

Did you know?

- Halloween means “the evening before All Hallows or Saint’s Day”.
- Halloween has its origin in the ancient celebrations of the Druids & Romans.
 - That the idea of costumes came from the practice of church members dressing as patron saints.
- The jack-o-lantern began with the Irish, who would carve faces on large rutabagas, turnips, and potatoes, then placed candles inside.
- The idea of “trick-or-treat” came from 2 sources: 1) the treat was in exchange for fasting on All Saint’s Day, and 2) that tricks could be blamed on the Devil.

How to use Trick-or-Treat tags:

- Put YOUR contact information on the back with your stamper or re-order labels.
 - If making lots of copies w/ black ink, might use orange, yellow, or green paper. Something festive, not just plain white, it’ll draw more attention. If you’re printing from your computer in color, white paper is fine since there’s colored ink used. May use either regular printer paper OR card stock.
- When trick-or-treaters visit put a coupon in each bag, OR better yet, while out doing errands thru October - like going through a drive through, making a trip to the grocery store or Wal Mart, have them with you and give them out while you are doing routine things anyway.
 - Hint: I suggest giving a sample with it as well.
- Optional: I always give out previous color samples to the trick-or-treaters moms. If you are a new consultant, this might not be do-able, but you could opt to purchase extra of samples of eye shadows-they are inexpensive and let the potential customer get excited about the product so she’ll be more tempted to call for her makeover and use the coupon – an easy new customer for you.
 - Another optional idea: This requires more time and energy, but makes cute presentation. I buy black or orange netting and cut squares. Place candy in center, tie it with a yellow, orange, or deep purple ribbon to create a “candy bag”. Then I punch a hole in the coupon and tie it to the candy bag to give to “special” trick-or-treaters that we personally know and also when my daughter was in grade school, gave them to her classmates at her school Halloween party. Kids got the candy – mom got the MK coupon. The kids really love this one!!

