

Holiday Branding Ideas from Scentsy Success

Holiday sales will likely prove to be your BIGGEST boom of the year. Make the most of the time you have with the Holiday Branding tools from Scentsy and Scentsy Success!

THE HOLIDAY CATALOG... Do all of your customers know that Scentsy offers Holiday products? Be sure to include one in every party order, and don't underestimate the impact of emailing or hand delivering the flyer to your best customers and hostesses. Be sure to insert one into all of your catalogs in November. Include the last date you'll be taking orders for products for Christmas deliveries!

Use the Supplement to offer **A SPECIAL OF YOUR OWN** to entice a hostess: for example, offer a FREE or additional half-price holiday plug-in or warmer, FREE holiday Scent to anyone booking from now until the end of the month. Creating an incentive with deadline will help fill your calendar!

Use a **POINT-OF-PURCHASE (POP) HOLIDAY DISPLAY STAND** (not pictured below) with your favorite vendor to be sure everyone knows what a great gift Scentsy is! If you already have a regular POP in area businesses, change them out for the NEW Gingerbread Warmer Holiday POP! Regulars will notice the change and savvy shoppers will realize Scentsy is the perfect gift giving solution to the Holiday hustle and bustle.

Be sure to have one out at your next party with plenty of Holiday Catalogs for the taking.

INCLUDE A POP WITH YOUR BASKET PARTIES! An inexpensive way to get more attention when you send off your testers. Show your Basket Party Hostess how quickly a POP can be set up, and encourage her to leave one up on the table in the breakroom or at her desk while she hosts.

And, 'Tis the Season for fairs and shows of every kind... the bigger the event, the more impact you can make with POPs **ALL OVER YOUR BOOTH**. Refer to the display often, and encourage customers to help themselves to your business cards and Holiday Catalogs!

SEND HOLIDAY CARDS EARLY. Scentsy Success offers a colorful and fun postcard for you to greet and remind all of your best customers (and even your downline), about Seasonal Scentsy. *Send them out now!* Label them and take a minute to include your signature and a quick note, reminding them that you're ready to assist them with all of their gift-giving needs.

HOSTING YOUR OWN HOLIDAY EVENT is a great way to generate publicity for Christmas gift-giving. Use **HOLIDAY INVITATIONS** instead of standard ones, and get customers thinking before they even attend! If you have inventory on hand, host your OWN Open House. Offer drawings, prizes and incentives for neighbors, family and friends to attend. Include an invitation to your Open House with orders going out the door now... Again, don't forget to include your last date for Holiday orders.

HOLIDAY INVITATIONS are a great idea for all of your parties throughout November. Get everyone thinking about what is right around the corner.

Details make all the difference, and the **NEW HOLIDAY RUB & SMELL STICKERS** featuring the frosty Winter Wonderland scent, are powerful details. Use them to add a splash of color to Holiday Invitations and Cards. Mark your favorite items and personal notes in your Fall/Winter catalogs. These bright seasonal stickers add additional interest to anything Scentsy!

This Holiday Season promises to be the most Scentsational ever! Be sure to brand your business for the Season and make the most of all of your parties with Holiday tools from www.scentsysuccess.com



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