

— BONUS #3 —

# The Launch Kit Your First 10 Orders

*The 90-day calendar and word-for-word scripts to book  
your first orders.*



THE GIFT BASKET FORMULA



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# The Launch Kit — Your First 10 Orders

## Read this first

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You don't need ads, a website or followers to get your first ten orders. You need three things: one good photo of one basket, the words in this kit, and the people you already know.

Here's the mindset that makes everything in this kit work. You are not "bothering people with your little business." You are solving a real problem: somebody they love has a birthday, a baby, a new house, a hard week, and they have no idea what to give. A basket from a person they know, made by hand, delivered to the door, is the best gift they'll give this year. When you message someone, you are offering them that. Write like it.

Every script below is written to be copied and then made personal. The parts in [brackets] are the parts that sell: their name, their kid's name, the thing they mentioned last week, the date they need it by. A message that could have been sent to anyone gets ignored. A message that could only have been sent to them gets answered.

Three rules:

- **Lead with a picture they can see.** Every message starts with a basket someone can imagine on their own table. Never open with "I'm starting a business."
- **Ask one small thing.** "Can I put you down for one?" "Want me to send you the menu?" One ask per message. Small yeses turn into big ones.
- **Follow up. Always.** Most of your first ten orders will come on the second or third message, not the first. Nobody is ignoring you; they're busy. The follow-up scripts are the most important pages in this kit.

## The three circles: where your first ten come from

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**Circle 1, the people who already like you.** Family, coworkers, the school pickup crowd, your neighbors, your church or gym group, your kids' friends' parents. They will buy because they trust you, and because you'll make it easy. Six of your first ten orders come from here.

**Circle 2, the people who see your baskets.** Every basket you deliver is seen by three to five more people: the person who receives it, whoever's in the house, whoever sees the

photo. Your name on the tag and a photo posted the same day turn every order into the next one. Three of your first ten come from here.

**Circle 3, the small businesses that buy in bulk.** Realtors, dentists, salons, insurance agents, accountants, the office manager who handles birthdays. One of these is worth ten individual customers, and they reorder every season. One of your first ten comes from here, and it's the one that changes your year.

## The 90-day launch calendar

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Twelve weeks, one sheet. Start on any Monday. The calendar assumes a fall launch; if you're launching in another season, swap the season basket for the one four to six weeks ahead of you (guide, Chapter 22).

| Week | Do this                                                                                                                                        | Sell this             |
|------|------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| 1    | Read the Formula. Build #1 (Breakfast). One photo in window light. Post Script 1. Send Script 2 to five people, personalized.                  | Breakfast basket      |
| 2    | Deliver your first orders. Take one porch photo. Post it with Script 7. Send follow-up A to anyone who didn't answer. Build the season basket. | Breakfast + Season    |
| 3    | Post Script 3 in one neighborhood or school group. Print the one-page menu. Follow-up B to the "let me think" people.                          | Season basket         |
| 4    | Batch-build on Sunday. Script 8 (referral) with every delivery. Send Script 9 to five realtors on Tuesday morning.                             | Season basket         |
| 5    | Season peak. Deliveries in daylight. Two porch photos. Close season orders five days before the date with Script 14.                           | Season basket         |
| 6    | Deliver the last season baskets. Post Script 13. Send Script 10 to two offices or salons.                                                      | Thank-you / Hostess   |
| 7    | Announce Christmas with Script 3, edited. Three price points. Deposits with Script 11.                                                         | Christmas             |
| 8    | Batch-build. Realtor follow-up (Script 9, second email) with a photo of a finished box.                                                        | Christmas + Corporate |
| 9    | Teacher and hostess baskets. Script 7 twice this week.                                                                                         | Teacher, Hostess      |

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| Week | Do this                                                                                        | Sell this |
|------|------------------------------------------------------------------------------------------------|-----------|
| 10   | Close Christmas custom orders (five days before). Ready-made only from here. Script 14.        | Christmas |
| 11   | Deliver. Every handover gets Script 8. Photograph your best five baskets for next year's menu. | Christmas |
| 12   | Post Script 13. Count baskets, money in, money out. Plan Valentine's (announce by January 10). | Rest      |

**The one-page rule:** if a week feels like too much, do only the first sentence of that week. One photo, one post, one message. That's still a business.

## The 90-day calendar, day by day

Print these three pages and put them on the fridge. Each day has one thing. Cross it off. A crossed-off day is a day you did the business, even if the thing took ten minutes. The days marked ○ are rest days, and rest days are part of the plan: a tired ribbon hand makes ugly bows.

## THE 90-DAY LAUNCH CALENDAR

# Days 1 to 35 • Weeks 1 to 5

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

### WEEK 1 • FOUNDATIONS

#### Day 1

Read Part 1 of the guide. Buy the \$30 starter kit.

#### Day 2

Read Part 2. Score, fold and test one printed box.

#### Day 3

Build #1: Breakfast in a Basket. Photo in window light.

#### Day 4

Post Script 1 on your profile with the photo.

#### Day 5

Send Script 2 to five people, each one personalized.

#### Day 6

Reply to every comment. Send the menu (Script 5) to anyone interested.

#### Day 7

○ Rest. Write down who answered and who didn't.

### WEEK 2 • FIRST DELIVERIES

#### Day 8

Follow-up A to anyone who didn't answer.

#### Day 9

Shop with deposit money. Build the first orders.

#### Day 10

Deliver. Porch photo. Say Script 8 out loud.

#### Day 11

Post the porch photo (Script 7). Text Script 8.

#### Day 12

Build the season basket (Boo). Photo.

#### Day 13

Send Script 12 to this week's customers.

#### Day 14

○ Rest.

### WEEK 3 • GO PUBLIC

#### Day 15

Post Script 3 in one neighborhood or school group.

#### Day 16

Reply to every comment publicly; menus by message.

#### Day 17

Follow-up B to the "let me think" people.

#### Day 18

Print the one-page menu. Five copies in the car.

#### Day 19

Build orders. Photo before wrapping to each customer.

#### Day 20

Deliver. Porch photo. Script 8.

#### Day 21

○ Rest. Update the "spoken for" number in the post.

### WEEK 4 • BATCH DAY

#### Day 22

Send Script 9 to five realtors before 10 a.m.

#### Day 23

Send Script 2 to five new people (coworkers, gym, church).

#### Day 24

Shop for the weekend batch with deposits in hand.

#### Day 25

Post Script 7 with a new basket photo.

#### Day 26

Cut ribbon, print tags, prep cellophane for Sunday.

#### Day 27

Realtor follow-up email 2 (five days later).

#### Day 28

Batch-build all season orders. Photo of the pile.

### WEEK 5 • SEASON PEAK

#### Day 29

Deliver in daylight. Porch photos, one per stop.

#### Day 30

Post two porch photos (Script 7).

#### Day 31

Follow-up C to everyone from week 1 who never bought.

#### Day 32

Post Script 14: "closing orders Thursday."

#### Day 33

Close season orders. Confirm every date (Script 11).

#### Day 34

Build. Photo before wrapping to each customer.

#### Day 35

Deliver the last of the peak. ○ Rest in the evening.

## THE 90-DAY LAUNCH CALENDAR

### Days 36 to 63 • Weeks 6 to 9

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

#### WEEK 6 • WRAP THE SEASON

##### Day 36

Deliver the last season baskets.

##### Day 37

Send Script 12 to every customer this season.

##### Day 38

Post Script 13 (thank-you + next season teaser).

##### Day 39

Send Script 10 to two offices or salons.

##### Day 40

Realtor follow-up email 3.

##### Day 41

Count: baskets, money in, money out, how they found you.

##### Day 42

○ Rest. You just finished your first season.

#### WEEK 7 • CHRISTMAS OPENS

##### Day 43

Build the Christmas basket at three price points. Photos.

##### Day 44

Post Script 3 (edited for Christmas) in two groups.

##### Day 45

Message everyone on your "next season" list first.

##### Day 46

Reply to comments; menus by message; deposits with Script 11.

##### Day 47

Send Script 2 to five new people with the Christmas photo.

##### Day 48

Follow-up A to non-responders.

##### Day 49

○ Rest.

#### WEEK 8 • CORPORATE WEEK

##### Day 50

Realtor email 1 to five new realtors, with the finished-box photo.

##### Day 51

Office / salon follow-up with the sample photo.

##### Day 52

Shop with deposit money.

##### Day 53

Batch-build. Photo of the pile.

##### Day 54

Deliver. Porch photos.

##### Day 55

Post Script 7 twice today (morning and evening).

##### Day 56

○ Rest.

#### WEEK 9 • TEACHERS & HOSTESSES

##### Day 57

Post the teacher basket with Script 3 (edited) in the school group.

##### Day 58

Send Script 2 to five school parents.

##### Day 59

Build teacher baskets. Photo.

##### Day 60

Post Script 7.

##### Day 61

Deliver. Script 8 at every handover.

##### Day 62

Hostess baskets: post, message, take deposits.

##### Day 63

○ Rest.

THE 90-DAY LAUNCH CALENDAR

Days 64 to 90 • Weeks 10 to 13

| MONDAY                                                         | TUESDAY                                                                                | WEDNESDAY                                                                 | THURSDAY                                                                    | FRIDAY                                                                          | SATURDAY                                                                          | SUNDAY                                                 |
|----------------------------------------------------------------|----------------------------------------------------------------------------------------|---------------------------------------------------------------------------|-----------------------------------------------------------------------------|---------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|--------------------------------------------------------|
| WEEK 10 • CLOSE CUSTOM                                         |                                                                                        |                                                                           |                                                                             |                                                                                 |                                                                                   |                                                        |
| <b>Day 64</b><br>Post Script 14: custom orders close Thursday. | <b>Day 65</b><br>Follow-up B to everyone still "thinking."                             | <b>Day 66</b><br>Take the last deposits. Confirm dates.                   | <b>Day 67</b><br>Close custom. Ready-made only from here.                   | <b>Day 68</b><br>Shop for the final batch.                                      | <b>Day 69</b><br>Batch-build.                                                     | <b>Day 70</b><br>Batch-build, part two. ☉ Early night. |
| WEEK 11 • BIG DELIVERY WEEK                                    |                                                                                        |                                                                           |                                                                             |                                                                                 |                                                                                   |                                                        |
| <b>Day 71</b><br>Deliver. Porch photos.                        | <b>Day 72</b><br>Deliver. Script 8 at every door.                                      | <b>Day 73</b><br>Post Script 7 with your best photo of the season.        | <b>Day 74</b><br>Deliver.                                                   | <b>Day 75</b><br>Photograph your best five baskets for next year's menu.        | <b>Day 76</b><br>Deliver the last ones. Text Script 12 to everyone.               | <b>Day 77</b><br>☉ Rest.                               |
| WEEK 12 • COUNT AND PLAN                                       |                                                                                        |                                                                           |                                                                             |                                                                                 |                                                                                   |                                                        |
| <b>Day 78</b><br>Post Script 13 with the season numbers.       | <b>Day 79</b><br>Count everything: baskets, money in, money out, where they came from. | <b>Day 80</b><br>Update the menu with next year's six baskets and prices. | <b>Day 81</b><br>Write the Valentine's post (Script 3, edited) and save it. | <b>Day 82</b><br>Message your "next season" list: Valentine's opens January 10. | <b>Day 83</b><br>Order supplies at post-holiday sales: ribbon, cellophane, boxes. | <b>Day 84</b><br>☉ Rest. Celebrate. You did it.        |
| WEEK 13 • BONUS DAYS                                           |                                                                                        |                                                                           |                                                                             |                                                                                 |                                                                                   |                                                        |
| <b>Day 85</b><br>Send Script 12 to anyone you missed.          | <b>Day 86</b><br>Ask three happy customers for a review (Script 12).                   | <b>Day 87</b><br>Build one basket just for the photo. Post it.            | <b>Day 88</b><br>Send Script 9 to five new realtors.                        | <b>Day 89</b><br>Send Script 2 to five new people.                              | <b>Day 90</b><br>Follow-up A.                                                     |                                                        |

## Script 1 — The soft-launch post (your own friends first)

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Post on your personal profile with the photo of your first basket. Not in a group yet: friends first, always. Fill in the brackets with your real basket and your real story.

*So... I made this. 🧺*

*This is a Breakfast in a Basket: [fresh sourdough from the bakery on Main, local honey, strawberry jam, a stoneware mug and a bag of good coffee], all wrapped up with a ribbon and a handwritten tag.*

*A few of you have asked over the years if I'd ever make baskets for people, and I've finally said yes. I'm doing birthdays, teacher gifts, new-baby baskets, "thinking of you" baskets, new-neighbor baskets, anything where you want to hand someone something beautiful and not spend your Saturday at three different stores.*

*I'm starting small, so I'm taking [10] orders this month. If you'd like one, or you want to send one to someone who deserves it, comment BASKET or message me and I'll send you the little menu. Pickup in [neighborhood] or local delivery. 🧡*

*P.S. If you know someone who's having a rough week, a baby, a birthday or a new house, tag them. I'll take care of the rest.*

Why it works: it's a photo of a thing, not an announcement. "A few of you have asked" makes it a response, not a launch. "Taking 10 orders this month" is the first scarcity and it's true. "Comment BASKET" gives people a two-second way to say yes. The P.S. gets you the tags that become Circle 2.

**When people comment BASKET or "so cute!":** reply publicly with "Sending you the menu now! 🧡", then message them Script 5 with the menu photo. Every public reply is seen by everyone else.

## Script 2 — The personal message to five people (the one that gets your first orders)

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This is the most important script in the kit. Send it individually, never as a group message, to five people who like you, on the same day you post Script 1. The message has to be about them, not about you. Before you write it, think of one real thing about each person: their kid, their mom, their job, something they said last week.

### Version A, a mom friend from school:

*Hey [Jess]! Random question and zero pressure. I've started making gift baskets (photo attached, that's the breakfast one I made this weekend). I'm taking a handful of orders this month before it gets busy.*

*I thought of you because you mentioned [Ava's teacher] is [retiring in June] and you weren't sure what to do for her. I could do a "thank you" basket with [good tea, a candle, cookies and a little notebook], wrapped and ready, for around \$[65]. You'd just hand it over.*

*Also, is there anyone else you need a gift for in the next few weeks? Birthday, new baby, a friend having a hard time, anything. I'd love to make yours one of my first.*



### Version B, a coworker:

*Hi [Dana]! I have a little side thing to show you (photo attached). I've started making gift baskets, and I'm doing a few orders this month while I get going.*

*I remembered you were trying to think of something for [your mother-in-law's birthday] that wasn't flowers again. I could put together a basket with [a nice mug, a box of tea, shortbread, a candle and a little card from you], wrapped and delivered to her door, for \$[85].*

*And if the office ever needs something for [a birthday or someone on leave], I'm around. No pressure at all, I just thought of you first.*

### Version C, family:

*[Aunt Linda]! Look what I made (photo attached). I'm officially making gift baskets now, and I'm taking my first orders this month.*

*Do you need anything for [Uncle Tom's birthday on the 20th] or for [the church ladies]? I can do a basket from \$[65], all wrapped, and I'll deliver it to you.*

*Honestly I'd love for one of my first baskets to go to family. Tell me who and I'll make it perfect for them. 🧡*

#### **Version D, a neighbor:**

*Hi [Karen]! It's [Sarah] from [number 14]. I've started making gift baskets from home (photo attached) and I'm taking a few orders this month.*

*Since you mentioned the [new family moving in across the street], I thought a new-neighbor basket might be a nice welcome: [olive oil, a small cutting board, a candle and a tea towel] in a kraft box with a card. \$[65], and I'd walk it over myself.*

*If you or anyone on the street needs a gift in the next few weeks, birthdays, thank-yous, a new baby, I'd love to help. 🧡*

#### **Version E, church, gym or club:**

*Hi [Maria]! I wanted you to be one of the first to see this (photo attached). I've started making gift baskets and I'm taking my first orders this month.*

*I know [the welcome committee / the team] is always looking for something for [new members / the coach], and I could do baskets from \$[55] each, wrapped and ready, with a card from the group. And if you personally need a gift for anyone this month, tell me who and what they like and I'll make something they'll remember.*

Why it works: every version names a real person and a real occasion, so the answer is easy. It gives one concrete basket with contents and a price, so they don't have to imagine anything. It ends with "one of my first," which makes saying yes feel like a favor to a friend, because it is.

## Script 3 — The season announcement (neighborhood, school or church group)

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Post with the season basket photo. Edit the season, the contents, the price, the numbers and the dates. This is the post that fills your calendar.

🎃 *Boo basket season is here, and I've got you.*

*If you want to boo a neighbor this year without spending your Saturday at three stores, here's the easy way. Ready-made boo baskets, \$[75], wrapped and ready for pickup in [neighborhood] or delivered in [town] for \$[8].*

*Inside: [a plush ghost, a fall candle, cozy socks, a bag of good candy, cookies and two mini pumpkins], with a "You've been booed!" tag and the instructions so the fun keeps going.*

*I'm making [15] this season and [6] are already spoken for. Comment BOO or message me to grab one. Orders close [October 18] so everything's on porches by [October 25].*

*P.S. Kids' version with [a glow stick, stickers and a mini flashlight] is \$[55]. Teachers' version is \$[65]. Just tell me who it's for.*

The two numbers ("making 15, 6 spoken for") are the whole post. Use your real numbers and update them in the comments as they change: "Update: 9 spoken for, 6 left." Every update bumps the post back to the top.

**Replying to comments:** "Sending you the menu now!" to everyone, then Script 5 by message. Never sell in the comments; sell in the messages.

## Script 4 — When someone asks "how much?"

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In a comment, a message or in person. Always give a range with a number in the middle, always describe what's inside, always end with a question.

*"Ready-made baskets are \$[65] to \$[110] depending on what's inside. The one in the photo is \$[85]: [the mug, the coffee, the honey, the jam and the bread], wrapped*

*with the ribbon and a tag. Custom ones start at \$[95] and I build those around the person. Who's it for? I'll tell you which one I'd pick."*

"Who's it for?" is the question that turns a price check into an order. The moment they tell you, you're not selling a basket, you're helping them with a gift.

**If they say "that's more than I expected":**

*"I hear you. Here's what's in the \$[85] one, so you can see where it goes: [list four items and what they'd cost at the store]. The basket costs about what you'd spend running around buying the same things yourself, and this one arrives wrapped, with a card, on the day you need it. If you'd rather stay under \$[60], I can do the [Thank You basket] and it still looks beautiful. Which would you like?"*

Never apologize for the price, never explain what your supplies cost you, and always offer the smaller basket instead of a discount. A discount makes the price feel wrong. A smaller basket makes the price feel right.

## Script 5 — Sending the menu (after any "I'm interested")

Send the menu photo and this message. Then stop typing and let them choose.

*Here's the menu! 🍷 Six ready-made baskets, one photo each, and prices are all in. The two most popular right now are the [Breakfast one at \$85] and the [Thank You one at \$60].*  
*Tell me who it's for and when you need it, and I'll tell you which one I'd go with. If it's for someone specific, I can also build a custom one around them, from \$[95].*

## Script 6 — The follow-up sequence (this is where the orders are)

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Half of your first ten orders will come from people who said "let me think" or didn't answer at all. That's normal. They're busy, not uninterested. Here's the sequence. Never send the same message twice, and never say "just following up."

**Follow-up A, three days later, if they didn't answer at all.** Send with a new photo of a different basket.

*Hi [name]! This is the [Thank You] basket I finished yesterday, thought you might like to see a second one. I've got [4] spots left this month if you want to grab one for [the occasion they mentioned, or "anyone on your list"]. Totally fine if not, just didn't want you to miss it. 🍷*

**Follow-up B, one week after "let me think."** Give them a reason to decide now, and make it about their person, not your calendar.

*Hi [name]! I'm putting together next week's baskets and I remembered you were thinking about one for [your mom / Ava's teacher / the new neighbors]. If you'd like it for [the date], I'd need to know by [Thursday] so I can pick up the good stuff. Want me to pencil you in? You can decide on the details after.*

"Pencil you in" is the smallest possible yes. Most people say "sure, pencil me in," and then they've said yes.

**Follow-up C, three weeks later, with a new season.** Start fresh, no reference to the old conversation.

*Hi [name]! No pressure at all, I just wanted to show you the [Christmas] basket since you mentioned [the holidays / your mother-in-law / teacher gifts]. Orders are open until [date] and I'd love to save you one. I have [three] left at the \$[85] price before I switch to custom only. Want one?*

**The objections, and what to say:**

"I'll ask my husband."

*"Of course! Show him the photo, that usually does it. 😊 Can I hold [Saturday] for you until tomorrow so you don't lose the spot? No deposit needed until you confirm."*

"Maybe next time."

*"Absolutely, no rush. I'll be doing [Christmas] baskets from [date]. Want me to message you the menu before I post it, so you get first pick?"*

Then put their name on your "next season" list and send Script 3 to them personally the day it opens.

"Can you do it cheaper?"

*"I keep the prices the same for everyone so it stays fair, but I can make you a beautiful one at \$[60] with [the mug, the tea and the cookies]. It still looks like the photo, just a little smaller. Want that one?"*

"I could make that myself."

*"You totally could! Most people just don't have the Saturday. That's the part you're buying: it shows up wrapped, on the day, with the card written. If you ever want one, I'm here. 🧡"*

## Script 7 — The porch photo post (five versions)

Every delivery, one photo at the door (ask the customer first), posted the same day. Short on purpose; the photo does the talking. "Three left" is true or you don't say it. Rotate these so your feed doesn't repeat.

*Delivered. 🧺 A new-baby basket for a very tired, very happy mom. [Three] left this*

*week if you need a gift. Message me.*

*Off to [Maple Street] this morning. Someone's mother-in-law is about to have a very good birthday. 🎁 Custom baskets from \$[95]; message me with who it's for.*

*Teacher appreciation, done. Six baskets, six very surprised teachers, one mom who didn't have to go to the mall. 🍏 Want me to do yours? I've got [4] spots before [Friday].*

*"You've been booed." 🙊 Second one on this street this week. If your neighbor gets one before you, that's on you. [5] left, orders close [date].*

*This one made someone cry (the good kind). A "thinking of you" basket for a friend going through chemo: [soft socks, tea, a candle, a book and a note]. If you know someone who needs one, I'll take care of it. 💛*

## Script 8 — The referral ask (at handover)

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Say it out loud when you hand over the basket, and hand them two tags with your name and number.

*"Thank you so much. If anyone asks where it came from, here's my name. And if you ever need one on short notice, just text me. I can usually do it in two days."*

Then, by text that evening:

*Hope [she] loved it! 💛 Quick favor: if you know one person who might need a gift this month, a birthday, a new baby, a thank-you, would you send them my way? I'll take care of them, and I'll take \$[10] off your next one as a thank-you.*

The \$10 turns a favor into a habit. Most of your Circle 2 orders come from this one text.

## Script 9 — The realtor email (and the two follow-ups)

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Realtors give closing gifts, every closing, all year. One email, one photo of the housewarming box, one price. Send it to five realtors on a Tuesday morning. Then follow up. The follow-ups are where the yes lives.

### Email 1:

*Subject: Closing gifts for your buyers, made locally in [town]*

*Hi [name],*

*I make gift baskets here in [town], and I put together a housewarming box that realtors have been using as a closing gift. I've attached a photo: [olive oil, a small cutting board, a candle, flaky salt and a tea towel], in a kraft box with a ribbon and a handwritten card from you.*

*It's \$[125], delivered to you or straight to the new home on closing day. Most agents keep a few on hand so there's always one ready.*

*If you'd like to try one, reply with a date and I'll have it ready. If you'd like a box of six, I do those at \$[110] each.*

*Thank you,*

*[Your name] · [phone] · [Instagram or Facebook page]*

### Email 2, five days later, if no answer:

*Subject: Re: Closing gifts for your buyers*

*Hi [name], just bumping this in case it got buried. I finished [two] of these for [an agent at Keller Williams] this week; photo attached of the finished box. If you have a closing coming up, I'd be happy to make the first one at \$[110] so you can see it in person. Just send me the date.*

### Email 3, two weeks later:

*Subject: One for your next closing?*

*Hi [name], last note from me, promise. I'm doing [Christmas] client boxes for a few offices this month and thought of you. If you'd like to give your [this year's] buyers something they'll actually keep, I've attached the two options at \$[95] and \$[125]. Happy to drop a sample by your office. Either way, congratulations on a big year.*

**If they call:** "Thank you for calling! Here's how it works: you text me the closing date and the buyers' names, I make the box, write the card from you, and deliver it to your office or the home. \$125 each, or \$110 each for six. Which closing should I start with?"

One realtor is worth \$600 to \$2,000 a year. Five emails, three follow-ups each, one yes. Every season.

## Script 10 — The office, salon or dentist email

The person to reach is whoever handles birthdays and client gifts: the office manager, the salon owner, the practice manager. Same rules: one photo, one price, one question.

*Subject: Client gifts, made locally, delivered to your office*

*Hi [name],*

*I make gift baskets in [town] and I do client and staff gifts for local businesses: [birthdays, thank-yous, holiday boxes]. I've attached a photo of my [Thank You] box: [a candle, good tea, shortbread and a small notebook], wrapped, with a card from [Business name].*

*They're \$[55] each for ten or more, delivered to your office in one go, and I can match your colors or add your logo to the card.*

*If you'd like to see one in person, tell me a day this week and I'll drop a sample by.*

*No obligation at all.*

*[Your name] · [phone]*

**Follow-up, one week later, with the sample photo:** "Hi [name], dropped a sample by on [Tuesday], hope it made it to your desk! If you'd like [ten] for [the holidays / staff

birthdays], I'd need about [ten days]. Should I pencil you in?"

## Script 11 — The deposit, the reminder, the confirmation

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### After a yes:

*Wonderful! 🍷 Here's how it works: the [Breakfast] basket is \$[85]. I take a 50% deposit (\$[42.50]) to hold your date and pick up the supplies, and the rest at pickup or delivery. [Venmo / Zelle / cash] all work: [@yourhandle]. As soon as the deposit's in, you're on the calendar for [Saturday the 14th]. Anything you want me to write on the card?*

### No deposit after 48 hours, one gentle reminder:

*Hi [name]! Just checking, do you still want me to hold [Saturday] for you? I have someone asking for that day, so I want to make sure yours is locked in first. 🧡*

### When the deposit arrives:

*Got it, thank you! You're on the calendar for [Saturday]. I'll send you a photo before it's wrapped so you can see it, and I'll text you [Friday] to confirm the [pickup / delivery] time. This is going to be a good one.*

### The day before:

*Hi [name]! [Her] basket is done and it turned out beautifully (photo attached). See you tomorrow at [2] for pickup at [address], or I can drop it at [her door] for \$[8]. The balance is \$[42.50]. 🧡*

The "photo before it's wrapped" message is the one people screenshot and send to their friends. That's Circle 2, working while you sleep.

## Script 12 — After delivery: thank you, review, next order

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Send the evening after delivery.

*Hi [name]! I hope [Ava's teacher] loved her basket. 🧡 Thank you for trusting me with it, it means a lot while I'm getting started.*  
*If you have 30 seconds, would you leave me a quick review on [my Facebook page]? Even one line helps more than you'd think.*  
*And I'm opening [Christmas] baskets on [date]. Want me to message you the menu before I post it, so you get first pick?*

Three things in one message: gratitude, a review, and the next season. Ninety percent will do at least one.

## Script 13 — The end-of-season post

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*That's a wrap on [boo basket] season: [23] baskets, [19] porches, one very tired ribbon hand. 🧶 Thank you to everyone who trusted me with a gift, and to everyone who sent a friend my way.*  
*[Christmas] baskets open [date]. If you want first pick, comment CHRISTMAS and I'll message you the menu before I post it. I'll be doing [20] this year and I expect them to go.*

Numbers again, and a small ask that builds the list for the next season before the next season starts.

## Script 14 — The "closing orders" post

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Five days before the season date. This post sells more baskets than the announcement did.

*Last call for [boo baskets]. 🙋 I'm closing orders [Thursday night] so everything's on porches by the [25th]. I have [4] left at \$[75]. After Thursday it's custom only, from \$[95], and I can't promise the date.*

*Comment BOO or message me and I'll hold one for you until tonight.*

## The one-page menu

Six baskets, six prices, one photo each, your name and how to order. Print it (Module 6 has the template) and keep five copies in your car. Start with:

- Breakfast in a Basket, \$[85]
- The Season Basket (Boo / Christmas / Valentine's), \$[75] to \$[125]
- Thank You / Get Well, \$[55] to \$[60]
- New Neighbor, \$[65]
- Birthday Classics, \$[85]
- Teacher, \$[65]
- Custom: "from \$[95], three questions and it's yours."

## The weekly rhythm

Once you're rolling, a week looks like this. Two evenings you build. One morning you shop, with the deposit money. Every delivery, one photo, posted the same day. Every post brings a message. Every message gets Script 4 or Script 5. Every yes gets Script 11. Every delivery gets Script 8 and Script 12. That's the whole machine, and it fits around kids, a job and a life.

## Tracking your first ten

| # | Name | How they found you | Basket | Price | Deposit<br>✓ | Delivered<br>✓ | Follow-up sent<br>✓ |
|---|------|--------------------|--------|-------|--------------|----------------|---------------------|
|---|------|--------------------|--------|-------|--------------|----------------|---------------------|

1

| #  | Name | How they found you | Basket | Price | Deposit<br>✓ | Delivered<br>✓ | Follow-up sent<br>✓ |
|----|------|--------------------|--------|-------|--------------|----------------|---------------------|
| 2  |      |                    |        |       |              |                |                     |
| 3  |      |                    |        |       |              |                |                     |
| 4  |      |                    |        |       |              |                |                     |
| 5  |      |                    |        |       |              |                |                     |
| 6  |      |                    |        |       |              |                |                     |
| 7  |      |                    |        |       |              |                |                     |
| 8  |      |                    |        |       |              |                |                     |
| 9  |      |                    |        |       |              |                |                     |
| 10 |      |                    |        |       |              |                |                     |

Fill in "how they found you." By order ten you'll know exactly where your customers come from, and that's where you'll post next season.