

THANKSGIVING WEEK STRATEGY

Remember that Thanksgiving is a DAY, not a 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 and have some Christmas Cash to spend! Here is a plan if you are staying in town and one if you are going out of town:

SUNDAY: Sometime Sunday evening, make your weekly plan sheet! Set a goal for what you want to sell this week! Plan telephone time, quick makeovers, deliveries, and interviews! Make a list of friends or relatives you will be seeing this week who may need your services. Also plan your grocery list, and decide what cooking you will need to do and when you will be doing it. Enter all this on the plan sheet! I personally like to do my grocery shopping for the week on Sunday. No crowds, everything is in stock and no last minute running around. Plus the turkey has plenty of time to thaw in the fridge.

MONDAY: Make deliveries! If placing an order by phone DO IT TODAY!!!! **Email or call your customers and tell them about your AFTER THANKSGIVING SHOP-A-THON!**

TUESDAY: Hold a telephone lottery! Call 25 customers and say "This is _____ with Mary Kay! I hope you have a quick minute. (Pause) The reason I'm calling is let you know I am having a Thanksgiving Day Lottery! And no, I'm not giving away a million dollars or a pink Cadillac - however, if you place an order tonight, you can pick your lucky number between 1 and 25 and at the end of the night, I'm going to draw one lucky number and if it's your number you'll get the equal amount of your order absolutely free! Is there anything you're running low on or special gifts for those hard to buy for friends?" After she orders, have her select her lucky number - write it on her sales ticket and keep track of the numbers selected. If she chooses one already used - have her select another! If you don't want to use the number method you can say you are having a drawing from all the sales tickets. Offer a special half price item to anyone who buys \$40 or more!

While you have her on the phone ask her is there is anything she would like to put on her "Wish List". Let her know you can call her husband, bother, sister mother... with the list. Also, book a Holiday Shopping coffee with her. Let her know how much fun and how festive they are and how her friends will appreciate your gift giving service.

THURSDAY: Enjoy Thanksgiving Day with your family!

FRIDAY: Hold After Thanksgiving Shop-A-Thon!

SATURDAY: Book 5 new appointments for next week!!!

And if YOU ARE TRAVELING, here is your alternate plan!

SUNDAY: Same as above.

MONDAY: Same as above.

TUESDAY: Same as above.

WEDNESDAY: Tie up loose ends, travel day. Be sure to pack your Beauty case to take with you and an assortment of product.

THURSDAY: Enjoy Thanksgiving Day with your family!

FRIDAY: **Hold the After Thanksgiving Shop-A-Thon!** You don't have to be home!!! Tell the friends and relatives you are visiting that you are working to reach your weekly goal and you need their faces! Ask for their help! Make it fun and profitable! And don't forget other family and friends who traveled to be there!