



HAPPY HALLOWEEN



Why not hold a Tailgate Party on a Saturday or Sunday afternoon during the football games. Suggest that your customers come dressed in one of their favorite team's sweatshirts. You could provide the pretzels or popcorn and beer(root) and ale (ginger) and let them shop! You could have a Special "Football Frenzy Discount"!



Provide a Trick or Treat Special the weekend before Halloween. This would provide a great reason to contact all your goblins (customers). You might even offer a Halloween Mask Incentive on Indulging Soothing Eye Mask, Satin Lips Mask, or any of our classic basic masks, or a Maskery incentive with any mascaras.



You could attach color samples to your business cards and hand them out along with candy to the mothers of the trick-or-treaters who come to your door on Halloween. You could even attach a card that says, This is no trick. Treat yourself to a complementary facial!



Offer a Make Yourself Boo-tiful Night at your home. Do quick one-hour appointments and feature one of the looks on the new Color 101 Look Cards.



For those of you wanting to do a little "reverse" trick or treating... take Tootsie Rolls, place 1 or 2 kleenex over them and tie with a orange or black curling ribbon to make ghosts (you can also use a black felt tip to make eyes & a mouth). On my computer I make labels that say: "For a BOOtiful you, call for a complimentary facial" Then I punch a hole in a biz card, tie it to the end of the curling ribbon, put them all in a plastic pumpkin and hand them out to every woman that I see!



"Great Pumpkin" Lottery - get someone who works in an office to take orders. After the sheet is filled 1 lucky goblin gets her order free! You could also do this on the phone - have a phone lottery! Everyone who places an order - their name goes in & you draw a lucky winner! Use the Spa Sets or the Affection/Belara/Elige/Journey Survey Idea! (Spray on cotton balls, Fragrance Cards, whatever - just get it out there & it will SELL!)



Ghost Shows: Just in time for Halloween. Why not call 10 of your best friends or customers and have them do a “Ghost Show” for you this week? Give them a couple of brochures and sales tickets. Ask them to make sure the sales tickets are filled out completely with names, addresses and phone numbers of buyers ...then you can contact them later for a holiday glamour makeover. The best part is you are working smart and not hard! If each person sells just \$100 this week, **YOU HAVE A \$1,000 WEEK** with a little effort and a bunch of new contacts for November! Have an “outrageous October” finish! Many happy Ghost” shows!



Test Panel: This is working like crazy! Use it! Call it a Trick or Treat Night for Moms Only!

TEST PANEL SCRIPT... "Hi . Would you be willing to be on a test panel? I've been asked to do a test market in this area. It's real simple, you just test some new products...they're so wonderful! Some have that new Pentapeptides. It's like the buzz word right now in the cosmetic industry. It takes lines away! The company wants your honest opinion & you'll receive a \$10 Gift Certificate just for testing the products!" "I'll be conducting 2 different test panels & really excited to see what you think...which would work best for you?" Schedule her then say, "If you know someone who would be interested in testing these new products let me know--because...if you bring them you'll receive a \$15 Gift Certificate! No Tricks – I promise!"

You do the Flip Chart Class...let her try the TimeWise and Skin Supplements. The name of the game is to have a **CARLOAD** every Saturday! Why? Because you will have excited Customers, they will book Classes and want to know more about making money for the Holidays!

