

# Let's Talk Turkey!

**A THANKSGIVING WEEK STRATEGY!!** Remember that Thanksgiving is a Day, not an entire week! And...It can be one of the best weeks of your entire year! By using the strategies below, you can make it happen for you! I Know You Can Do It!



## A Week of Thanksgiving!

**SUNDAY:** The Sunday before Thanksgiving, make your Weekly Plan Sheet! Set your goals for selling and recruiting NOW! Plan conference calls, marketing calls, makeovers, deliveries, interviews, and customer calls! Be sure to plan your grocery list and include shopping, cleaning, and cooking time into your schedule this week— you MUST be realistic with your time! Make a list of friends or relatives that you will see this week who may be in need of your services! (That will be EVERYONE!) Post your completed Weekly Plan Sheet where you will see it and feel good about checking your completed tasks off your list!

**MONDAY:** Attend your Weekly Success Meeting (*alternate this day with another day if your meeting is on a different night!*) Feed off of the enthusiasm and education at the meeting to make this a successful week for you!

**TUESDAY:** Hold a telephone/email lottery! Contact 25 customers via phone and 25 via email and offer a lottery for all of your customers who place an order that very day! The winner of the lottery will win their order absolutely free! Put all customer names who have placed an order into a hat and the name you draw wins their order for free! “This is \_\_\_\_\_ with Mary Kay! I hope you have a quick minute (Pause). The reason I’m calling tonight is because I am holding a Thanksgiving Lottery for my customers today and if you place an order today by midnight, I will hold a drawing tomorrow morning with all the customer orders placed this evening! If your name is drawn— your order will be absolutely free! Is there anything you want to keep you looking Gorgeous?”

**WEDNESDAY:** Make your deliveries and take along extra Look Books, a basket of extra products, and any samples of anything NEW! Be sure to bring along any Open House invites, event fliers, or gift bundles that you plan to promote to your customers for the month of December!

**THURSDAY:** Enjoy Thanksgiving Day with your family! Reflect on whom you appreciate most in your life! After Dinner-Try to offer Facials or Show your Holiday Items! Do Satin Hands on the Women & sell Gift Certificates to the Men! Have at least 20 Website Silent Hostesses going for Thursday! (20x\$100=\$2,000). Do your own Web Party with the Ladies! Are you beginning to get Excited??

**FRIDAY:** This is traditionally the Biggest Shopping Day of the YEAR! This is a day You can either BUY or SELL! I suggest you SELL! This would be a great day to contact close friends, neighbors, or relatives who are in town and invite them over for a get together for a quick makeover or interview! Show them all the great items available for their holiday shopping needs and offer gift certificates!

**SATURDAY:** Check your inventory and see what products you will need to order either for Christmas business or just to replenish what you have sold! Order through this evening so you can beat the rush!

**MONDAY & TUESDAY:** Hold Holiday makeovers and Interviews and continue building your business-BOOK for the first 10 Days of DECEMBER-Brush Clinics, Holiday Coffees, Set up several in your home...You will ROCK your Sales in December as well!

# And Set Up for Success!

## YOUR THANKSGIVING "GAME" PLAN!

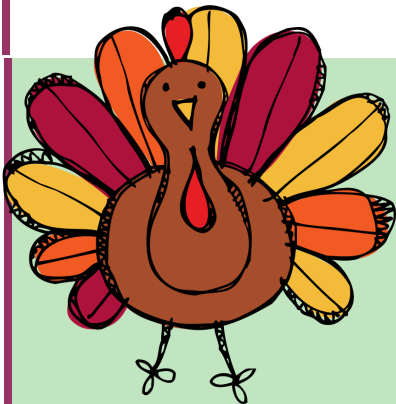
After dinner, the men all either go hunting or go to the den and watch Football! Let's give the Women something really FUN to do...a FUN TREAT! After dinner-why not gather the women around the computer and have them do a Virtual Makeover...let them shop till they drop!

- Take it a step further—why not contact every single client of yours (and potential clients) BEFORE Thursday—just imagine your clients and their families visiting your website and shopping!! Why not let them HOSTESS the event, and give them hostess credit?
- Do a drawing either Thursday or Saturday from both Thur/Fri sales and give away a \$50 Gift Certificate from each of the Tickets/Sales made those 2 days!
- Offer the TOP HOSTESS a \$100 MK Shopping Spree!



...And if you are traveling during the holidays...

## Here is your alternate plan!



- SUNDAY: Same as Thanksgiving Week Plan...
- MONDAY: Do Tuesday's Activity!
- TUESDAY: Do Wednesday's Activity!
- WEDNESDAY: Tie up loose ends for travel day. Be sure to pack your Beauty Case to take with you and an assortment of merchandise!
- THURSDAY: Enjoy Thanksgiving Day with your Family!
- FRIDAY: Tell your out-of-town relatives and friends that you are in a

Thanksgiving Week contest and you need to do just a few makeovers to finish up! Ask for their help! Fun and profitable! And don't forget other family and friends who traveled to be there! I just picked up a customer who lives on my street. She bought a BASIC plus COLOR set while on a trip to California! She has lived about five houses down from me for five years!

**Don't be a turkey & miss out on holiday sales this month!**

**THANKSGIVING DAY AND FRIDAY CAN BE YOUR BIGGEST DAYS IN SALES!!**



**JUST HOW MUCH \$\$\$\$ WILL YOU BRING HOME THIS WEEK?**