

\$10,000 in Sales by December 22nd starting October 1st

1.Ten silent hostesses each sell \$150.00	\$1500.
2.Contact 20 husbands for wives "wish list" @ \$100.	\$2000.
3.Hold 10 holiday coffee's @ \$100. The hostess will receive 50% off and it takes approx. 1/2hr.	\$1000.
4.Hold 1 class weekly @ \$250.	\$3000.
5.Schedule 1 holiday open house @ \$500.	\$500.
6.Contact businesses sell 100 gifts @ \$20	\$2000.

TOTAL\$10,000

Mary Kay says, "Plan your work and work your plan "never a race was won without a starting gate. What a GREAT CHRISTMAS,\$5,000 dollars to spend!!!!!! YOU CAN DO IT!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

More Holiday Ideas Received.....I love the idea's that are tried and true!! This one is especially great for the next couple of days!!!

You will want to order the Christmas products you want for the season, this month!! The last day to call in orders is on Wed, the 27th. The phone lines are usually very busy the last day...so each day earlier is a lot easier!! If you can't get through on the 27th, call me and I can key it in for you on my computer. I will be leaving the morning of Sept. 28th for our retreat, so please get everything to me by 8:00 a.m. on Thursday the 28th. Love, Mary

BIG TIME SELLING!!!!!! another reminder that the holiday season is a great selling time!

(Sue Could you get excited.....I mean REALLY EXCITED, about having a \$1000 day? If you could use an extra grand read on.....This idea came from Sr. Director Winnie Thorp-Rapp, Appleton City, Mo. (pop.1200) When I asked her what kind of success she had with this, she told me 100%!!!! That's good enough for me!! She sent this letter out to her preferred customers:

Dear Preferred Customer,

Have you started thinking about Christmas yet? Seems like it gets earlier every year, doesn't it! Well, I have to start thinking about what I need in inventory ahead, and this year I would like to pass along to you my preferred customer, some of the advantages I receive for ordering early and in volume. Naturally, I can stock my inventory at a bigger discount if I order more at one time, and to make sure I have enough of the special limited edition products for my customers, I must order early.

So here's the deal.....Order \$200 in anything you'd like, including the limited edition Holiday items, stock up, or get your Christmas, birthday, shower gifts,etc. purchased ahead of time and you can get an additional \$50 in your choice of product free!!!! (Another option is to offer \$25 of free product for their order of \$100) This figures out to be a 25% Discount. for you "c" personalities...)

I must send my order in before the 25th of this month, so relax and shop at home from our new " THE LOOK" booklet. Thank-you so much for your loyalty to Mary Kay and to me as your consultant. I appreciate you. I'll be calling you in a few days. In the meantime, I've enclosed some samples and a thank-you gift in advance for you to enjoy. Sincerely,

Mail this letter, along w/ a Holiday Look Booklet. The samples that you could use could be a color select card, samples of the new Holiday lip colors, color id nail color sheet, or any thing you think your client would enjoy. As a gift, you could sent them a fragrance miniature, or a preferred customer gift. Do you have some previous PC premiums.....those would work well to!! Put this all in a padded envelope, and then follow up!! You're follow-up call may go something like this.....

Hi Sally, this is Winnie w/ MK Cosmetics. Can I keep you a minute? Did you get my letter and the packet of goodies that I sent out to you? Aren't they great!! I just knew that there would be some things that you would love!! I'm calling to see when would be a good time in the next couple of days, that I could come by and bring you" my store" so you can see all the great ideas we have for the holidays. What would be best for you_____ or_____. Winnie told me that she felt that the success of this offer was of course doing it early. So many people shop early, and then including some samples, and a small gift. She was "assuming the sale." Ha....Have we heard that before?? And the free product figures to about 20%. I was so excited about this idea that I immediately got in the phone and called one of my customers, and sold her the \$200 package right over the phone!! It's not too late to act on this, but you'll want to put it into action ASAP!!!!!! You'll want to get your order in THIS MONTH as the holiday line typically sell out fast!!