity to your audience.
4. **QUESTION:** It ends in a question which tells someone who is busy exactly the next step to take.



LET'S LOOK AT OUR
THIRD BAD EXAMPLE.

BAD!



HERE'S AN EXAMPLE OF A BAD TEXT:

Hey girlfriend, My company is launching some Black Friday sales. There's like 12 of them. And they are going to literally sell out of everything. The first one is the Simple Deluxe on sale for \$149. The second one is the Margo Sugar for \$37. The third one is the White Perfume for \$29. And there are also 9 more. Do you want me to send you all 12 of the deals and you can let me know what you want? Or do you want me to send you a link to look them over? Let me know what you think. I'm so excited.

BAD!

WHY IS THIS BAD?

This is bad because:

1. **WORDS ARE SMOOSHED TOGETHER:**

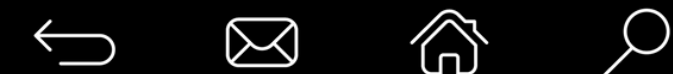
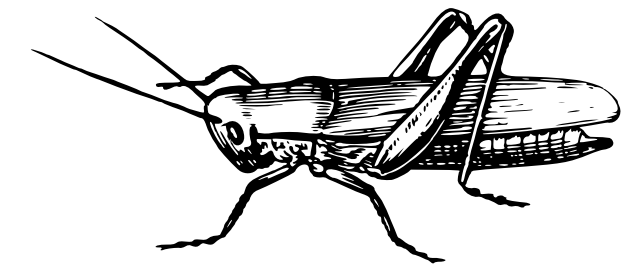
It's too long and squished together which makes it hard to read.

2. **CONFUSING:** My first thought after reading is, "Ummm...WHAT?"

3. **TOO MANY WORDS:** With that many words, you lose someone. They are busy.

4. **IMPERSONAL:** It feels like this was sent to TONS of people and not just me, so I hesitate to reply.

Hey girlfriend, My company is launching some Black Friday sales. There's like 12 of them. And they are going to literally sell out of everything. The first one is the Simple Deluxe on sale for \$149. The second one is the Margo Sugar for \$37. The third one is the White Perfume for \$29. And there are also 9 more. Do you want me to send you all 12 of the deals and you can let me know what you want? Or do you want me to send you a link to look them over? Let me know what you think. I'm so excited.



CLEAN UP TIME





HERE'S AN EXAMPLE OF A GOOD TEXT:

Hi..real quick... I can get my hands on the Chocolate Anti-Aging Mask for only \$15. It's normally \$30.

Do you want me to snag you a few for the holidays?



WHY IS THIS GOOD?

This is good because:

1. **PERSONAL:** It's short. It feels like it was written to just me.
2. **DIRECT:** It asks if you want a bottle or two? Simple to reply to.
3. **ONE OFFER:** Yes, you may have tons of products but if you pick one you give clarity to your audience.
4. **QUESTION:** It ends in a question which tells someone who is busy exactly the next step to take.





AND THIS IS ALSO GOOD BECAUSE...

It opens the door for you to further to conversation about the other items after you get her order:

Okay, sweet. I'll grab you two. And, there's a few other crazy discounted deals too..wanna take a quick look before I process your order?





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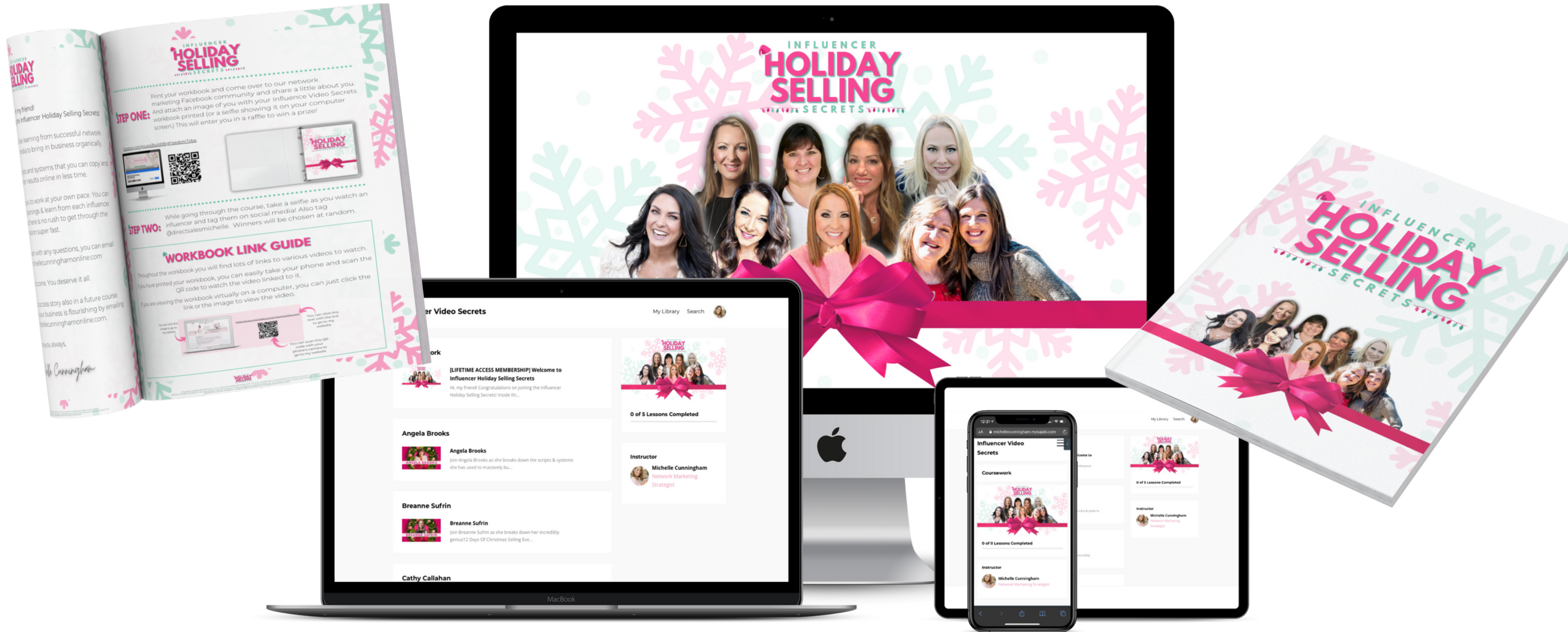


AND DO YOU HAVE A SPOT INSIDE THE INFLUENCER HOLIDAY SELLING SECRETS?

INFLUENCER
**HOLIDAY
SELLING**
SECRETS



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