

## Week 1 ... Holiday e-mails

### Merry Christmas!!!

What? You think it is a little too early to be saying that? Well, you might be right, but it is not too early to start thinking and planning for your Holiday Business.

The Christmas season is our biggest selling season in Mary Kay! If you usually sell about \$300 a week, think \$1200 a week! If you usually sell \$100 a week, think \$600!! It takes a little effort and planning to make big sales happen this season, but I want you to think about having a CASH CHRISTMAS!!! What would it be like to have enough to pay for all the gifts, all the travel, all the fun in cash from your Mary Kay profit? Think what a fun January you will have with no bills!!

So, as promised, I am going to send out Holiday Ideas every Monday until Christmas. So today I want you to dream ... what would you like to profit by December 25?!

## Holiday Strategy Handbook

"Plan your work and work your plan!"

-Mary Kay Ash

Step 1: Choose your Strategy

Listed below are the main holiday selling ideas! We will use the next weeks to go over each of these, but think about what you like to do and how you like to work your business. Which of these ideas would get you excited?

Choose 1 or 2 ideas that best fit your time, energy and personality!

- a. Holiday Coffees/Gift shows/Pampering Parties
- b. Open Houses/Personal Shopping Appointments
- c. Gift Giving Services for Businesses, Husbands, Family & Friends
- d. Velocity/TimeWise Classes/Holiday Makeovers

Step 2: Set a Plan of Action

- a. Use a Weekly Plan Sheet or calendar and schedule dates and times that you will work your business. When will you hold the appointments? When will you do your appointments? How many will you hold in October, November, and December?
- b. Commit to implementing the selling ideas you have chosen even if you don't know exactly what to do with each to make it a success ... we will get you there!
- c. Take into account personal events, shopping, cookie making, etc.
- d. Set specific goals.

e. Create your plan with your family

Step 3: Evaluate your success as you go and make notes for next year.

I am choosing the following ideas

1 \_\_\_\_\_

2 \_\_\_\_\_

My Holiday Retail Goal is \$ \_\_\_\_\_

I want to build my business because \_\_\_\_\_

I want to add team members because \_\_\_\_\_

What worked best \_\_\_\_\_

What I'd change \_\_\_\_\_

Now I said I wanted you to DREAM BIG so here is a way that you can EARN BIG!

Don't freak out ... these are the ideas we are going to layer you with ... one week at a time. But DREAM! What would you do with \$5000 CASH profit this Christmas?

\$10,000 Christmas Sales Plan

1. 10 silent hostesses sell \$150 each

= \$1500

2. Contact 10 husbands with wives' wish list at \$100 or 20 husbands with \$50 each

= \$1000

3. Seven holiday coffees at \$150 (30 minutes)

= \$1200

4. One skin care class per week thru Christmas at \$150

= \$2400

5. Holiday open house (1 at \$500 or 2 at \$250)

= \$500

6. Contact businesses for 100 employee gifts at \$20 each

= \$2000

7. Contact doctors, lawyers, office managers and realtors for 50 gifts at \$30 each

= \$1500

= \$10,000

Do you see how it can work for you? Now I really don't want you do try this many ideas ... you won't master any of them if there are too many, right? But you can use this example to see how the money can come in.

**Remember: You can make anything happen with a plan and your action to back it with!**

**Never stop believing in yourself!**

Here is another idea to get you excited about the possibilities:

### Christmas Sales Blitz

Select 20 of your favorite Hostesses, Customers and Friends .... Call them and say:

"HI! This is \_\_\_\_\_ with Mary Kay, and I am so excited! I have a super offer for you! How would you like to do your holiday shopping at 50% off?

On (date) and (date) I will be holding a Holiday Blitz at my home. All you need to do is to invite 10 friends over for

refreshments and check out the great gift ideas Mary Kay has this season! I will do all the work ... I can even send them the invitations ... and you and your friends will feel totally pampered as you shop from your seat and not on your feet. Most women are inviting way more than 10 ... many their whole local e-mail list ... so we can do more if you'd like and you can get even bigger rewards!

The times to shop are 10, 12, 2, 4 and 7:00. Which will be best for you?"

Have 2 hostesses bring 10 people at 10:00

2 hostesses bring 10 people at 12:00

2 hostesses bring 10 people at 2:00

2 hostesses bring 10 people at 4:00

2 hostesses bring 10 people at 7:00

Do this Friday and Saturday, or on two Saturdays.

Make sure you Coach your Hostess and remind her "What's In It For Her"

Make sure you do Satin Hands as they arrive!

Give each guest a Profile card to fill out and a Sales Ticket.

Show the products and special sets, and have them fill in their tickets! It's so simple!

You will meet 200 customers...The average will purchase \$50.00

$200 \times \$50 = \$10,000$  Plus...You have 200 husbands to call with their wife's wish list!!! WOW!!!

Plus! You'll have 200 new contacts, and your books will be full for January!

Time Spent:

1 Day on Phone Booking Hostesses.....8 hours

1 Day setting up Displays.....8 hours

2 Days holding the Event.....20 hours

2 Days preparing Orders.....16 hours

2 Days Playing Santa Delivering.....10 hours

60 Hours Total

\$5000 Profit in 60 hours is \$83 per Hour!

In the weeks to follow, I will breakdown these ideas and help you make it happen. So for today. Plan. Decide. Dream. Talk to your family. *Get excited about what it would mean for you to make this kind of money before the Holidays!* If you believe you can and are willing to do the work, it will happen for you. Focus and make it a Great Holiday!

Your Success Coach, **BECKY.....**