



# EMAIL

**Day 1: Existing clients.** Export your existing client emails from your scheduling apps, or however you keep record of your appointments. At minimum, try to have their first name along with their email, but if you have more details like birthday, address, phone number, it's nice to keep track of those details too. You may be surprised at how many emails you already have.

**Day 2: You phone contacts.**

Open your phone, and text the last 50 people that you feel would be interested in your makeup services/product. Text using this script:

Hey \_\_\_\_\_, I'm looking to grow my makeup artistry following and clientele. I plan to offer some promotions, events, and video content. Could I add you to my list of people who may be interested or supportive? When they respond: "Yes," ask them for their email address: "Awesome! What's your email address?" That way, you can start collecting emails of people who support you. :)

**Day 3 : Existing Email.** Email the last 25 people in your email inbox that may be interested the same script. Add an invitation to join your list to your email signature.

**Day 4: Facebook** . FB message your friends & acquaintances the same script and post to your timelines. Infiltrate Facebook Groups. Join groups like Mom Groups, sorority groups, basically where women that are. Become active and introduce yourself. You can even offer the group owner a free virtual makeup class.



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**Day 5: Instagram** DM (Direct Message) the last 25+ people who followed you on Instagram with the same script

**Day 6: Twitter** DM your recent Twitter followers with the same script

**Day 7: LinkedIn** Export your LinkedIn connections and use a Gmail MailMerge or tool like MixMax or manually email them so it's not an email blast—it's a personal one to one email. Send them the same script as above.

Bonus:

Hosted any events or workshops in the past? Email or message the attendees.

Now count how many emails you've collected in just a week!!!