

# Holiday Plan of Action

Set your goal and make it happen!

## November Plan

1. Make a list and begin following up with all businesses and people you do business with. Talk to them about your gift-buying services.
2. Offer a variety of classes - *skin care, glamour, shopping coffees, etc.* Talk to everyone about preparing for the holidays!
3. Talk to all your customers about helping them with their gift buying needs. Help them see how you can help them! Show them how shopping **NOW** will offer them the best choices and prevent some of the hassles of their holiday time.
4. Have every customer fill out a Holiday Wish List so you can follow up with their "Santa".
5. Begin following up with Holiday Wish Lists and talking to the men you have contact with - work, church, friends, etc. (*They may not be ready to buy - but you are at least making your service known!*)
6. Offer Satin Hands as a Thank-You gift idea! it is perfect for the person hosting Thanksgiving Dinner or Holiday Parties.
7. Turn Black Friday & Cyber Monday **PINK!** People want to spend money, so let them know you have great gifts.
8. **RECRUIT!** What a great time to being a business. Your own shopping at cost, provide service for those you know & prepare for an exciting year of opportunity!

## December Plan

1. Follow up on all husbands & men! They are beginning to *get serious!*
2. Follow up on all Holiday Wish Lists.
3. Book shopping coffees & skin care & glamour appointments. (*Help them prepare for parties & people by looking their best.*)
4. Talk to men about 12 Days of Christmas gifts - *they love it!*
5. Have gifts with you at all times - in your car, in a basket that you carry, at all appointments, reorders & deliveries.
6. Finalize & deliver all business orders.
7. Help people think about stocking stuffers & last minute gifts.
8. **RECRUIT!** Still time to get gifts at cost, take advantage of the tax benefits & prepare for an exciting new year of opportunity!

