

GIVE YOUR BUSINESS *some love*

Special occasions like Valentine's Day are a fabulous opportunity for you to boost your direct sales business. Try the following and see your business grow:



Shower Your Customers with Love

Declare February "The Month of Love". During this month pamper your customers and show them how much you appreciate them. Perhaps you can offer a free gift with every order, or a discount. The free gift doesn't have to be a big or expensive gift. Declaring the entire month of February as your "Month of Love" gives you the opportunity to promote your special deal all month, not just for Valentine's Day.

Shower Your Leaders with Love

You can use Valentine's Day as the inspiration for a "Share the Love" recruiting incentive. Encourage your team to focus on promoting the business opportunity during February by sharing their love for their business. Leaders can offer Valentine's Day appropriate incentives to members who recruit.



Add Valentine's To Your Display

A great way to promote Valentine's Day and spark the gift-purchasing impulse at your Pamper Parties is to add some Valentine's Day themed items to your display. Just like a window display is designed to entice people to enter the shop, your display is designed to entice people to purchase products or book an event of their own. In the lead-up to Valentine's Day, make sure to add some lovely heart-themed props to your display so you can promote gifts.



Bundles of Joy

Make buying gifts super easy for your customers by creating gift bundles. Gather a few of your products that make a nice set and add a free gift that complements your bundle. The best way to promote this is to buy some nice boxes or baskets and create a few different bundles in a range of prices. The benefit of pre-purchasing and preparing your gift bundles is that you will be able to offer last-minute gifts and you have something physical and pretty to promote. To promote your bundles, start taking them to your Pamper Parties a few weeks before Valentine's Day. Also, take some photographs and share your bundles on social media with a focus on the men in your customers' lives. You could even take these gifts to workplaces and offer men these gift packs for their loved ones.

Start an "I LOVE" Campaign

What do you LOVE in your business? Each week of the month, choose another piece of your business to highlight online. Highlight specific people, highlight products, highlight your company, etc.



- I LOVE My Hostesses!
- I LOVE My Team!
- I LOVE My Company!
- I LOVE Referrals!
- I LOVE My Customers!
- I LOVE _____ Product!

Buy Valentine's Day Cards

Give them out to people during Valentine's Day week as you meet them! Stick your label on the back and just hand them out, don't overthink this! It is like a business card, and seriously, who doesn't LOVE getting Valentines! So grab a couple of boxes, label them up and get out there! You need to get out from behind that computer.... Yes, YOU! you need to get out there and meet people! DO IT!

