



7 Tips for a Star-Studded Holiday Season!

- 1. Host a Customer Appreciation Event:** This can be an open house style or VIP Party. Spoil your local customers with a special event that includes beverages, holiday treats, recognition and shopping. Award tickets for a fun element: placing an order, booking a show, bringing a friend, sharing a review (on your Facebook page).
- 2. Mail a Holiday Card:** Continue to build the know/like/trust factor with your customers by giving them a glimpse at your life. Mail a holiday family photo with a special offer for an early January order. You can also include a Holiday Collection brochure with a note offering help with gift-giving ideas.
- 3. Watch for Clues:** Check your Facebook newsfeed and pay attention to what your friends are posting. Look for friends who might be complaining about holiday expenses, mention a difficult person to buy for, looking for gift ideas or posting about their upcoming fundraiser. Then send a private message to see if you can help!
- 4. Organize a Fundraiser:** Support a local charity or cause by donating a percentage of your sales or ask customers to buy a specific product so the profits can be donated.
- 5. Offer Gift Certificates:** There are several options in the Learning Center under Seasonal Ideas. A complimentary facial or makeover can be part of the gift when it's redeemed.
- 6. Hold a Secret Giveaway:** Provide a secret number that corresponds to special prizes. (You can offer one prize for every 10 numbers you have assigned. Example: Give out 100 numbers, give away 10 prizes.) This can be done at a holiday open house, a self-hosted online holiday party, to build attendance for a party, or in your Facebook group. Your VIP customers or guests can text or message you with the words "Secret Giveaway" to get their secret number. Announce the winners in your group or at your holiday event.
- 7. Go Live or Send a Video:** Share a "how-to" tip in a short video featuring one of our "wow" products (Facial Peel, Bakuchiol, Facial Masque) or a holiday makeup tip and include a call-to-action at the end. Your call-to-action could be for hosting in the first two weeks of January, the host would receive the product you highlighted on the video.

