

## Tower of Love

This is a great idea for Valentine's Day and Mother's Day, similar to the 12 Days of Christmas idea. Each gift is boxed and wrapped and then placed on top of each other to form a tower. Call your customer's husbands to sell this romantic gift idea. Explain to him that each day she'll get to unwrap a gift starting 5 to 12 days before Valentine's Day or Mother's Day ... she'll absolutely love this! This awesome idea can help boost your sales tremendously, so start calling husbands today!

Optional letter:

*Dear Husband:*

*Would you like to make this Valentine's Day special for your sweetheart? Better yet, would you like someone else to select, wrap and deliver a special, romantic gift for you to give? Well, that's exactly what I'm offering to you!*

*I have created a beautiful gift collection called the Tower of Love for giving this Valentine's Day. Each of five (or specific number) separate gifts are boxed and wrapped individually and then placed on top of each other to form a beautiful tower, tied and topped with a gorgeous festive flowing bow. She will be so surprised that you had the creativity and forethought to get her such an elegant gift!*

*So how do you take advantage of this fabulous offer? Simply call me at (000) 555-1212 and tell me what price range you would like to stay within, and where/when you'd like the gift delivered. I'll do the rest!*

*Flowers die, chocolate is fattening, and shopping for something special is very time consuming. Give her something different this year. Your wife loves the skin and body care, color cosmetics, and fragrances that Mary Kay offers. Let me prepare a spectacular, romantic array of personalized gifts she'll really love this Valentine's Day!*

*With your wife's beauty in mind,*

