

Quick and Easy Ideas for Valentine's Day

Tower of Love

This is a great idea for Valentine's Day and Mother's Day, similar to the 12 Days of Christmas idea. Each gift is boxed and wrapped and then placed on top of each other to form a tower. Call your customers' husbands to sell this romantic gift idea. Explain to him that each day she'll get to unwrap a gift starting 5 to 12 days before Valentine's Day or Mother's Day ... she'll absolutely love this! This awesome idea can help boost your sales tremendously, so start calling husbands today!



Men's Valentine's Gift Show

Pick a weeknight or a Saturday morning and invite men you know: husbands of customers, your husband's or boyfriend's work associates, friends and neighbors - to a gift show! A men's gift show can turn out to be one of your most successful yearly events. Everyone knows husbands are notorious for putting off shopping for a Valentine's Day treat until the last minute. Why not do all the leg work for them? Simply invite them by phone or send an invitation (on something masculine that would appeal to a man's taste). When inviting men, promote free Valentine's Day gift wrapping and delivery and your personalized gift suggestion services. You'll also want to promote credit card acceptance for gift purchases.

Basket of Love

Offer your customers a unique, fun-filled surprise basket from the love of their life. Fill a beautifully decorated basket with gifts with a numbered tag attached. Their sweetheart will open one gift each day. The tag will tell her which gift to open on which day (#1 on the first day, #2 on the second, etc.). She is to keep the tag with the number on it. There is a RED letter on each tag. On Valentine's Day, the red letters will be put together to spell "BE MY VALENTINE" or "BE MINE!" A card will be in the basket which will read: "You are my one and only! You make my life worthwhile! How empty my days and nights would be without your warm sweet smile! So open one gift each day, my dear, and think of what to say! So you can give me your answer on St. Valentine's Day!" Let your customer know that as part of your service, each gift will be individually wrapped with the tag for that day attached. The basket of gifts will be delivered at his convenience in plenty of time for him to make the appropriate presentation!

Husband Script

"Hi Mark! This is _____, your wife's Mary Kay Beauty Consultant. I know how busy your life must be right now, so I wanted to save you some Valentine's Day shopping time by passing along a tip about a gift I know Cindy would like. We were just talking about _____, and she said she'd love to get the _____, but didn't feel she could afford it right now. Wouldn't Cindy be surprised if she got this from you for Valentine's Day? I could even create a gift set that includes her favorite color MK Signature Lipstick and Lip Liner, or a complete color collection for a look I know she'll adore! If you order today, I'll be happy to gift wrap and deliver it too! Would you like the gift delivered to you at work or to Cindy at home? That's great! I know she'll love her _____! I'll bring it to you tomorrow morning, and I'll leave my card with you to have on hand when Cindy's birthday rolls around!"

Warm Chatter Script

Have you gotten your Sweetheart anything for Valentine's Day yet? No? Boy, am I going to make you look good! (pull out scented wrapped rose and a card) I will deliver this to your Sweetheart at work, home or to you to present to her yourself. I will enclose a gift certificate ranging from 25 to \$500 and it includes a facial and makeover. You may select the price of the shopping spree. Where would you like me to deliver it? To her at home, work, or to you? What amount would you like to treat her to on her day of pampering?