WORDS YOU CAN USE

COPY, PASTE, SEND

easy peasy!

Change them so they sound like you. One person at a time, with their name.

MU101 · MU102 YOUR FIRST SHARE

YOUR FIRST MESSAGE

"Hi [Name]! I started a little craft business with Magnolia. They make reusable stencils you can use again and again. Would you take a peek at my shop and tell me what you think? [your shop link]"

MU103 OFFERING CRAFT CLUB

THE OFFER

"Hi [Name]! I just joined a craft company called Magnolia, and I'm loving their Craft Club. Every month a little kit shows up in the mail with everything you need to make one cute project. I thought of you right away! Want me to send you a picture of this month's project?"

"HOW MUCH IS IT?"

"It's $24.99 a month, plus tax and shipping. That includes the kit, the exclusive project, and 10% off anything else in the shop. You join for at least 3 months, then you can keep going month to month. Want the link?"

"I'M NOT CRAFTY"

"That's actually who this is for! You peel the stencil, place it down, spread on the paste, and peel it off. That's it. No art skills needed. Want to see a quick video?"

MU103 FOLLOWING UP

2 DAYS LATER

"Hi [Name]! Just checking in. Did you get a chance to look at Craft Club? No pressure at all. I'm happy to answer any questions."

1 WEEK LATER

"Hi [Name]! I'm wrapping up my Craft Club list for the month and wanted to see if you'd like to be included. If now's not the right time, totally okay!"

WHEN THEY JOIN

"Yay! Welcome to Craft Club! I'm so excited for you. Send me a picture when you make your project. I can't wait to see it!"

MU202 SHARING WITHOUT SELLING

A POST

"Made this for our front porch and I can't stop smiling at it. The stencil peeled off so clean!"

WHEN SOMEONE ASKS

"Thank you! It's a Magnolia stencil. Here's my link if you want to look around. Happy to help you pick one!"

MU301 SHARING THE OPPORTUNITY

WHEN A FRIEND LOVES IT TOO

"You love this stuff as much as I do! Have you ever thought about sharing it? You can join as an Affiliate at no cost and earn commission when friends order through your link. Or as a Creator you get 35% off your own supplies. Want me to send you both?"

More words for every situation live in MU103 Your First Member.