

Holiday Packet #2

This packet contains holiday sales ideas such as

- On-the-Go holiday sales
- Postcard template for holiday shopping to send to your customers
- Holiday fun packets
- Gift set ideas
- 12 Days of Christmas for him and her
- Other great sales ideas!





**Holiday Show
On The Road!**

I am taking my Holiday Show on the road. I will be out and about the week of _____ to bring all the latest new products for you to see by appointment.

I will have gifts in a limited price range, with me, and have more to offer on the enclosed sheet. If I don't have what you're looking for, with me, just ask and I will whip up the items for you in Holiday fashion.

I would like to call and make an appointment for 15 minutes, to have you take a look at all I have to offer. I will take your order at that time and it will be delivered, wrapped up, *free of charge*, and ready to go under your tree, in time for your gift giving.

It will work like this, we make an appointment, I show up and you take a look, hear Holiday music, be served a snack and you can shop hassle free from my vehicle. You don't have to get dressed up, or drive in the mad rush, or get pushed and shoved around to find out that what you want isn't available.

Shop early; avoid the hassle, no wrapping and *stress free*.

Who could ask for anything more???

Well, I have something more to offer. When I call, and you would like to have a HOLIDAY SHOW of your own, in your home you will win free product or a major discount on all you want for the holidays. Let me know!

I will be accepting ½ the price of the gift item plus tax at that time and I will deliver on set dates, your choice, in December and collect the other ½ at that time. I take Master Card, Visa, check or cash. Your preference or some of each is acceptable. We can even do a lay-away plan if that is what your need. I am flexible.

I will also have a large basket of Classic Items for sale at this time at a reduced price just in time for the holiday.

NAME, Independent Beauty Consultant
ADDRESS
CITY STATE ZIP
PHONE



***SCHEDULE A "HOLIDAY TRUNK \$HOW!!**

Call and \$chedule an appointment with a cu\$tomer at her work & \$he & her co-worker\$ join you in the parking lot. You have your trunk decorated, Holiday mu\$ic playing on your portable player, hot \$piced cider in a thermo\$, di\$po\$able cup\$ & maybe \$ome cookie\$. Your product\$ are pkg'd beautifully & you take order\$, they pay you at lea\$t half + tax & you make arrangement\$ for delivery (if they pay all at the Trunk \$how, give them 5-10% off their order.) Your cu\$tomer would receive "Ho\$te\$\$ Credit"! I would a\$sk her what \$he would like FREE in our entire line & give that to her when \$he ha\$ at lea\$t \$---- in \$ale\$! (ba\$e the \$ale\$ amount \$he need\$ to have on how much the product co\$t\$ that \$he want\$ to receive free).

How about \$etting thi\$ up at your hu\$band\$ work, with your kid\$ teacher, etc, etc...Let me know YOUR idea\$ & I'll pa\$\$ them on to the re\$t of our Unit!

Remember, thi\$ i\$ the \$ea\$on that retailer\$ make big buck\$, if people are going to \$pend, they might a\$ well \$pend with YOU!

Happy Selling!

Let's GO Shopping



You've got your gift list, now all you need are some ideas - some spare time - and a little reminder about when you need to have your gift ready for giving. Sounds like you could use a personal shopper. Well, let me offer you my services! As a Mary Kay Independent Beauty Consultant, I can recommend gift selections for every gift-giving occasion. And I can even help you remember those occasions that seem to creep up on you before you know it. Got that Anniversary gift covered or your cousin's Graduation gift? What about the perfect Christmas gift for that someone special in your life? (It will be here before you know it.) Never Fear. Your gift solutions are just a phone call away. LET'S SHOP!!

From now till December 23 receive free shipping and gift-wrapping with ALL orders.

BONUS!!!!!! Receive a FREE gift with your \$40.00 or more order

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Holiday Gift Selections

FUN PACKET

Just In Time for Christmas

Put your name on a line for each \$10 purchase. For example: \$25 purchase put your name on two lines, etc.

If your name is on the "LUCKY LINE," you'll get an item for free!

"FUN PACKET" issued to: _____

Date issued: _____

To be completed on or before: _____

Name	Phone Number	Purchase amount without tax
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		

If you would like to work a "FUN PACKET," please sign your name below with phone number

1. _____
2. _____
3. _____

For sales of \$150 or more you will earn \$75 worth of products for \$35! That's \$40 for FREE

THIS WAY TO

Christmas Values!

Stocking Stuffers & Gift Exchange:

Eye Pops

\$ 6.50

So much fun! Two-tone duets or single shade favorites, on a lollipop stick!

Life Saver Office Kit

\$ 9.50

Clear nail polish, nail file, travel-size hand cream and feature fragrance with life savers in a coffee mug

You Deserve a Hand

\$ 10

Our awesome Hand Cream with Sunscreen SPF4 in a stretchy glove or a pretty holiday hand towel, oven mitt, or potholder - a must!

Coffee-n-Cream

\$ 10

Hand Cream with Sunscreen SPF4 nestled in a ceramic coffee mug with an individual serving of coffee.

Dreamsicles

\$ 10

Cream-to-powder eyesicles glide on like a dream, then turn into powder that's smooth as silk. Waterproof. Choose from Vanilla, Silver and Bronze.

Winter Survival Kit

\$ 14

Hand Cream with Sunscreen SPF4 and Lip Protector with SPF 15.

Teen Essentials

\$ 15

Lip Protector with SPF 15, MK Signature Nail Enamel in Mystic Mauve, and a nail file.

Teen Survival Kit

\$ 16

For life's little emergencies - Acne Treatment Gel to dry and clear blemishes and an essential Lip Gloss.

Her First Blush

\$ 18

Sunny Spice blush in a small compact with cheek color brush

Makeup Her Mind

\$ 18

It's all about choices and this set contains three of our most-wanted MK Signature Nail Enamel shades. Now she can change her nails as quickly as she changes her mind. Includes Cloud Nine, Iced Latte, and Mystic Mauve

Visions of Sugarplums

\$ 18.50

She's dreaming of MK Signature Crème Lipstick in Plum and Sugarplum Powder Perfect Eye Color.

Kiss And Tell

\$ 25

Lip protector with Sunblock SPF 15, MK Signature Lip Pencil in Neutral, and sheer Lip Gloss in Natural, beautifully packaged with a mini address book.

Satin Hands Pampering Set

\$ 28

Always a favorite -Four-step hand treatment set to leave hands soft and satiny all in a zippered vinyl bag for easy gift giving.

Special Gifts:

Twelve Days Of Christmas

from \$ 60

Twelve hand-selected gifts individually wrapped and arranged in a beautiful basket. Surprise your significant other with one present per day. Each gift comes with an individual gift card. Customize this gift with your own surprise gift (Jewelry, books, tickets to an entertainment or sporting event.)

The Ultimate for Eyes

\$ 59

A collection to baby delicate skin around the eyes
Includes: Oil-Free Eye Makeup Remover, Indulge Soothing Eye Mask, Instant-Action Eye Cream and Triple-Action Eye Enhancer.

TimeWise Skin Care Set

\$ 52

The simple approach to healthy younger-looking skin - Breakthrough visible anti-aging benefits in a daily skin care program that's great for all skin types. Includes: TimeWise 3-In-1 Cleanser, Age-Fighting Moisturizer and Foundation

Love Those Lips

\$ 45

Give lips some extra T.L.C. with Satin Lips lip mask and lip balm set, a Triple-Action Lip Enhancer and MK Signature Crème Lipstick in a great neutral shade.

Custom Color Palette

from \$ 38

The completely customized gift. This incredibly cool compact holds an almost endless combination of cheek colors, eye colors, lipsticks, pencils, mascara or lip gloss, applicators and brushes, cream or crème-to-powder foundation, powder and sponges. I can wrap your product selections to be presented as Twelve Days of Christmas. Includes a complimentary glamour makeover session.

Elegant Options

from \$ 17

Create a custom gift set with products from the regular-line fragrance collection.

All that Glitters for Her

Merry Kissmas

\$ 48

Kiss boring lips goodbye with one of these adorable sets. Three of our best-selling crème lipsticks plus an Intensity Controller for unlimited color options
Set 1: Toffee, Suede, and Plum
Set 2: Downtown Brown, Black Raspberry, Fuchsia

Party Favors

\$ 44

Just imagine how her eyes will sparkle when you present her with this dazzling party set: Highlighters Bronzing Beads & retractable brush, MK Signature Nail Enamel in Cloud Nine and shimmering Eyesicles Eye Color in Vanilla to make her glow.

Private Spa Collection \$ 44

Products to help her unwind - Choose from Harmony, Happiness, Dreams, or Today; she will be refreshed with a Body Wash, Moisture Lotion and Sheer Fragrance Mist. Includes a netted body sponge.

Work Out Wonders \$ 29

Private Spa Collection Body Wash & Body Moisture Lotion with a hairbrush, comb, & hand mirror in a ready-to-go drawstring travel bag. Choose from Harmony, Happiness, Dreams, or Today.

What a Guy

Love Him Madly Set from \$22

Pamper the one you love with the fragrance that's undeniably him. Choose from Quattro, Tribute or Domain.

Mr. Clean \$ 29

He'd never think of spoiling himself with body care products — that's what you're for. So wrap our unscented Satin Hands and Body™ Collection and let him find out how to turn bath time into good, clean, fun time. Includes Cleansing Gel, Buffing Cream and Hydrating Lotion — rub a dub dub!

Travel Companions \$ 40 - \$45

A vinyl tote complete with a Cleansing Bar, Skin Management for Men, Enriched Shave Cream, Conditioner with SPF 8 and After-Shave Balm in your choice of scent.

Caddie Shack \$ 19

For the golfer, Sun Essentials Sunblock SPF 15, Lip Protector SPF 15, packaged with golf balls & tees.

Smooth Finishes \$ 37 - \$58

Skin Management for Men Enriched Shave Cream comes with After-Shave Balm and Cologne in your choice of fragrance.

The Ski Team \$ 26

Sensible Protection Sunblock SPF 15, Lip Protector with SPF 15 and Hydrating Body Lotion.

This Suds for You \$ 18

Domain Hair and Body Shampoo wrapped in a mug with a package of nuts.

Coffee-n-Cream for Him \$10

Skin Management for Men Enriched Shave Cream, disposable razor & men's travel-size cleansing bar with international coffee in a "manly" mug.

Cookies-n-Cream \$ 10

Skin Management for Men Enriched Shave Cream in coffee mug with package of Cookies

Party Gifts and Door Prizes

Many options are available for hostess gifts, individual MacClellan gifts, centerpieces and door prizes! Kiss! Set: \$25.50
MacClellan \$29
We can work together to suit your budget.

Custom orders are also welcome!

Can't decide? Give a Gift Certificate and let him/her choose!

As a service to you, free delivery and gift-wrapping is offered for all gift selections.

For your convenience, payment may be by cash, check or the following:



[Shop 24/7 year round!](#)
[Put Your Website Address Here](#)

Your Personal Beauty Consultant:

NAME
PHONE
EMAIL ADDRESS



**Want to Make \$100s even \$1000s
during the Holiday Season? Try
this Great Idea...**

“12 Days of Christmas”

READ EVERY WORD!!!!!!!

Want to help all those guys who don't know what to buy & haven't got a clue how to be romantic, and make lots of Holiday profits at the same time? Men usually hate shopping, but really want to please their wives. Help them out by offering baskets containing twelve (12!!!) separate gifts to be opened in the 12 days before Christmas. Any woman would be thrilled with this idea!!! Well, here is an idea that works! Two of our Working Moms sold over \$3,000 EACH in just a couple of hours phone time and put the baskets together when the kids were in bed! Memorize the following script, get excited, and start dialing that phone!!!

You may want to have your husband call, ask for her husband & say, "_____, this is _____, my wife has a great idea for you - that you will love, here talk to her."

**Selling the "12 Days of Christmas"...to HIM!!
A Script for sure sales!**

"Hi _____, this is _____ calling. I'm your (wife's/girlfriend's) Mary Kay consultant and I have the most fantastic idea for you! Have you done your Christmas shopping for _____ yet?"

Well, I have an idea that would make your wife (or girlfriend if single) think you were the most romantic man on the face of this earth! It's called the '12 Days of Christmas.' A scrumptious gift basket of 12 individually and beautifully wrapped gifts. Each is numbered and tagged with a special phrase from the song, '12 Days of Christmas.'

Here's how it works. Give her one gift each day for 12 days. Begin either on December 14th or the 25th and give her gifts for 12 days after. Now to make this real romantic, put each gift in a special place - on her pillow, by her breakfast glass, or draw her a bath and place on the tub - she'll go nuts!! You could also give her 1 an hr on Christmas Day - or make it a Scavenger Hunt - the gifts could be from the kids. She will love you for your thoughtfulness.

I can do the whole basket with all 12 gift for just 299!" (Don't say dollars) "I take VISA/MC, check or cash." (Then be quiet!!!!) Wait until he says something before you speak again or you will lose the sale. If he likes the idea, but didn't want to spend that much, then say ... "I can also do a really nice basket for 249, 199 or 159, which would you prefer?"

or

"Hi _____, this is _____. I'm your wife's Personal Skin Care Consultant. I'M SO EXCITED!! I have THE most romantic gift idea for you to give your wife this Christmas. You are going to be her hero!! Can you talk with me now or would it be better to call your office?"

"Your gift to her is called "The Twelve Days of Christmas". I will deliver a basket to you, no later than December 12 that will be filled with individually wrapped gifts - one for each day before Christmas! Each gift will have a tag saying. Every gift is something to make her feel like the special woman that she is. You will romance her by giving her a beautifully wrapped gift each day as a constant reminder of your love for her!!"

Can you imagine her reaction as she realizes she's going to get not one, but TWELVE gifts??!!! This collection of gifts includes gift-wrapping, free delivery to you, 100% satisfaction guarantee, and payment options:

MasterCard/Visa/Discover, personal check, or cash. _____, all I need is the your payment choice! I'll do the rest!!!

IMPORTANT:

- * Number all packages and attach the appropriate poem.
- * I would suggest enlarging them & running them on colored paper.
- * If you need to drop to under \$159, do a Gift Basket but not the "12 DAYS" (*Journey*, *ELIGE*, etc.)
- * Remember to ask men who also own businesses about gifts for their employees.
- * Assure him that all gifts are generic - she will love them - every woman would, but everything is guaranteed & you will be calling her after Christmas to see if she wants to exchange anything.
- * Order your product as quickly as possible to assure delivery no later than Nov. 26th!
- * Get your baskets delivered by Dec. 12th so she can start opening 12 days before Christmas!
- * All the items fit into the Travel Organizer for easy showing of what's in the Basket! Order what you need & make up a sample basket with the empty boxes (it's much lighter & can be used year after year)

Platinum Set - \$299 (with a certificate for a complimentary New Year/New Look makeover)

- | | |
|---|--------------------------------|
| Day 1 – Nail Color, Base Coat, Top Coat | Day 7 – Lip Polish |
| Day 2 – Satin Lips Set | Day 8 – Bronzing Beads |
| Day 3 – Oil-Free Eye Makeup Remover | Day 9 – MK Signature Brush Set |
| Day 4 – Endless Performance Mascara | Day 10 – Private Spa Gift Set |
| Day 5 – 3 eye colors and a cheek color | Day 11 – Satin Hands Set |
| Day 6 – Custom Compact with applicators | Day 12 – Journey Gift Set |

Gold Set - \$199 (with a certificate for a complimentary New Year/New Look makeover)

- | | |
|-------------------------------------|---|
| Day 1 – Base Coat, Top Coat | Day 7 – Lip Polish |
| Day 2 – Two Nail Enamels | Day 8 – Satin Lips |
| Day 3 – Oil-Free Eye Makeup Remover | Day 9 – Private Spa Body Wash |
| Day 4 – Endless Performance Mascara | Day 10 – Private Spa Body Lotion |
| Day 5 – Bronzing Beads | Day 11 – Private Spa Sheer Fragrance Mist |
| Day 6 – Retractable Powder Brush | Day 12 – Satin Hands Gift Set |

Silver Set - \$119 (with a certificate for a complimentary New Year/New Look makeover)

- | | |
|-------------------------------------|--|
| Day 1 – Base Coat | Day 7 – Satin Lips Mask |
| Day 2 – Nail Enamel | Day 8 – Satin Lips Balm |
| Day 3 – Top Coat | Day 9 – Lip Polish |
| Day 4 – Hand Cream | Day 10 – Energizing Foot and Leg Treatment |
| Day 5 – Endless Performance Mascara | Day 11 – Retractable Powder Brush |
| Day 6 – Oil-Free Eye Makeup Remover | Day 12 – Bronzing Beads |

Velocity Set - \$179 (with a certificate for a complimentary New Year/New Look makeover)

Day 1 – Base Coat

Day 2 – Nail Enamel

Day 3 – Top Coat

Day 4 – Hand Cream

Day 5 – Endless Performance Mascara

Day 6 – Oil-Free Eye Makeup Remover

Day 7 – Twinkle Twinkle You're a Star Set

Day 8 – Shadow Box Eye Compact

Day 9 – Velocity End2End Fragrance/Lip Gloss

Day 10 – Velocity Clean Body Foam

Day 11 – Velocity Moisture Gel

Day 12 – Velocity Eau de Parfum

TWELVE DAYS OF CHRISTMAS

With a different 'twist'

Can you imagine a husband bringing a 4-5 foot tall Christmas gift into a home and sitting it by the Christmas tree?!!! The wife would be calling every woman she knows to show them what "her husband" brought her! Or deliver to an office where you will pick up additional orders. Remember, moms can buy for daughters, grandchildren, for grandmas, kids for moms, employees for their bosses & students for their teachers etc...

To all Consultants

1. You need 12 boxes, each one smaller than the other, stacked on top of each other, all wrapped in white paper.
2. (I use rolled scotch tape or take clear cellophane and bring it up for the bottom of the boxes to the top and secure it with a rubber band. Then top with a very nice large bow.
3. For your display purposes, you don't need to put anything in your boxes.
4. Take orders for their personalized 12 days of Christmas Gift and then make the gift individually.

The impact of this awesome gift is unbelievable! Just think...10 men, purchasing just the \$199 Gold Series, is almost \$2000 in sales! Great things do come in small packages. We just like a lot of packages, don't you agree?

Happy Holidays!



Twelve Days of Christmas for Him

Basically, you give him one of these gifts each day during the 12 days of Christmas - leave it on his pillow, put it on his nightstand, etc. We could substitute things like movie tickets or something else if you'd like. Here is an outline of what the gifts are...

<u>Day</u>	<u>Gift</u>	<u>Message to go with gift</u>
1	Christmas mug	On the first day of Christmas my true love gave to me, a mug for my coffee and tea.
2	Men's cleansing bar	On the 2nd day..., cleanser for my face.
3	Hand Cream (no fragrance)	On the 3rd day..., soft hands for her to hold.
4	Cooling Toner	On the 4th day..., toner to soothe my skin.
5	Domain after-shave balm	On the 5th day..., balm so I smell great!
6	Conditioner w/SPF 8	On the 6th day..., protection for my face.
7	Shaving Cream	On the 7th day..., cream for a smooth shave.
8	razor	On the 8th day..., a razor for my cream.
9	Lip Balm w/SPF 15	On the 9th day..., soft lips for her to kiss.
10	Hershey Kisses	On the 10th day..., treats all just for me.
11	travel bag	On the 11th day..., a travel bag for trips.
12	Domain cologne	On the 12th day..., cologne so she'll be close.

The total for the items above would be \$117.50 plus tax.

More Christmas Ideas

Week before Christmas HOT Sales

Carry a sample \$100 gift certificate in my purse, and after I ask men what they have chosen for their wife for Christmas and tell them that I know what their wife would love under the tree (if she is my customer) or, I say....."Oh gosh...sounds like you could use my help"!! Let me show you what has been the most popular request this season "...and I get out my \$100 gift certificate. Then say, "This is just a sample certificate, but this just happens to be the most requested gift item because your wife (girlfriend , daughter whatever) will be able to shop and get her favorite items along with a free personal pampering session from me! **She will love it!!!!** And since her time with me will be right after Christmas...SHE will be among the first to see the brand new products!!!!"

Then ask, "Is this a good amount for you or would you like more????? Where would you like me to deliver or send it?"

This idea is fast and simple.... no on-the-spot product decisions, simple wrapping, no shipping (unless you have to send the certificate), and money earned immediately so that you can order the new products! These certificates also allow you to book appointments immediately after Christmas for her personal pampering session!!!

Holiday Gift Basket Giveaway from NSD Pam Tull

Get 5-10 hostesses going for the basket & guess what? YOU'LL WIN, TOO! Create a Holiday Gift Basket with Classic & Current Items - make it **breathtaking** & take it with you everywhere you go!

USE THIS SCRIPT:

"Our unit is doing something exciting for our past hostesses & our best customers...could you get excited about winning hundreds of dollars of Mary Kay Products? All you need is \$100 in orders & your name goes in. The best part is that whatever you purchase also goes toward the \$100! It adds up so fast, and everybody needs Christmas gifts. Just talk with your friends, relatives, gals at the office, etc., and for every \$100 in sales, your name goes in the drawing & everyone who participates gets a gift!" (You decide what to give her.)

THEN: Give your Customers a sheet that lists all the products that add up to \$100! (See below) This is psychological - concentrate on the products they like! If they like Satin Hands, they can sell 3 sets fast!

Here are different product combinations that will add up to \$100!!!

Three or four Colognes = **\$100+**

<u>Women's</u>	<u>Men's</u>
Belara \$34	Domain \$34
Elige \$40	Tribute \$25
Journey \$36	Quattro \$22
Velocity \$28	
Acapella \$26	
Angelfire \$17	

Four Satin Hands Pampering Sets @ \$28.00 ea = **\$112**

Nine Lipsticks @ \$12.00 ea = **\$108**

Four Satin Hands & Body Sets = **\$116**

(Buffing Cream \$10 Cleansing Gel \$9 Hydrating Lotion \$10 = \$29 set)

Or.....3 Spa Sets @ \$44 ea = **\$132**

(Today/Harmony/Dreams/Happiness)

Ten Coffee & Creams

Mug with Hand cream \$10.00 = **\$100**

Six Satin Lips Sets @ \$18.00 = **\$108**

Two TimeWise Sets = **\$104**

3-in-1 Cleanser, TW Moisturizer, Foundation

Two filled Custom Glamour Compacts = **\$123**

Filled with: 1 Lipstick, 3 Eye colors, 1 Blush + applicators

Two "Love Your Eyes" Sets = **\$118**

Eye Mask, Eye Cream, Eye Enhancer, Eye Makeup Remover

Holiday Roll-Up Bag

The Roll-Up Bag has been such a popular items in the Mary Kay world! Why not use it for the holidays, too? Have your customers "Pick-a-Pocket" and look how many gifts they will get! Make sure they pick pockets in multiples of four so that they get a complete roll-up bag. Then, they may choose to give the gifts individually and keep the bag for themselves if they would like!

Pocket 1 - \$44

Private Spa Happiness Set
(body wash, lotion, and fragrance mist)

Pocket 2 - \$44

Private Spa Harmony Set
(body wash, lotion, and fragrance mist)

Pocket 3 - \$44

Private Spa Today Set
(body wash, lotion, and fragrance mist)

Pocket 4 - \$44

Private Spa Dreams Set
(body wash, lotion, and fragrance mist)

Pocket 5 - \$45

MK Signature Brush Set

Pocket 6 - \$37.50

Twinkle Twinkle You're a Star Set
Base Coat, Top Coat, Hand Cream

Pocket 7 - \$50

Satin Hands Set, TimeWise Body Lotion

Pocket 8 - \$38

Velocity Shadow Box Eye Compact (1)
Velocity End2End Fragrance and Lip Gloss (1)

Pocket 9 - \$38

Velocity Clean Body Foam and Moisture Gel

Pocket 10 - \$64

Belara Eau de Parfum, Shower Gel, Body Lotion

Pocket 11 - \$82

Elige Eau de Parfum, Shower Gel, Body Crème

Pocket 12 - \$66

Journey Eau de Parfum, Shower Gel, Body Veil