1. Wrap up samples, a couple of chocolate candy kisses, and tie a bow on the bag with your business card. Pass them out at your pediatrician's office, hair salon, and all of the other places you do business with. Have the women you give them to fill out their names and numbers for your Valentine drawing. Draw for a Satin Lips Set or other gifts at the end of the week. Challenge yourself to collect 20 names before you do your drawing! Call and offer all drawing names a gift of $10 of Mary Kay products at a complimentary makeover.
Script:
Hi_____, this is _____, with Mary Kay Cosmetics and I am calling to to tell you that your name was drawn this week as one of my $10.00 winners of Mary Kay products at a complimentary makeover. Isn't that GREAT! Which would be better for you _____ at_____ or _____at_____ for your complimentary makeover.

2. Contact husbands and offer to put together a Valentine gift for their sweetheart. Men shop by price and convenience, so ask what price range they have in mind--$50, $75, $100...--and arrange delivery.

3. Drop off a Valentine gift baggy (samples, a coupon for a free lip pencil with the purchase of 2 lipsticks or a free nail color with the purchase of 2 lipsticks, and a few chocolate kisses) to selected customers; call them your customer appreciation gifts. Drop them off at offices whenever possible to get visibility with her co-workers. Give them goody bags, too.

4. Wrap up gift ideas and carry them in a big gold basket everywhere you go! You'll be amazed how women buy for their daughters, mothers, or even themselves!

I LOVE YOU Gift Basket

Here is an idea for an "I LOVE YOU" tower of gifts. Based on the "12 Days of Christmas" tower, you decide the 9 items you want to put in the tower.

You should aim for towers priced $100 and up.

LOVE IS IN THE AIR!!!!

EVERYTHING RED AND/OR PINK IS
15% OFF FROM NOW THROUGH Feb. 14TH!
PLUS, ALL LIP RELATED ITEMS ARE 15% OFF!
GOTTA HAVE SMOOTH LIPS FOR
KISSING THIS VALENTINE'S DAY??
THE SATIN LIPS SET IS PERFECT FOR THIS!