

# mother's day

## marketing ideas and tips

### Here's a great way to open a team building interview on and around Mother's Day:

(Consider making little cards to show at your classes or team building appointments. You may even choose to have your attendees hold cards up and spell out the name "Mother" then each attendee can read their letter at a time and you give the below after each letter is read):

**M** - for the MONEY! You can make extra money for your family through Classes, Facials, Reorders and Team-building commissions!

**O** - for the OPPORTUNITY to make new friends and advance in a company that was started by a Mother of 3 children designed to build women up in a positive way!

**T** - for the TAX advantages of owning your own business!

**H** - for the HOURS that are flexible around your families!

**E** - for the EXCITEMENT in winning prizes and awards doing something you LOVE!

**R** - for the Rich Rewards that come from changing women's lives for the better!



**DON'T FORGET  
YOUR MOTHER**  
**Sunday, May 11th**

### Great marketing ideas

1. This is one of the cutest ideas ....Wrap a Satin Hands set and Satin Lips set together with some gladiola bulbs. Add a card that says: "To Mom: For the hands that helped me to grow, And the lips that helped me to heal....I'm so "Glad" you are my mother! Happy Mother's Day!" Charge \$2-3 for the bulbs and wrap!
2. Wrap a TimeWise Cleanser & Moisturizer together with the gladiola bulbs. Add a card that says: "To Mom: For all the Time you gave to me, I want to give you the gift of Time! I'm so "Glad" you are my mother! Happy Mother's Day!"
3. Create a poem and pair it with a body care set for Mother's Day. Put the set in a basket with some slippers and a pretty little picture frame; you could also add popcorn and a tea bag.

### Use on postcards, flyers or gift inserts

Here's something to ponder with Mother's Day right around the corner....The Images of Mother:

- 4 YEARS OF AGE ~ My Mommy can do anything!
- 8 YEARS OF AGE ~ My Mom knows a lot! A whole lot!
- 12 YEARS OF AGE ~ My Mother doesn't know quite everything.
- 14 YEARS OF AGE ~ Naturally, Mother doesn't know that, either.
- 16 YEARS OF AGE ~ Mother? She's hopelessly old-fashioned.
- 18 YEARS OF AGE ~ That old woman? She's way out of date!
- 25 YEARS OF AGE ~ Well, she might know a little bit about it
- 35 YEARS OF AGE ~ Before we decide, let's get Mom's opinion.
- 45 YEARS OF AGE ~ Wonder what Mom would have thought?
- 65 YEARS OF AGE ~ Wish I could talk it over with Mom.



**Call your Mom today and tell her you love her. Don't wait until Mother's Day!!!**

*Designed for clients of Director Only Services*