

**How to make an extra \$1000 this Christmas –  
sell 10 - Twelve Days of Christmas Collections at \$200 each!!! Easy!  
It only takes some phone calls and wrapping!!!**

## **Twelve Days of Christmas**

1. Make a list of every married man or dating man that you know...the women do not need to be existing Mary Kay Clients.
2. Contact the men by phone or in-person...

*“Hi Bill. This is Julie Potts”. (Explain how you know his wife or who gave you his referral).  
“Bill, I’m a Consultant with Mary Kay. How would you like to be the **most romantic husband** this Christmas? This is how it works. I will beautifully **gift-wrap and put a tag** on 11 personalized gifts saying, “on the first day of Christmas, my true love gave to me...” Our products are **100% guaranteed** so she can exchange any items. I will give you the 12<sup>th</sup> tag for her Christmas Day gift. If I may make a recommendation, try jewelry or lingerie. All the gifts will be **delivered** to your office or at home, then every day beginning with Dec 14<sup>th</sup> you will give your wife a gift. Now, Bill, there are several advantages to this for you. First, the last two weeks before Christmas are always the most stressful and you will help keep your wife happy...which makes life happier for both of you. And secondly, I bet the mistletoe will be used a lot more this year. ☺ I would suggest giving her the gifts when you come home from work...after 2 days, she’ll be at the door with slippers. All you have to do, Bill, is purchase the Christmas Day gift and let me know how much you’d like to spend...there are 11 gifts so how much do you want to average per gift...\$10 to \$30? You can pay by charge or check or half now and the rest upon delivery. So Mr. Romantic, which price range do you want for your wife? To beat the rush, I’d like to get all orders in by Nov 15<sup>th</sup>, so I will need at least a deposit (half)”.*
3. If he feels that price range is too high than you could go as low as \$5 per gift...take apart the nail kit and wrap it individually and add a full size Hand cream.
4. Determine what will go in the gifts based on the woman and what is already in your inventory. Ask a few questions about her...going on a trip (sunscreen), works out (aromatherapy-travel size items for gym bag), etc. I like to give leftover limited edition items. You can also take the order first and then order the products that are needed. Most 12-Day Sets sell at \$125 to \$200.
5. Have a deadline for the husband to order based on when you get the products back the fastest like the last phone order day of the month in October and then do it again in November. Deliver the bags of gifts by the 11<sup>th</sup> of December.
6. Wrap each item completely different or completely the same. Gold foil makes beautiful wrapping with red and green bows or white and silver. However, it’s easier to have each one differently wrapped based on what paper and gift bags you have available. Make it as simple for you as possible because you need to plan on selling 10 - 20 Twelve Days of Christmas Gift Sets!!! That’s about \$1000 to \$2000 profit!!!!

**THIS MAKES A GREAT GIFT IDEA FOR MOM’S TO GIVE THEIR TEENS TOO!!! OR  
THEIR MOTHERS!! OR BEST FRIENDS!!!!**