

Module Eight



Text Automation

One of the best ways to stay on top of reaching out to leads, while maintaining sanity, is to use an automated texting service. The platform I love and always used was Skipio.

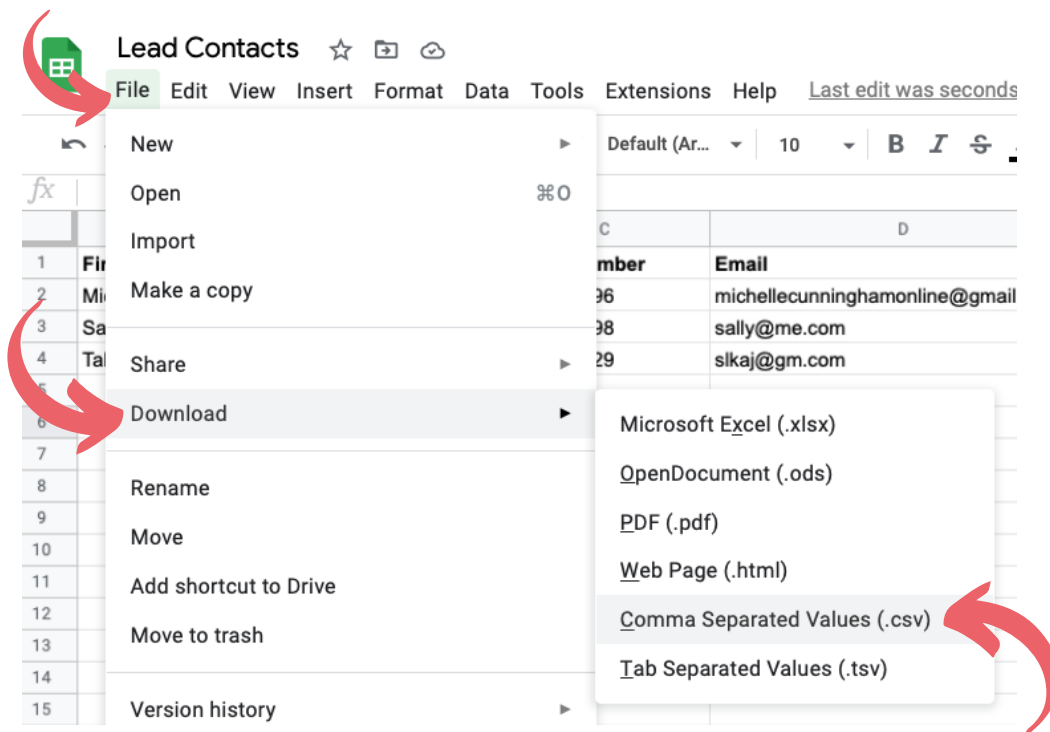
[Click Here To Get Started With Skipio](#)



The first thing you want to do in Skipio is get your contacts uploaded. The simplest and fastest way to this is to upload a csv file (a spreadsheet). You will need to have all your contacts in a spreadsheet, having separate columns for First Name, Last Name & Phone Number.

	A	B	C	D
1	First Name	Last Name	Phone Number	Email
2	Michelle	Cunningham	3456547896	michellecunninghamonline@gmail.com
3	Sally	Smith	2983472398	sally@me.com
4	Tally	Sskdk	2382833829	slkaj@gm.com

Download the spreadsheet to your computer by going to File - Download - CSV



Text Automation

Once you have your file on your computer, go to Skipio and at the bottom left corner click on the "Add Contacts" button.

Select "Upload Contacts"

Select your file with your contacts.



Add Contacts Button

Next, select the columns you want to upload.

Import Contacts

1 Choose a File to Upload
Your current plan allows for 5,000 contacts.

LEAD CONTACTS - SHEET1.CSV

2 Which columns would you like to import?
Select the columns from your file that you would like to import into Skipio.

First Name (Michelle) Last Name (Cunningham) Phone Number (3456547896) Email (michellecunninghamonline@gmail.com)

CONTINUE

Double check that Skipio saves them correctly (only need to check the first one) just to ensure, for example, the first names aren't under the last name.

3 Next we match the column headers

Match the column headers from your file with the labels Skipio uses. Only First Name, Last Name, Company and Phone will be visible in the Address Book. Data from all other fields can be viewed in the Contact's Profile.

To continue, make sure you have at least first name and phone number columns selected.

✓ First Name ✓ Last Name ? Company Name ✓ Phone Number ✓ Email

First Name	Last Name	Phone Number
Map to	Map to	Map to
First Name	Last Name	Phone
Michelle	Cunningham	3456547896
Sally	Smith	2983472398
Tally	Sskdk	2382833829

CONTINUE

Text Automation

The next step will ask if you want to add these contacts to a group or campaign. If you already have either of those set up, you can add them. Otherwise, you can skip this or you can create a new group.

Keeping your contacts organized in groups will be life saving when using Skipio. When you have all your contacts grouped, you can simply create a campaign or message without having to go through every single contact to select the ones you want to send it to. You just select that group and click send!

Group Examples:

"Date" Fabulous Leads

New Consultants

All My Customers

My Team

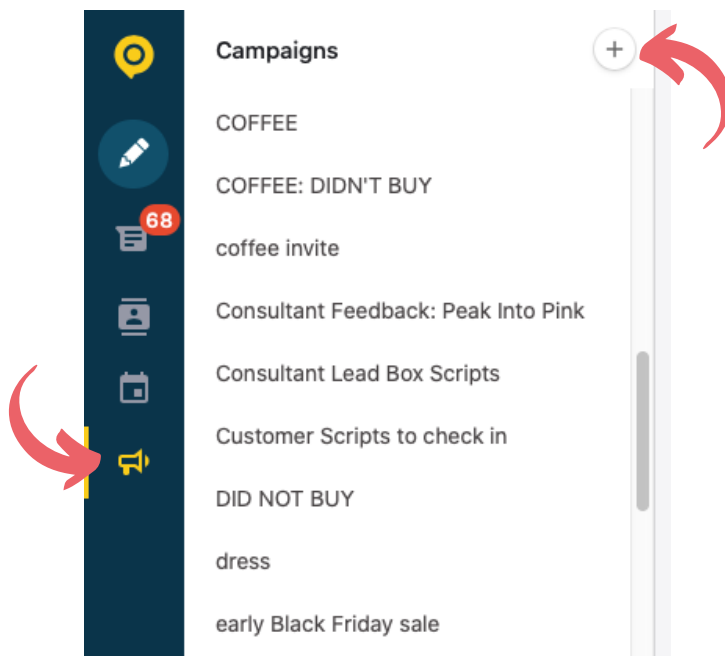
Pizza Shop Lead Jar Leads

Example: Some Of My Groups

8/9 Fab Referrals	12
9/10 Fab Referrals	54
9/11 Fab Referrals	27
9/20 Cons List	168
9/6 Fab Referrals	20
9/6 No name Fab leads	9
all my 2020 clients	2

Setting Up A Campaign

On the left side menu bar, select the bottom that looks like a megaphone then click the plus button in the top right corner..



Text Automation

Skipio will ask you if you want to create a drip campaign or a reminder campaign.

Create New Drip Campaign

A drip campaign helps automate lead nurturing and customer engagement. The first message in the campaign gets sent at a set time after a contact is added to the campaign (i.e. 15 minutes), and follow up messages can be scheduled after each prior message (i.e. 3 days).

Create New Reminder Campaign

A reminder campaign allows you to confirm an appointment/event, remind invitees of the event, and follow up after the event. When creating an event, you will choose a reminder campaign and the first message (the confirmation) gets sent immediately after you save it. Reminder and follow-up messages can be scheduled before and after the event date.

Here is an example of a campaign I had set up for lead box leads:

Drip Campaign

Campaign Name *

LEAD BOXES NEW

Campaign Description

For Lead Box Winners

Remove contact from campaign if they send you a message.

Remove contact from campaign if they call your Skipio Number.

Contacts Currently in Campaign

+

ADD CONTACTS

0 contacts [EDIT](#) [NEW CONTACT](#)

+ [ADD KEYWORD](#)

Start by naming your campaign.

You can add contacts now, or you can just set it all up and have it saved to send out later.

Click the little plus button under this box to start the first message.

Text Automation

Select how long you want Skipio to wait before the first message goes out.
Type in your message & add any extras you want, like a photo or video.

FIRST MESSAGE

Wait Days | **Wait Minutes**

Minutes: 5

Message Name for Reference *
FIRST MESSAGE

Message Body

Hi [First Name], You entered our _____ package contest at Poppin' Pizza and you were chosen as a winner! This is Michelle Cunningham from _____ in Unicorn Land. When is a good time to call and go over all the details with you? And here is a picture of our Studio located in Unicorn Land :)

302/320

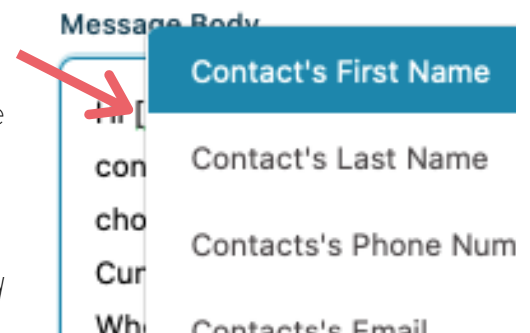
Message Mentor™

Personalization
Personalized messages use Skipio's [merge tags] and will lead to better responses

Questions

To make the message personalized for every person you send it to, type the square bracket " [" and the drop down menu will appear where you can choose the custom field to automatically insert the first name.

**This is why you set up your spreadsheet the way you do and double check the categories when you upload your contacts.*



Text Automation

Do the same thing for the second & third or however many messages you want the campaign to have and click save at the bottom.

The image shows two overlapping screenshots of a text automation interface. The top screenshot is for a 'Second Message' and the bottom one is for a 'Third Message'.

Second Message Configuration:

- Wait Days:** 3
- Wait Minutes:** (empty)
- Days:** 3
- Desired Delivery Time:** 12:35 PM
- Message Name for Reference:** Second Message
- Message Body:** Hi [First Name]! This is Michelle's office message on being our winner of the _____ package at Poppin' Pizza. Just wanted to confirm the details over to you of what that entails? We want to meet with you. xo!! Congrats, Allie
- Rule:** (empty)
- + ADD RULE** (button)

Third Message Configuration:

- Wait Days:** 7
- Wait Minutes:** (empty)
- Days:** 7
- Desired Delivery Time:** 7:36 PM
- Message Name for Reference:** Third Message
- Message Body:** Hi [First Name]! Just wanted to check back in. Congrats on winning the _____ package. I have your name on my desk here and I just wanted to confirm all the details with you. Did you connect with Michelle and get your invite from her, etc? I just like to double check and make sure you're all set! - Allie
- Image:** A small image showing a person in a red shirt standing in a hallway.
- Character Count:** 310/320
- + ADD RULE** (button)

The "Add Rule" button is great for extra automation that will save you time.

You can have a contact automatically removed from the campaign if they reply with something negative.

Or, if they reply with something positive it can automatically add them to another group, for example, a group for "Potential Recruits"

The next pages are some examples of campaigns I made & had great success with.

New Customer Follow-up Scripts

To grab this banner above to use and edit, click the graphic.

FIRST MESSAGE

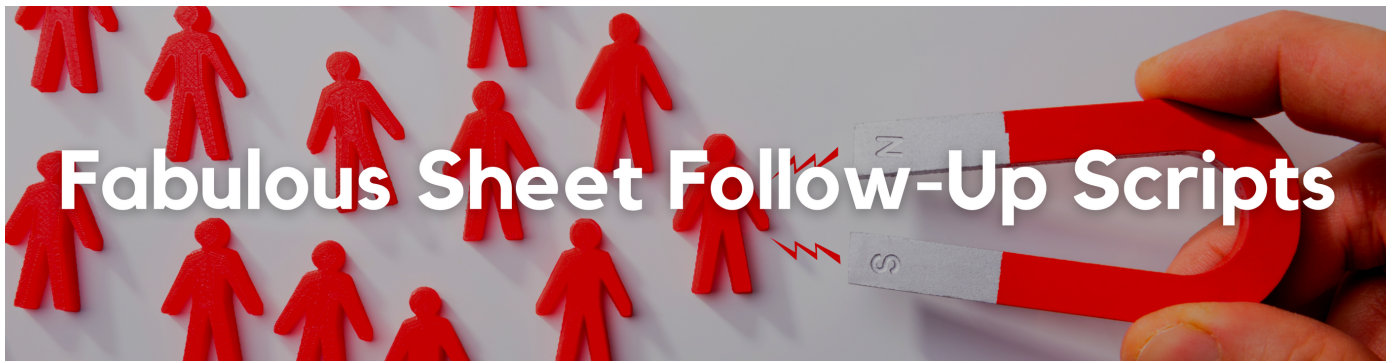
Hi First Name! It's Michelle Cunningham with "Company Name" :)
 How are your products working out?
 I just added you to my VIP client list, so you'll get free delivery and free shipping for life.
 You can text or call me anytime to reorder or shop online:
www.website.com/michellecunningham
 xoxo :) Michelle

SECOND MESSAGE | 14 DAYS LATER

Hi beautiful First Name!
 I just like to check in to see how everything is working out with your "Company Name" products? Is everything perfect? Anything that needs adjusting?
 You were on my mind so just wanted to check in :)
 Michelle Cunningham

THIRD MESSAGE | 60 DAYS LATER

Hi First Name!
 Hope you are having a great day. Just was thinking about you!
 How are your "Company Name" products working out for you?
 xoxo! Michelle Cunningham
 My Website is: www.Company.com/michellecunningham



Fabulous Sheet Follow-Up Scripts

To grab this banner above to use and edit, click the graphic.

FIRST MESSAGE

Hi First Name, This is Michelle with "Company Name".
I don't think we've met, but "Friend's Name" said that this is the best way to reach you!
She was gifted with gift cards that include a complimentary "Type Of Session" with "Product Name" and expert "Service" and she wanted one of them to go to you! Is it better to text or call you with the details?

SECOND MESSAGE | 3 DAYS LATER

Hi First Name!
This is Allie and I am Michelle's office manager.
We have your name on her desk here as THE recipient of our ultimate "Type Of Session" for FREE from "Friend's Name"
Huge deal! Congrats! Did we get the details over to you?

THIRD MESSAGE | 8 DAYS LATER

Hi First Name!
This is Michelle's office manager, Allie.
I was just checking back in to make sure you got all the details from Michelle and you got everything coordinated.
Let me know if you'd like more details, if for some reason you haven't been scheduled!

FOURTH MESSAGE | 60 DAYS LATER

Hi First Name!
I have your name on my desk so just was checking back one last time, "Friend's Name" was gifted with gift cards that include a complimentary "Type Of Session" & she wanted one to go to you.
I still have this package for you. Is is better to call you?



To grab this banner above to use and edit, click the graphic.

FIRST MESSAGE

Hi First Name!

This is Michelle's office manager, Allie.

Congrats on winning the "Package Name" at The Bridal Expo 2020 from "Company Name".

I saw that we haven't gotten your date set yet.

Sorry! Is there a good time for Michelle to call you to go over the details?

We are looking forward to meeting you.

xo!! Congrats!

SECOND MESSAGE | 7 DAYS LATER

Hi First Name!

Just wanted to check back in about your "Company Name" bridal package you won at our Studio in "City Name".

Just wanted to confirm all the details with you.

Did you connect with Michelle and get your invite from her, etc?

I just like to double check and make sure you two connected!

Congrats again!

xoxo Allie

Newlywed Follow-Up Scripts

To grab this banner above to use and edit, click the graphic.

FIRST MESSAGE

Hi First Name!

Someone in your life entered your name to win a newlywed "Type Of Package" at our Studio in "City Name".

You were picked as a winner!

This is Michelle with "Company Name".

Would it be better to text or call you with the details?

SECOND MESSAGE | 3 DAYS LATER

Hi First Name!

This is Michelle's office manager, Allie.

Congrats on being our winner of the newlywed "Type Of Package" at our studio in "City Name".

Just wanted to confirm that our owner, Michelle, got all the details over to you of what that entails?

We are looking forward to meeting you.

xo!! Congrats!

Allie, Office Manager

THIRD MESSAGE | 7 DAYS LATER

Hi First Name!

Just wanted to check back in.

Congrats again on winning our Newlywed of the Week!

Did you connect with Michelle and get your invite from her, etc?

I just like to double check and make sure you're all set!

xoxo

Allie, Office Manager



Coffee Date Follow-Up Scripts

To grab this banner above to use and edit, click the graphic.

FIRST MESSAGE

First Name!

I was wondering if you could help me with a massive "Company Name" challenge?

We need to share the "Company Name" opportunity with 150 sharp women in the next ten days and get their feedback.

We could meet at a coffee shop for 20 mins and coffee is my treat. You also get a gift card for your time.

Would you be game?

SECOND MESSAGE

First Name!

I was wondering if you could help me with a massive "Company Name" challenge?

We need to share the "Company Name" opportunity with 150 sharp women in the next ten days and get their feedback.

We do a quick 20 minute video chat with my director.

And you get a gift card for your time. Would you be game?

THIRD MESSAGE

And for a gift card, I like to give my clients \$75 dollars of "Company Name" products for only \$35 on my website.

Here's the link: "Website"

So, they get \$75 dollars of anything they want for only \$35.

So, that costs you "Price" to give to them and they pay you "Price" so it's only a "Price" gift :)

FOURTH MESSAGE

Okay, our team goal is to do 150 coffee/videos in the next ten days so
THANK YOU FOR YOUR HELP!

I have a massive goal to add 70 new team members to our family this month, which would break our record of "Number Of Team Member"...so I LOVE that you are helping make it happen!!

Let's BUILD YOUR Team MASSIVELY!!

Love you!! xoxo, Michelle



Leads Box Follow-Up Scripts

To grab this banner above to use and edit, click the graphic.

FIRST MESSAGE

Hi First Name, You entered our "Type Of Package" contest at "Lead Box Location" and you were chosen as a winner! This is Michelle from "Company Name" in "City Name". When is a good time to call and go over all the details with you? And here is a picture of our Studio located in "City Name" (Attach a photo with message)

SECOND MESSAGE | 3 DAYS LATER

Hi First Name!
This is Michelle's office manager, Allie.
Congrats on being our winner of the "Type of Package" that you entered to win at "Lead Box Location".
Just wanted to confirm that Michelle got all the details over to you of what that entails? We are looking forward to meeting you.
Congrats!
xoxo Allie

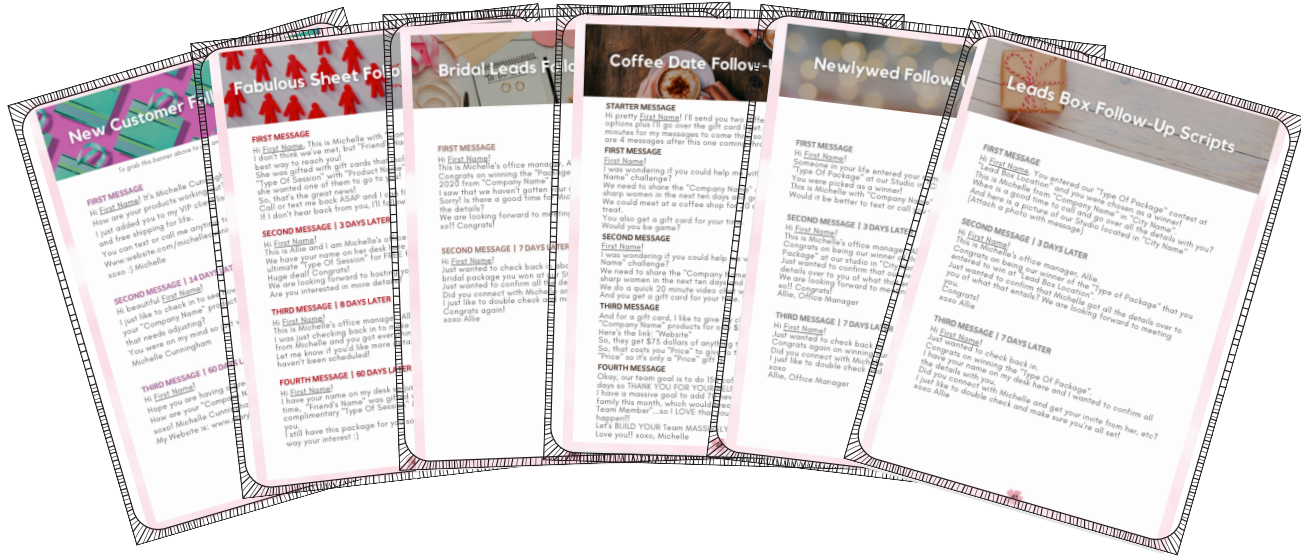
THIRD MESSAGE | 7 DAYS LATER

Hi First Name!
Just wanted to check back in.
Congrats on winning the "Type Of Package".
I have your name on my desk here and I wanted to confirm all the details with you.
Did you connect with Michelle and get your invite from her, etc?
I just like to double check and make sure you're all set!
xoxo Allie

Templates For You!

WOULD YOU LIKE TO USE AND EDIT THESE SCRIPT GUIDES FOR YOURSELF & YOUR TEAM?

Click this graphics to use and edit for your own script guide.



BANNERS TO USE FOR YOUR GRAPHICS

Click this graphics to use and edit for your own.

