



# Holiday Action Sheet

Name: \_\_\_\_\_

## Strategizing for Holiday Selling Success!

My Goal is to sell \$ \_\_\_\_\_ Retail this Holiday Season.

Here is a checklist to help you have the most profitable & FUN Holiday Selling Season ever!

### JULY/AUGUST ACTIVITIES:

- I have CONTINUED booking/holding appts for spending cash/hotel @ SEMINAR!
- I have ordered ADDITIONAL hand creams/shave creams for my Holiday Baskets.
- I have taken an INVENTORY of my Gift Wrapping Supplies.

### SEPTEMBER ACTIVITIES:

- I have selected my Holiday Selling Season Retail Goal.
- I have planned my activities so that I MEET my Holiday Selling Season Retail Goal.
- I have placed my Holiday wholesale order into the company NLT September 20th
- I have **ACHIEVED MY STAR CONSULTANT STATUS** for QTR ending 9/15
- I have made my personal MK Holiday Gift Giving List for family & friends.
- I have made a list of all the business contacts I know.
- I have selected the dates for my Holiday Open House & Open House on Wheels Weekends.
- I have assembled my Holiday Business Folders.
- I have sent out my Holiday Preferred Customer shopping letter & completed follow-up calls for early orders.
- I have collected all the email addresses of my customers.
- I have purchased & assembled my promotion for Breast Cancer Awareness Month by 9/29
- I have selected my children's Halloween costumes.



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## OCTOBER ACTIVITIES:

- I have planned the date of my “MaScarry Marathon” Sale.
- I have sent out my “Save the Date” Postcard to my customers for my Open House.
- I have set my promotion for Breast Cancer Awareness Month (cotton balls in pink tulle)
- I have made my personal mammogram appt & ordered Breast Exam Shower Cards
- I have created my personal Christmas Card List & bought cards.
- I have taken my family photo & created our Holiday Letter.
- I have purchased my wrapping supplies & set-up my wrapping station for MK product.
- I have purchased my personal wrapping paper, bows & tape supplies
- I have made my master list for gift giving.
- I have begun booking my Holiday Collection Preview Shows.
- I have begun carrying my fragrances with me everywhere I go.
- I have begun my personal Christmas shopping.

## NOVEMBER ACTIVITIES:

### BEGINNING OF THE MONTH:

- I have followed-up with EVERY business contact I know.
- I have ordered EXTRA of my most popular selling items.
- I have ORGANIZED & SELECTED the sets/collection that I am focused on selling this Holiday season.
- I have **completed** my personal Christmas shopping.
- I have prepared my “Holiday Open House on Wheels” in my trunk (see separate handout)
- I have begun calling all of my customer’s husbands/Secret Santas to share my services.
- I have selected the dates for my Holiday Open House on Wheels Weekends for this month.

### BY THE END OF THE MONTH:

- I have collected a Holiday Wish List from all my customers.
- I have continued booking Holiday Previews, Coffees & “On the Go” appts.
- I have followed-up with my Preferred Customer Program optional mailers.
- I have **completed** this list of ALL the email addresses of my customers.
- I have prepared my shopping list for our Thanksgiving Day celebration.
- I have **completed** our Family Holiday Letter, duplicated photos, addressed/stamped all Christmas Cards.
- I have emailed ALL my customers with my “Thanksgiving Weekend Sale” specials & the Company “After Thanksgiving Sweepstakes” info.



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## DECEMBER ACTIVITIES:

- [ ] I have followed-up with all of the husbands/men—they are beginning to get SERIOUS!
- [ ] I have a spouse for each Holiday Wish List I have had a guest complete.
- [ ] I have told each spouse about my “12 Days of Christmas” Gift Service.
- [ ] I have created my personal Christmas Card List & bought cards.
- [ ] I have mailed my Christmas Cards.
- [ ] I have wrapped ALL of my Christmas presents by 12/17!
- [ ] I have my trunk FULLY stocked with gifts at ALL times.
- [ ] I have called EVERY spouse for last minute stocking stuffers & gifts.
- [ ] I have CONTINUED booking Holiday Appts.
- [ ] I have made one last call to each business contact for last minute gift giving & rapport.
- [ ] I have begun booking my “New Year, New You” Makeover Parties - Dec 26th thru Jan 1st.
- [ ] I have **ACHIEVED MY STAR CONSULTANT STATUS** for QTR ending 12/15
- [ ] I have ordered the NEW Products & Section 2 supplies launched on DEC 16th!
- [ ] I have ENROLLED in the WINTER PCP Program for the Spring Mailing
- [ ] I have wrapped & mailed my customer appreciation gifts for “A” list customers.
- [ ] I have recruited every potential team member possible to give them the tax advantage.
- [ ] I have donated my unwanted products to a women’s shelter or home BEFORE Christmas.
- [ ] **I HAVE MET MY HOLIDAY SELLING GOAL! VICTORY & CASH are MINE!**

## DECEMBER 26th - JANUARY 2nd ACTIVITIES:

- [ ] I have booked/held 10 “New Year, New You” Make-Over Appts for the week.
- [ ] I have cleaned-out my product cabinet & trunk, and organized my Section 2 samples.
- [ ] I have taken a year-end INVENTORY count of all my products for my taxes!
- [ ] I have updated my BLVD. Software w/ my current inventory levels for the new year.
- [ ] I have begun to organize my receipts/product manifests/sales tickets for my taxes using the “End of Year” Tax Organization Checklist.
- [ ] I have given my office asst. my credit card # to register me for Career Conf in Jan.
- [ ] I have decided on my GOALS for the first quarter of the New Calendar Year.
- [ ] I have taken down my OLD goal posters & made NEW ones for my current goals.
- [ ] I have begun writing in my journal for personal growth & discovery.
- [ ] I have put together my SUPERBOWL SPECIAL flyer & prepared to mail it
- [ ] I have selected my VALENTINE’S DAY promotion/set & PLANNED my Success