



Happy Holidays

Hello to all you Awesome Ladies!

If you've been in Mary Kay 1 year or 40 years you've heard of the 12 days of Christmas but did you know about the 12 Months of Christmas?

I recently taught about this at a Fall Retreat in Minnesota. The ladies loved the idea so much that I was asked to put this together and send it out.

This idea can be used for their wife, daughter, mother, aunt, sister or any special someone in their lives. The items that I have put together are just an idea of what you can use, once you do your pampering session after Christmas you can adjust the items based on the customers likes, wants and needs.

When doing the 12 Months of Christmas YOU will be delivering the gifts either to the husband or directly to the special person. Be sure to keep in mind that the main gifts need to be delivered on or at least the day before. The remaining gifts will be up to you and your schedule.

The main gifts are for:

Christmas—Skinvigorate, Cleanser and a Pamper Session Gift Card— The value is up to you!

Valentine's Day—Satin Lips Set, Lipstick and Liner

Her Birthday—Choice items or Satin Hand Set depending on when her birthday is

The Couple's Anniversary—Choice of Thinking of Love or Thinking of You Fragrance with Lotion, if you have them

Presentation is everything! Wrap each item with care. Also, keep in mind the season you are in and wrap appropriately. Candies, chocolates, flowers, stuffed animals, baskets, picture frames etc. can be a nice added touch to fill out the gift. The possibilities are endless!

Pages Attached:

Page 1— To be given to the Husband with information regarding the 12 Months of Christmas

Page 2— Ideas and steps on wrapping and presenting the gifts

Page 3— Consultant Script and General Information

Page 4— Charts for 12 Months of Christmas, 12 Days Before Christmas and 12 Days After Christmas

Page 5—Gift Certificates

I hope you enjoy the attached ideas and have a great Holiday Sale!

Pink Hugs!

Carol Lee Johnson

Independent Future Executive Sales Director



The World's Most Romantic Man

12 Months of Christmas

A special gift for your Sweetheart for every month of the new year!

It Begins on Christmas and then continues once a month for the following year.

She'll receive Special gifts for Valentine's Day, Birthday and Anniversary!
Plus, she will be one of the first to receive new items from the Spring, Summer Fall and Holiday Collections!



No Shopping at the mall, free gift wrapping!

12 individually wrapped gifts Delivered to your Sweetheart with Love from you!

12 Months of Romance.....PRICELESS!!

Platinum—Retail \$499	Gold—Retail \$399	Silver—Retail \$299
December— Skinvigorator Brush, Cleanser & Gift Card	December— Skinvigorator Brush and Gift Card	December—Skinvigorator Brush and Gift Card
January—Satin Hands Set	January—Satin Hands Set	January—Satin Hands Set
February—Satin Lips Set with Lipstick & Lip Liner	February—Satin Lips Set & Lip Gloss	February—Satin Lips Set
March—Eye Makeup Remover & Mascara	March—Eye Makeup Remover	March—MK@Play Baked Eye Trio
April—Spring Collection (a \$30 Value)	April—Spring Collection (a \$25 Value)	April—Spring Collection (a \$20 Value)
May—Thinking of Love (Use for Anniversary Month)	May—Thinking of Love (Use for Anniversary Month)	May—Thinking of Love (Use for Anniversary Month)
June—Summer Collection (a \$30 Value)	June—Summer Collection (a \$25 Value)	June—Summer Collection (a \$20 Value)
July—Sunscreen, Lip Protector and After Sun Gel	July—Sunscreen and After Sun Gel	July—After Sun Gel
August—Shower Gel, Hydrating Lotion and Loofah	August—Shower Gel	August—Eye Makeup Remover
September—Fall Collection (a \$30 Value)	September—Fall Collection (a \$25 Value)	September—Fall Collection (a \$20 Value)
October—MicroDerm Set	October—MicroDerm Set	October— Cleansing Cloths
November—Holiday Collection (a \$50 Value)	November—Holiday Collection (a \$40 Value)	November—Holiday Collection (a \$30 Value)
<i>Includes beautiful containers, packaging and/or gift wrapping, gift card and delivery</i>	<i>Includes beautiful containers, packaging and/or gift wrapping, gift card and delivery</i>	<i>Includes beautiful containers, packaging and/or gift wrapping, gift card and delivery</i>

Each set of 12 gifts can be customized for your special lady, actual products may vary. Gift Certificate for a complimentary Pampering Session included in every gift set. Dates of delivery vary except Valentine's Day, her birthday and your anniversary

Exclusively From:

Free delivery!

I accept VISA/MC/DISCOVER/AMEX

The World's Most Romantic Man

12 Months of Christmas—How to do the Gifts

- SUGGESTED PRODUCTS**—12 Mary Kay products, each individually wrapped; use what you have on your shelf that will fill the retail total; also used good discontinued products or current items that you have overstocked on your shelves; also take “sets” of products and separate them individually into the basket. The list below is just an idea, so personalize it with the products you have on your shelf and that you love. Be sure to include a Mary Kay free makeover gift certificate that expires on January 31st and your business card. Your reorder label should be on every product. Some other suggestions would be Thinking of Love for the Anniversary Gift and Satin Hands for the Birthday Gift. You can always use one of the Free clutches/purses that you have laying on your shelf and fill with a couple Free gift with Purchase items as well samples.
- Gift Wrapping/Packaging**—search in thrift stores, consignment stores, dollar stores, and home good stores. (Wal-Mart will let you return any unused ones with your receipt.) I suggest your wrapping be seasonal. Whether it's wrapping paper, tissue, cellophane bags, baskets, coffee cups, etc. The ideas are limitless. “Wow!” is the desired effect.
- PRESENTATION**—PRESENTATION IS EVERYTHING, SO YOUR PACKAGING SHOULD BE GORGEOUS! It can be simple, yet elegant at the same time.
- MAKING THE SALE**—Payment is made to you at the time of the sale, with a sales ticket written and one copy given to the customer. Write on the ticket his wife's name and cell phone, so you can follow up with her after Christmas. Also note her favorite color (ribbon!), the color of her eyes, and skin color (light or dark ivory, beige, ebony), so you can make wise color choices on any glamour products. Also ask about her favorite candy, and add it to the basket too... very sweet! Note on the ticket when and where to deliver it, and if it is top-secret!
- DELIVERY**—Set up one day (or two) that you deliver, your first gift. Then set up with him if he wants you to deliver the next month items to her or for him to deliver.
- FOLLOW UP**—Follow up with a phone call a day or two after Christmas. “Hi _____. This is _____ with Mary Kay Cosmetics. I wanted to make sure that you received your “Pampering Session Gift Certificate”... Great! Are you happy with everything? I just wanted to make sure, because all our products are 100% satisfaction guaranteed. I'm calling to set up your free pampering session, too. Whatever works for you is fine with me. Is it better for you before New Year's Day or after? Morning or evening?”

Platinum—Retail \$499	Gold—Retail \$399	Silver—Retail \$299
December— Skinivgorate Brush, Cleanser & Gift Card January—Satin Hands Set February—Satin Lips Set with Lipstick & Lip Liner March—Eye Makeup Remover & Mascara April—Spring Collection (a \$30 Value) May—Thinking of Love (Use for Anniversary Month) June—Summer Collection (a \$30 Value) July—Sunscreen, Lip Protector and After Sun Gel August—Shower Gel, Hydrating Lotion and Loofah September—Fall Collection (a \$30 Value) October—MicroDerm Set November—Holiday Collection (a \$50 Value) **Business Cards & Gift Certificate * Total Product Retail: \$484.00 (not including Gift Card) * Product Cost: \$242.00 * YOUR PROFIT: \$257.00 before containers, candies, gift wrapping, gift card(s) and sales tax.	December— Skinivgorate Brush and Gift Card January—Satin Hands Set February—Satin Lips Set & Lip Gloss March—Eye Makeup Remover April—Spring Collection (a \$25 Value) May—Thinking of Love (Use for Anniversary Month) June—Summer Collection (a \$25 Value) July—Sunscreen and After Sun Gel August—Shower Gel September—Fall Collection (a \$25 Value) October—MicroDerm Set November—Holiday Collection (a \$40 Value) **Business Cards & Gift Certificate * Total Product Retail: \$385.00 (not including Gift Card) * Product Cost: \$192.50 * YOUR PROFIT: \$206.50 before containers, candies, gift wrapping, gift card(s) and sales tax.	December—Skinivgorate Brush and Gift Card January—Satin Hands Set February—Satin Lips Set March—MK@Play Baked Eye Trio April—Spring Collection (a \$20 Value) May—Thinking of Love (Use for Anniversary Month) June—Summer Collection (a \$20 Value) July—After Sun Gel August—Eye Makeup Remover September—Fall Collection (a \$20 Value) October— Cleansing Cloths November—Holiday Collection (a \$30 Value) **Business Cards & Gift Certificate * Total Product Retail: \$282.00 (not including Gift Card) * Product Cost: \$141.00 * YOUR PROFIT: \$158.00 before containers, candies, gift wrapping, gift card(s) and sales tax.

The World's Most Romantic Man

12 Months of Christmas—Consultant's Script & General Info

SEPTEMBER / OCTOBER / NOVEMBER / DECEMBER

Now is the time to prepare a beautiful basket, using the instructions attached, to "show and tell" those wonderful men who want to be the "World's Most Romantic Husband" this Christmas with a "12 Days of Christmas" basket or a "12 Month of Christmas Showcase"

- Find a beautiful basket and fill it with product gifts, and it will be your beautiful demonstrator basket to "show and tell" as you are out and about. Think about all the places you go where men work—at an office, at a car repair shop, at an upscale business, at a concrete plant... men are everywhere, and they hate to shop for their wife, mother, daughter, etc. You can recommend a basket for his mother, wife, sweetheart, teenage daughter, etc., and you will be his new personal shopper.
- Take the products listed on the attached sheet, and wrap each product in two sheets of tissue paper -- two different beautiful colors of tissue, turned on the diamond, so both ends show at the top - and then tie a simple fabric wired ribbon around the product.
- Do all 12 "days" of products, and put the individually-wrapped gifts into one basket, or hat box, or beautiful container to take with you to show to men. I have sold numerous baskets by simply talking about the opportunity, and then I'll bring in the basket from the car if he wants to see it up close. Be careful with it, as it can get dog-eared if not treated gently.
- You will show the gentleman how he can be the "World's Most Romantic Man". Give him the choice of 12 Months of Christmas or 12 Days of Christmas. They can have an item a month delivered to his sweetheart or they can have a gift to place on his wife's pillow every night or during the holidays—without ever going to the mall, and without having to gift wrap it himself! He's going to love you, and so will his sweetheart!
- Take payment up front, let him pick out the delivery day, and place your order to get your products... it's fun, and his wife/girlfriend will be WOW'd --- I always say, "You put a gift on her pillow every morning or night for 12 days in a row... I can't be held responsible for what happens after that!"



SUGGESTED SCRIPT

Hi, John. I'm _____ with Mary Kay Cosmetics, and I'm a personal shopper for lots of gentlemen during the holidays. Has your wife or sweetheart ever accused you of being the World's Most Romantic Man? No! I can't believe it... So, you need my help then! I have a couple options that will make this happen. A beautiful "12 Days of Christmas" basket that is promised to change your sweetheart's mind about you! The basket is beautiful by itself, but inside it are 12 different gifts, each one wrapped and ready for you to put on her pillow each evening (or morning) during the 12 days before Christmas or option two you can keep her guessing for the next 12 months with the 12 Months of Christmas. I will deliver the gifts to her or if you'd prefer to present it to her I will deliver it to you. Each item will be gift-wrapped, you don't have to visit the mall, and all I need is your check, cash, or credit card. Would you like to order one, or more than one, so you can give one to your mother or your daughter too?"

12 Months of Christmas

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12 Days Before Christmas

Platinum—Retail \$299	Gold—Retail \$249	Silver—Retail \$199
Dec 14: 2-in-1 Body Wash & Shave Dec 15: Hydrating Lotion Dec 16: Oil-Free Eye Makeup Remover Dec 17 Facial Cleansing Cloths Dec 18: Mint Bliss Energizing Lotion Dec 19: Satin Lips Set Dec 20: Satin Hands Pampering Set Dec 21: Ultimate Mascara Dec 22: Lash Primer Dec 23: Thinking of Love Dec 24: Mini Compact and Bronzing Powder w/cheek brush Dec 25: Skinivigorate *TOTAL PRODUCT RETAIL: \$275 *PRODUCT COST: \$137.50 *YOUR PROFIT: \$161.50, before basket, candies, gift wrap/ribbon, sales tax.	Dec 14: 2-in-1 Body Wash & Shave Dec 15: Hydrating Lotion Dec 16: Oil-Free Eye Makeup Remover Dec 17: Facial Cleansing Cloths Dec 18: Mint Bliss Energizing Lotion Dec 19: Brow Gel Dec 20: Lash Primer Dec 21: Ultimate Mascara Dec 22: MK @ Play Baked Trio—Neapolitan Dec 23: Thinking of Love Dec 24: Satin Lips Set Dec 25: Skinivigorate *TOTAL PRODUCT RETAIL: \$226 *PRODUCT COST: \$113 *YOUR PROFIT: \$136, before basket, candies, gift wrap/ribbon, sales tax.	Dec 14: 2-in-1 Body Wash & Shave Dec 15: Hydrating Lotion Dec 16: Facial Cleansing Cloths Dec 17: Mint Bliss Energizing Lotion Dec 18: Ultimate Mascara Dec 19: Brow Gel Dec 20: Oil Free Eye Makeup Remover Dec 21: MK @ Play Baked Trio—Neapolitan Dec 22: Juicy Guava Cheek Duo w/Cheek Brush Dec 23: Mini Compact Dec 24: Lip Gloss Dec 25: Thinking of Love *TOTAL PRODUCT RETAIL: \$195 *PRODUCT COST: \$97.50 *YOUR PROFIT: \$101.50, before basket, candies, gift wrap/ribbon, sales tax.

12 Days After Christmas

Platinum—Retail \$299	Gold—Retail \$249	Silver—Retail \$199
Dec 25: Skinivigorate Dec 26: Mini Compact and Bronzing Powder w/cheek brush Dec 27: Thinking of Love Dec 28: Lash Primer Dec 29: Ultimate Mascara Dec 30: Satin Hands Pampering Set Dec 31: Satin Lips Set Jan 1: Mint Bliss Energizing Lotion Jan 2: Facial Cleansing Cloths Jan 3: Oil-Free Eye Makeup Remover Jan 4: Hydrating Lotion Jan 5: 2-in-1 Body Wash & Shave *TOTAL PRODUCT RETAIL: \$275 *PRODUCT COST: \$137.50 *YOUR PROFIT: \$161.50, before basket, candies, gift wrap/	Dec 25: Skinivigorate Dec 26: Satin Lips Set Dec 27: Thinking of Love Dec 28: MK @ Play Baked Trio—Neapolitan Dec 29: Ultimate Mascara Dec 30: Lash Primer Dec 31: Brow Gel Jan 1: Mint Bliss Energizing Lotion Jan 2: Facial Cleansing Cloths Jan 3: Oil-Free Eye Makeup Remover Jan 4: Hydrating Lotion Jan 5: 2-in-1 Body Wash & Shave *TOTAL PRODUCT RETAIL: \$226 *PRODUCT COST: \$113 *YOUR PROFIT: \$136, before basket, candies, gift wrap/	Dec 25: Thinking of Love Dec 26: Lip Gloss Dec 27: Mini Compact Dec 28: Juicy Guava Cheek Duo w/Cheek Brush Dec 29: MK @ Play Baked Trio—Neapolitan Dec 30: Oil Free Eye Makeup Remover Dec 31: Brow Gel Jan 1: Ultimate Mascara Jan 2: Mint Bliss Energizing Lotion Jan 3: Facial Cleansing Cloths Jan 4: Hydrating Lotion Jan 5: 2-in-1 Body Wash & Shave *TOTAL PRODUCT RETAIL: \$195 *PRODUCT COST: \$97.50 *YOUR PROFIT: \$101.50, before basket, candies, gift wrap/

Gift Certificate

I appreciate you, and I want you to have a gift of pampering after the holidays. Please make an appointment for a free "new year" makeover for yourself, and here's a \$_____gift certificate to go with your pampering session.

Please call me to set up your pampering session appointment. Please feel free to invite a girlfriend to share it with you, if you'd like!

Expires_____.

Exclusively From:



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