



HOLIDAY GUIDE

THINK LIKE A RETAILER!

YOUR WORKBOOK TO ROCK YOUR HOLIDAY!

**EACH SECTION OF THIS WORKBOOK IS DESIGNED TO HELP
YOU ACHIEVE \$10,000 IN SALES BEFORE CHRISTMAS!**

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LET'S GET STARTED!

Isn't it amazing that we all have the opportunity to maximize our income during this season? Throughout this workbook, you're going to see amazing ideas from leaders all over compiled in one location so you can hit the ground running! Don't recreate the wheel; use this workbook and the ideas shared inside to get going!

It's recommended to have 5 ways to generate new business (leads) at all times; use that same idea when it comes to working the holiday season in your business. To maximize your holiday sales, working with 5 holiday ideas, in my opinion, will ensure the best results to your holiday season!



SECTION #1: YOUR HOLIDAY STORE

WHEN IT COMES TO TRULY WORKING HOLIDAY, YOU'LL WANT TO HAVE YOUR INVENTORY READY FOR A SEASON FULL OF SELLING!

Below you'll find suggestions on how you may want to build your holiday inventory (this is in addition to your normal inventory). *Remember these are my suggestions only.* 😊

Option #1 Holiday Store Kick Off Order:

Since we are thinking like a retailer, we want to have gifts wrapped and ready to walk out the door with your customers. Think about it: when you are holiday shopping yourself, do you want to "special order" your gifts and wait for them, or do you want to grab and go?

We're all given the same amount of hours in the day; when it comes to the holiday season, those hours get eaten up quickly! By having a "Holiday Store", you're able to pre-wrap your gifts in one run, and then restock as needed. You're able to hand gifts to your customers right at your appointments! This will allow you more flexibility to use your MK hours to keep selling instead of wrapping and delivering after each appointment.

Option #2 Holiday "Baby" Only:

Order enough to fill your "Holiday Baby" with an order of your favorites at the level that feels best for you and your biz from the below list or make your own list and restock with more items as you sell through items. 😊

FYI BONUS NOTE:
SEE WHERE IT SAY
"PEARL"? THIS IS
YOUR STAR LEVEL!
CHECK THIS SCREEN
TO SEE HOW CLOSE
YOU ARE TO
BECOMING A STAR
CONSULTANT OR
UPGRADING TO THE
NEXT STAR LEVEL!

Your Rewards!			
	Current reward status	Action Item	Next level reward status
Retail value	\$2,146.00		
Wholesale cost	\$1,078.00		
Earned 50% discount	✓		
Pink Sale shopping privileges <small>Tell Me More!</small>	✓	Pink Sale	
Star Consultant level	Pearl		

Current Order Total	
Sec: 1 Sugg Retail Subtotal	\$2,146.00
Sec: 1 Wholesale Subtotal	\$1,078.00
Sec: 2 Consult. Cost Subtotal	\$8.00
Current Discount	50%
Do Not Let Fall Below Wholesale	

Continue Checkout

Add More Products

Save Order

Here are the bonus items you have already earned!

You have earned 20 LTD. ED.1 Mary Kay® Mint Bliss Socks Gift-with-Purchase (\$0.00 Bonus Value Each)



**FREE SOCKS WITH
THE PURCHASE OF
MINT BLISS WILL SHOW
UP AT CHECKOUT
WHEN AVAILABLE**

SECTION #1: CONTINUED

BELOW YOU'LL FIND SUGGESTIONS ON HOW YOU MAY WANT TO BUILD YOUR HOLIDAY INVENTORY (THIS IS IN ADDITION TO YOUR NORMAL INVENTORY). REMEMBER THESE ARE MY SUGGESTIONS ONLY. 😊

Part #	Quantity	Product	Sugg. Retail	Total
139838	2	Mary Kay® Hydrogel Eye Patches, pk./30 pairs	\$40.00	\$80.00
134365	1	Botanical Effects® Cleansing Gel	\$18.00	\$18.00
134366	1	Botanical Effects® Moisturizing Gel	\$18.00	\$18.00
127861	1	Mary Kay Pro Palette® (unfilled)	\$25.00	\$25.00
107064	1	Mary Kay Perfect Palette® (unfilled)	\$18.00	\$18.00
125872	4	Mint Bliss™ Energizing Lotion for Feet & Legs	\$11.00	\$44.00
143940	1	Mary Kay® Travel Roll Up Bag	\$35.00	\$35.00
094148	3	Clear Proof® Deep-Cleansing Charcoal Mask	\$24.00	\$72.00
010336	2	MKMen® Shave Foam	\$14.00	\$28.00
029726	3	Mary Kay® Oil-Free Eye Makeup Remover	\$17.00	\$51.00
098324	2	White Tea & Citrus Satin Lips® Set (Includes Shea Sugar Scrub, Shea Butter Balm and free cello gift bag) (Items are not intended for individual resale)	\$22.00	\$44.00
107305	1	Mary Kay® Essential Brush Collection	\$55.00	\$55.00
017657	3	Mary Kay® Ultimate Mascara™: Black	\$15.00	\$45.00
091502	1	White Tea & Citrus Satin Body® Indulgent Shea Wash	\$18.00	\$18.00
091493	1	White Tea & Citrus Satin Body® Silkening Shea Lotion	\$18.00	\$18.00
090638	3	White Tea & Citrus Satin Hands® Pampering Set	\$36.00	\$108.00
078697	1	Cityscape® Cologne Spray	\$50.00	\$50.00
153485	2	Mary Kay Unlimited™ Lip Gloss: Berry Delight	\$16.00	\$32.00
153493	2	Mary Kay Unlimited™ Lip Gloss: Sheer Illusion	\$16.00	\$32.00
166411	1	NEW! SPECIAL ED.! Mary Kay® Travel Color Bag	\$16.00	\$16.00
146244	1	Mary Kay Clinical Solutions™ Retinol 0.5 Set	\$120.00	\$120.00
170331	2	NEW! LTD. ED.! Mary Kay® Eye Shadow Quad: Warm Pinks	\$22.00	\$44.00
162409	1	NEW! Mary Kay® Body Care Collection: Apple & Almond Scented Body Lotion	\$14.00	\$14.00
162408	1	NEW! Mary Kay® Body Care Collection: Apple & Almond Scented Shower Gel	\$14.00	\$14.00
162416	1	NEW! Mary Kay® Body Care Collection: Berry & Vanilla Scented Body Lotion	\$14.00	\$14.00
162443	1	NEW! Mary Kay® Body Care Collection: Berry & Vanilla Scented Shower Gel	\$14.00	\$14.00
171068	1	NEW! LTD. ED.! Mary Kay® Sparkle Lipstick: Sunstone	\$20.00	\$20.00
171880	1	NEW! LTD. ED.! Mary Kay® Shimmer Liquid Eye Shadow: Graphite	\$16.00	\$16.00
171876	1	NEW! LTD. ED.! Mary Kay® Nail Polish: Rose Quartz	\$10.00	\$10.00
171072	2	NEW! LTD. ED.! Mary Kay® Highlighter: Canary Diamond	\$16.00	\$32.00
171074	2	NEW! LTD. ED.! Mary Kay® Highlighter: Rose Sapphire	\$16.00	\$32.00
155315	3	NEW! SPECIAL ED.! Mary Kay® Pink Clay Mask	\$18.00	\$54.00
166410	1	Lip Gloss Case PWP Promo	\$5.00	\$5.00
171078	3	Purchase With Purchase (while supplies last): Limited-Edition† Mary Kay® Precious Gems Trend Collection Bag	\$5.00	\$15.00
171069	1	NEW! LTD. ED.! Mary Kay® Sparkle Lipstick: Ruby	\$20.00	\$20.00
171881	1	NEW! LTD. ED.! Mary Kay® Shimmer Liquid Eye Shadow: Amethyst	\$16.00	\$16.00
171877	1	NEW! LTD. ED.! Mary Kay® Nail Polish: Emerald	\$10.00	\$10.00
183260	3	NEW! SPECIAL ED.! Mary Kay® Face Towel	\$2.00	\$6.00
160886	3	Mary Kay® Micellar Water	\$17.00	\$51.00
142038	3	NEW! Lash Love Fanorama™ Mascara	\$16.00	\$48.00
175886	1	NEW! Limited-Edition† Mary Kay® Matte + Shine Lip Set: Rose Pink	\$28.00	\$28.00
175887	1	NEW! Limited-Edition† Mary Kay® Matte + Shine Lip Set: Cinnamon	\$28.00	\$28.00
186579	5	NEW! Limited-Edition† Mary Kay® Gift Box Set, pk./3	\$6.00	\$30.00
114893	1	NEW! Limited-Edition† Mary Kay® Eyelash Curler	\$12.00	\$12.00
177981	1	NEW! Limited-Edition† Mary Kay At Play™ Metallic Liquid Eyeliner: Silver	\$12.00	\$12.00
177982	1	NEW! Limited-Edition† Mary Kay At Play™ Metallic Liquid Eyeliner: Copper	\$12.00	\$12.00

Note: When stock becomes available add (3) Limited-Edition† Mary Kay® Women's Fragrance Gift Set & (2) Limited-Edition† Mary Kay® Men's Fragrance Gift Set

SECTION #2: LET'S GET WRAPPING

TIP: SELECT A LOCATION IN YOUR HOME. (A BOOK SHELF, CHINA CABINET, STACKED CRATES, ETC.) TO DISPLAY AND STORE ALL YOUR WRAPPED GIFTS.



Here are my tips on wrapping:

1. Be mindful of how much you spend on packaging. The more money you spend on packaging, the less overall profit you will make on your sales.
2. Keep it simple! If it takes you 15 minutes to wrap one item and you sell 100 of them (YAY!) that equals 25 HOURS of wrapping! (YIKES!) We make money when we're out selling, not wrapping, so make your wrapping time, quick, easy, and cute! Don't forget about our AWESOME box sets that are SECTION 1 items! These make it super simple and count towards your sales goals! #winning
3. Stick with a coordinating color palette so everything looks welcoming, cohesive, and professional. I try to coordinate with the section 1 box sets each year.

Great Resources for Wrapping Supplies:

MJSquad.com • MKConnections.com
Also, printable gift tags available on MaryKayintouch.com



SECTION #2: CONTINUED

CHECK OUT MEGAN'S FAVORITE WRAPPED GIFTS!



SECTION #3: HOLIDAY MONTHLY TO-DO LIST

SEPTEMBER

- Set your holiday sales goal! Check out the last page of this packet and fill in your sales goals on each Christmas tree!
- Write out your weekly plan sheets or planner from now until January 2nd. First put in any church, family, and/or work commitments. Then block out the times you want to spend working your biz over this season. Just like a doctor's office, you want to set the times you are available and then fill them with appointments!
- Pick the date you would like to hold your holiday open house, or virtual open house. Print save the date postcards to put in with all your reorders in September & October.
- After setting your personal holiday goal, evaluate how much holiday product you want to have on hand for the season. Each year holiday products tend to sell out quickly, so pick if and how much product you want for your holiday store and get that ordered so you can be ready to hit the ground running!
- Order your gift wrapping and packaging supplies and get your products wrapped.
- Make a list of customers, friends and family members that love our products and would benefit from earning some extra money this holiday. Ask them to meet you for a cup of coffee or a phone chat to share how starting her own business could benefit her.
- Keep holding your appointments and growing that customer base! There are so many great virtual tools out there for this "new normal" Remember, working "holiday" is in addition to the basics of our business that we work year round: book, sell, share, repeat ☑
- Make a list of local businesses you would like to share your gift giving services with.
- Track your success! Fill in your Christmas trees as you reach your sales goals.

OCTOBER

- Get your “Holiday Baby” packed and ready to be at your side for the next 3 months!
- Print and mail postcards, email, text and use your business social media to promote your Holiday Open House or Virtual Holiday Open House.
- Keep holding appointments and growing your customer base.
- Have wish lists at all your appointments. You can also have your customers make them right on your own personal website!
- Get those coffee dates in with the women we talked about above, as well as any new customers who you would love to share with.
- Start utilizing your business social media to showcase gift sets that you have, fun pics of you wrapping gifts, and suggesting great gifts for everyone on your customers lists. This will get them thinking about your gift giving services and help you engage with those early shoppers!
- Make contact with local businesses about your holiday gift giving services.
- Track your success! Fill in your Christmas trees as you work towards your sales goals.

Notes:

NOVEMBER

- Take your “Holiday Baby” with you everywhere you go!
- Hold your Holiday Open House or Virtual Holiday Open House!
- Have a featured gift of the week each week.
- Reach out the “Santa(s)” on your customers' holiday wish lists.
- Keep encouraging your customers to make their holiday wish lists; remember they can do this right on your personal website, and share with you who their “Santa(s)” are.
- Prepare the emails, texts, phone calls, and business social media for your Black Friday, Small Business Saturday and Cyber Monday Sales.
- Have coffee dates, or virtual coffee dates, to share the gifts in your holiday baby.
- Keep holding your parties, virtual appointment and facials as normal 😊 Remember we book, sell, share, repeat consistently all year to help support a strong biz.
- Track your success! Keep filling in your Christmas trees towards your sales goals. If your Holiday Open House and/or Pink Weekend Sales didn't make it to the ❷ on top of your tree, re-group and see how you can add that to your holiday baby, wish list, corporate gift and/or virtual appointments, facials, Facebook parties to make sure you still achieve your Holiday Goals!
- Did you fill any Christmas trees yet ❷??? Take time to celebrate your accomplishment!

Notes:

DECEMBER

- Keep taking your “Holiday Baby” with you everywhere you go!
- Reconnect with wish list “Santa(s)” who asked you to reach back out closer to Christmas.
- Check with your Sales Director on how close you might be to being a Star Consultant or upgrading your star by December 15th! ★ Not sure what this? Ask her, she will share all about it and help you make a plan to wrap it up if this is a goal you want to achieve!
- Check out which items from your “Holiday Shop” are still on your shelf. Make sure to feature these items with your customers for last minute gifts.
- Share about stocking stuffers and help your customers with their last minute gifts for teachers, secret Santa, coaches, co-workers, and more!
- Check in with any businesses you connected with or that were unsure what they were doing for their employees to see if they need any last minute help or ideas.
- Keep booking, selling and sharing; as you gain new customers, make sure to share about your gift giving services.
- Connect with MEN! They are known to wait until the last minute and would love to know you’re ready to help!
- Don’t forget to shop from your own store! 😊 My kids' teachers love getting Satin Hands Sets! My sister-in-law loves getting Mary Kay color! My grandma loves her Timewise Repair! My brother gets COAL... aka the Charcoal Mask! My girlfriends love fuzzy socks and Mint Bliss!
- Keep filling in your Christmas Trees! 🌲 Are they filling up? 🌲 What can you do to fill up each tree?

Notes:


JANUARY

- Celebrate! It's 2021! Celebrate the trees you filled! When you set your sales goal, what were you planning to use the profit for? Time to write that check!
- Evaluate how your season went. What did you do well with? What would you like to improve on next year?
- Happy New Year! Follow up with your customers who purchased gifts, THANK THEM AGAIN for supporting your business. Offer to reach out the person they gave the gift to to make sure the products are working well for them and offer them a complementary "New Year New You" makeover or skincare appointment/virtual appointment.
- Pack-up for next year. If I have any wrapped gifts left, I either spice up the packaging for Valentine's Day or un-wrap it and pack it in a storage tub for next year, along with my holiday baby basket, extra ribbons, etc. Then return the product to your regular store shelf.
- Check in with your local accountant on how to prepare your business for your taxes. Your Sales Director can also help share where to find resources on InTouch

Notes:

SECTION #4: USING THE RESOURCES ON MARYKAYINTOUCH.COM

MARY KAY KNOCKED IT OUT OF THE PARK WITH HOLIDAY TOOLS! IF YOU HAVEN'T ALREADY, CHECK OUT THE COMPLETE HOLIDAY TOOL KIT ON MARYKAYINTOUCH.COM



MARY KAY
InTouch

LOOK HERE ?

Spanish | Log Out

Search InTouch

InTouch Product Central

Ordering Business Tools Products Education Contests/Promotions Resources Events Heritage Compensation Video Lounge COVID-19 Updates

Holiday 2021

Home / Products / Product Central / Holiday 2021

Awaken Wonder — Holiday 2021

Nothing says holi-yay like very merry gifts that make spirits bright! This season, Mary Kay is bringing the cheer with beauty yule love, from bold strokes of color to joyfully scented self-care essentials and fun, festive treasures. This year, tap into the essence of holidays with Mary Kay and feel truly wonderstruck.

Up the Wonder in Your Business!

Maximize holiday sales potential and more with business-savvy tips.

Holiday Selling & Team Building Video

Independent Senior Sales Directors Danielle Coughlan and Ka...

MARY KAY®

New Products

Product Spotlight

Videos

Mary Kay Pink Weekend™

Supporting Materials

Buzz Kit

Sampling

Digital Posts

Preferred Customer ProgramSM

[†]Available while supplies last

^{*}Available from participating Independent Beauty Consultants only and while supplies last

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TIP: MAKE SURE YOU OPEN EACH SECTION TO SEE ALL THE GREAT RESOURCES INSIDE!

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WHY IS IT CALLED YOUR "HOLIDAY BABY"? BECAUSE EVERYWHERE YOU GO, YOU TAKE YOUR BABY RIGHT?! YOU WOULDN'T LEAVE IT IN THE CAR...OR HOME ALONE!



Idea #1 : True confession: Sometimes “warm chatting” isn’t my strongest skill! I can’t wait to share my love of our products, but sometimes it’s hard to start a conversation. That’s where my “Holiday Baby” comes in. By simply carrying it with me during my daily routine, it becomes a great conversation starter when

[illegible]

SECTION #5: CONTINUED



Idea #2: “Shop and Coffees” with your holiday baby! This is where you meet up for a cup of coffee with a customer, friend, or family member and share the gifts inside your holiday baby. You can meet at your home, their home, or any local coffee shop, an ice cream parlor, the snack shop, at kids' practices, etc. Since your holiday baby is already packed and ready to go, this is a simple appointment to schedule around all the hustle and bustle of the holidays. At these coffee dates, I show the gifts inside my holiday baby, ask who she's shopping for, and suggest gifts for the people on her list in the price points she would like to stay within. I also help her create her own wish list if she would like and, if she's not a skincare customer, I ask her if I can send her home with some samples of our skincare.

Idea #3: Corporate Sales. Your holiday baby makes it so easy, and professional, to meet with local business owners to share your gift giving services for their teams! See section 9 for more details on this.

Idea #4: Bring your holiday baby along to your regular facials and parties and allow guest to look through your gifts as you are doing your individual closes. If you are holding virtual faces, this is a great “add on” you can share at the end and ask her to set up another time to look at your gifts if she doesn't have time right then. ❓

\$10,000 HOLIDAY GOAL

Sell \$2,000 from your holiday baby! That averages out to 20 people purchasing \$100 worth of gifts from your holiday baby!

Prep Time: This really depends. Personally I like to take a few hours at the beginning of the season and wrap everything I can in one sweep and then sell through it all season. It will take a little more time if you are wrapping throughout the season. Remember, keep your wrapping SIMPLE!

Time: No additional time out outside of your daily activities to build the buzz about your gift giving services. Take your “baby” to the bank, the grocery store, spin class, doctor appts, school activities, kids' sporting events, break room at work, out to dinner, EVERYWHERE.

Shop and Coffees: I personally average about 60 minutes, I enjoy this time to catch up with customers, friends and family too so it just depends on who they are with. I would budget 10-20 hours, depending on your goals and how many you would like to hold.

SECTION #6: WISH LISTS!

THIS IS THE PERFECT WAY TO HELP YOUR CUSTOMERS GET THE ITEMS THEY WANT!

How to work with Wish Lists:

- Throughout the year, your customers have been filling out profile cards where they were asked the question, “Who can I contact for gift giving?” Pull out all your profile cards and make a list of all the customers who filled that section out. Then, call through the “Santas” and ask if you can offer your gift giving services. Need help with what to say? Ask your director for tips on how to make these calls.

- At all the appointments you have from now until Christmas, have your customers fill out holiday wish lists & who they would like you to contact that is shopping for them. Wish Lists can be printed on MaryKayInTouch.com

- Have your own MaryKay.com personal website??? Great! Send out a text & E-Card (emails you can send out to all your customers through marykayintouch.com) and ask them to fill out their wishlist! They can do this by first registering as a customer on your website & then add items to their “Wish List”. Once they’ve made their wishlist, they can SHARE their list with you, and with anyone they would like through email or social media!

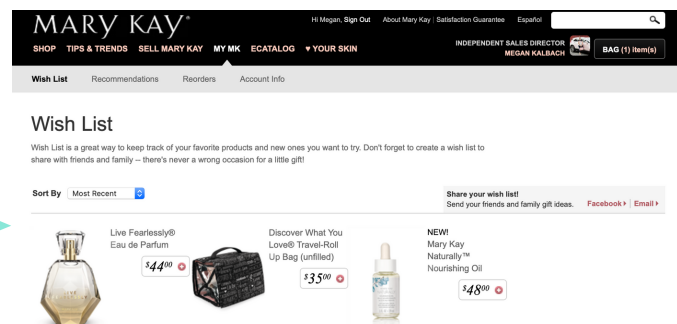


Holiday Wish List

Give your customers a list of Mary Kay® beauty picks perfect for gifting.

[Download Now ►](#)

Tip: I offer an incentive for my customers to make a wish list and send it to (2+) people shopping for them. I ask them to also send/share their wishlist with me as well as the name and phone number of who they shared it with so I can follow up for her.



\$10,000 HOLIDAY GOAL

Sell \$2,000 in wish list sales! Remember, husbands, boyfriends, Dads, Moms, Grandparents, siblings, and more could all be looking for your help!

This averages out to 20 people purchasing \$100 worth of gifts from your customers wishlists.

Time: I would budget 5-10 hours.

SECTION #7: HOLIDAY OPEN HOUSE

A NEW WAY TO THINK OF THE CLASSIC OPEN HOUSE!



In today's world, running a successful Open House probably looks a bit different. Instead of holding an open house on one day for a set time and "waiting" on your guests to arrive, I suggest you have an Open House Week or Weekend. Your customers can book a specific time to come (by appointment-only style). There are a few big benefits to this style: you know how many guests you are expecting, what time they are coming, and you aren't "waiting around" hoping people will "stop by." This style also makes it easier to confirm guests and spend more one on one time with them. You may even have time to sit down and have her try the new products, to do a quick facial, or to help her pick out some new holiday colors!

Example:

When: November 5-7th (or your date)

Where: (your address)

Time: Text/Call to Book your Time

Hosted by: Megan 717-XXX-XXXX

You can go also go to
marykayintouch.com under
Products > Product Central >
Holiday 2021 and open this
editable PDF! That's right, you can
type in your own info and print!
#easy



Holiday Open House Invite

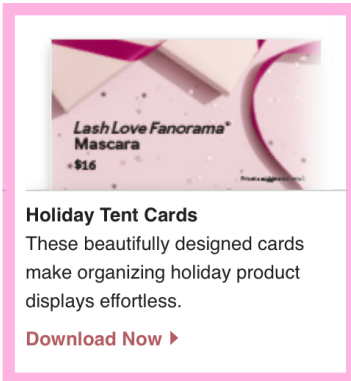
Give customers an extra-special touch for holiday parties with beautifully designed invites.

[Download Now](#) ▶

SECTION #7: CONTINUED

Tips to have a Successful Open House:

- Consider offering an incentive for them to come to your Open House, like “Mary Kay Cash” to redeem only at your open house (consider \$5-\$10)
- Timing is important. I like to kickoff my holiday season with my open house by offering it the week or two after Halloween. This also gives a week or two break before Black Friday Weekend.
- Keep it simple! Remember to wrap at the beginning of the season, so you can just grab your holiday baby, spread out your gifts and/or hold your open house in the area you are storing/displaying your wrapped gifts.



- Use little tent price signs... print them off Intouch in the Holiday 2021 section (YAYYY!) on card stock and place them in front of each gift. Your customers will purchase more when they don't have to keep asking for the price of each gift.
- Keep refreshments easy. I grab some cookies and brownies and put them on a cake stand with a glass lid & individual sparkling water bottles. I also play holiday music and burn a holiday scented candle :)
- Mail out invites! People still love getting an actual invitation in the mail! Plus you can put your Holiday Open House Dollars in there too. I mail out my invites 2 weeks before hand.
- **FOLLOW UP! THIS IS THE MOST IMPORTANT PART!** If you're not going to do this, then don't do an Open House. I don't mean to sound harsh, but I want you to be **successful!** I have seen consultants spend all their time shopping for supplies, wrapping gifts, mailing invites, baking cookies, cleaning the house, etc and SKIP this CRUCIAL step, causing their Open House to not be the success they were hoping for. Emails, personal phone calls, text reminders, on your business social media and more!

\$10,000 HOLIDAY GOAL

Sell \$1,500+++ during Holiday Open House! Average \$75-\$150 per guest

Prep Time: 1 hour, remember everything should already be wrapped and ready to go!

Booking & Follow-Up: 2-3 hours+ depending on the size of your customer base

Open House Time: LOTS, hopefully! This completely depends on how many guest you get! Make it a goal to book 15-30 guests and have each bring a friend along!

SECTION #8: PINK WEEKEND

BLACK FRIDAY, SMALL BUSINESS SATURDAY & CYBER MONDAY SALES

“KISS” ² Keep It Simple Sweetie. This is how I like to approach Pink Weekend. With the amount of ads your customers are inundated with during this timeframe, it's nice to have a “simple” (aka not confusing) sale! Typically, I pick the same percent off for Friday, Saturday, & Monday. Unlike big retailers, you have a personal relationship with your customers. You wouldn't want a customer who shopped on Friday to get a smaller percentage than a customer who shopped on Monday. Remember: the deeper the discount you give, the more you are cutting into your earning potential.

FIRDAY



PICK ONE

Pink Small
Business
Saturday

SATURDAY, NOVEMBER 28TH

10% off

EVERYTHING ON MY
WEBSITE!

Pink Small
Business
Saturday

SATURDAY, NOVEMBER 28TH

15% off

EVERYTHING ON MY
WEBSITE!

Pink Small
Business
Saturday

SATURDAY, NOVEMBER 28TH

20% off

EVERYTHING ON MY
WEBSITE!

Pink Small
Business
Saturday

SATURDAY, NOVEMBER 28TH

25% off

EVERYTHING ON MY
WEBSITE!

SATURDAY

SUNDAY

Pink
Cyber
Monday

MONDAY, NOVEMBER 30TH

10% off

EVERYTHING ON MY
WEBSITE!

Pink
Cyber
Monday

MONDAY, NOVEMBER 30TH

15% off

EVERYTHING ON MY
WEBSITE!

Pink
Cyber
Monday

MONDAY, NOVEMBER 30TH

20% off

EVERYTHING ON MY
WEBSITE!

Pink
Cyber
Monday

MONDAY, NOVEMBER 30TH

25% off

EVERYTHING ON MY
WEBSITE!

PICK ONE

SECTION #8: CONTINUED

COMMUNICATION IS THE KEY TO A SUCCESSFUL PINK WEEKEND.



Tip: Don't forget to set up your sale discount for the right dates on your personal website! marykayintouch.com > business tools > personal website manager > promotion and offers

Example of how to plan your communication:

Tuesday: "Coming Soon" email and blast on business social media.

Wednesday: "Coming Soon" text

Thursday: Happy Thanksgiving! Take the day off! ?

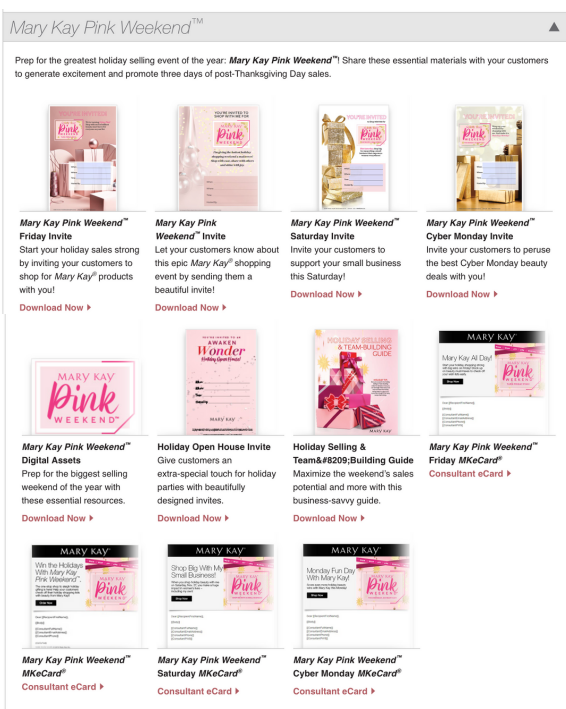
Friday: Pink Friday email, text/call, blast on business social media... have them spaced out throughout the day.

Saturday: Small Business Saturday email, text/call, blast on business social media... have them spaced out throughout the day.

Sunday: Day off ☀

Monday: Pink Cyber Monday email, text/call, blast on business social media... have them spaced out throughout the day.

Plus, reach out to your director for her Black Friday ideas!



THERE ARE ALSO FABULOUS RESOURCES MARY KAY HAS PROVIDED FOR US ON MARYKAYINTOUCH.COM

\$10,000 HOLIDAY GOAL

Sell \$1,000 during pink weekend!

Time(ish): I would budget around 5 hours to provide LOTS of communication before and during pink weekend. The key to a successful pink weekend is follow up, follow up, follow up! Remember your favorite way of communicating might not be your customer's favorite way. Are your customers getting touch points from you via: PHONE, text, email, your business social media?

SECTION #9: CORPORATE GIFT GIVING

THIS ISN'T SCARY! IT'S A FABULOUS WAY TO WORK HOLIDAY!

First, make a list of all the small to medium sized local businesses that you regularly do business with, as well as the customers in your customer base that own or manage a business. These will be the businesses that you may want to reach out to for your gift giving services!

Second, start reaching out the them! The earlier in the season the better. I like to start reaching out in mid September so I can offer them the widest selection before items could potentially sell out. Here is a great image you can use to brighten up an email or text to start the conversation about your gift giving services.



Third, set up your appointments, in person or on zoom, to connect with them and show them the wrapped gifts out of your holiday baby!

Need help knowing what to say?

Reach out to your director, she would be happy to role-play with you!

\$10,000 HOLIDAY GOAL

Sell \$1,500 through corporate sales! That's 5 businesses purchasing \$300 in gifts from you.

Time: 5(ish) hours. This time should be spent making your list of businesses, calling & emailing and having a meeting (virtually or in person) to personally showcase your gifts.

SECTION #10: DON'T STOP WORKING YOUR MK BUSINESS!

BOOK, SELL, SHARE, & REPEAT. 12 MONTHS OF THE YEAR IS KEY

Just like in every season of the year, the heartbeat of your business is faces! Share the products and share the Mary Kay opportunity. We never want to lose sight of the core of our businesses. ?

\$10,000 HOLIDAY GOAL

Sell \$2,000 from your normal parties, facials, virtual appointments and Facebook parties!
That's 20 faces at a \$100 per faces average, or 8 parties with \$250 in sales!

Time: 16(ish) hours



SECTION #11: TRACK YOUR SUCCESS

COLOR IN THE CHRISTMAS TREES TO TRACK YOUR WAY TO YOUR SALES GOALS IN EACH AREA.

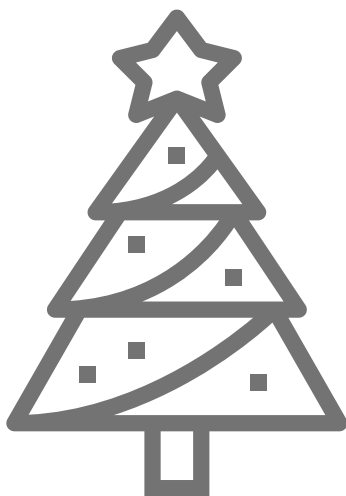
HOLIDAY BABY SALES

GOAL:



WISH LIST SALES

GOAL:



PINK WEEKEND SALES

GOAL:



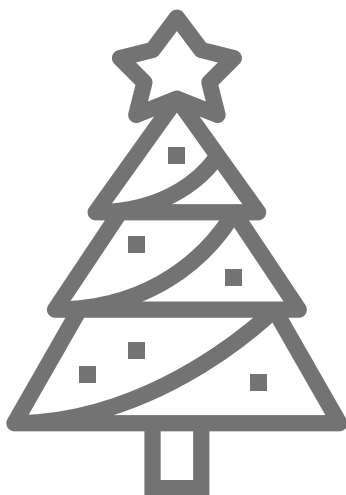
OPEN HOUSE SALES

GOAL:



CORPORATE GIFT SALES

GOAL:



PARTIES/FACIAL SALES

GOAL:





**I HOPE THIS GUIDE
BLESSES YOU AND
YOUR BUSINESS!**

**WISHING YOU A
SEASON COVERED
IN GLITTER, SMILES,
AND SALES!**

MEGAN KALBACH

*You have the knowledge, the tools, the plan
and an AMAZING product line!*

*Now the goal is to have this book covered in notes,
checked boxes, and colored in trees! You've got this!*



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