



Sparkle!

Holidays: A Time for Sharing!

With the influx of parties, plus exciting NEW products, now is a great time to look for those who may want a new opportunity and would be great on your Mary Kay team! You can use the four-point team-building plan, developed by Mary Kay Ash herself!

1. Ask your hostess to suggest potential new team members.
2. Tell your heartfelt, enthusiastic I-story.
3. Share the Mary Kay opportunity with at least one guest. Consider giving her the MK start up options, then follow up or meet her later if she wants more information.

Holiday Stats

- ◆ Approximately 93 percent of customers celebrate Christmas.
- ◆ Holiday shopping starts around September with the majority taking place in October and November. Online sales peak the second week of December.
- ◆ Most money is spent on gifts for family, followed by friends, co-workers, service providers and others.
- ◆ Online holiday sales are growing.

FIVE Open House Time-Savers!

1. You don't need to spend a lot of time to have a fantastic party. Consider serving time-saving appetizers like premade mini quiches or break-and-bake cookies.
2. Keep decorations simple but festive. Use silver table cloths and add pops of berry and teal for a twist on the traditional red and green. This way, you're free to use decorations again for Valentine's Day or Mother's Day.
3. Set the mood with soft but up-beat holiday background music.
4. Use merchandising ideas found on Mary Kay InTouch®, including gift bags, tags and ribbon.
5. Visit marykayintouch.ca to find a wish list, invitations and product display ideas.

Who Should I Invite?

Start with your customers, family, neighbors, friends, work associates and teachers. You also can ask a fellow Independent Beauty Consultant to host an event with you.