# ♥ Valentine Gift Ideas ♥

### Want to Be a Sweetheart This Year?

Why not bring some joy to those living in a nursing home? Purchase some cellophane bags and place your business card in the bags along with samples of hand cream, body lotion and pretty lip colors. Share them with a local nursing home's residents. It will touch their hearts to receive a special something, and their families will appreciate your thoughtfulness too. Your goodwill could produce future sales from the residents and their families. Don't forget the nurses; they'll love the products once they've tried them and could call you to order a Valentine's Day gift for their loved ones!

Copy this Valentine Postcard – Address and mail to your clients or their husbands. Just fill in your name & phone #.

I Have Great Valentine's Gifts for your Sweetheart!
Call Me
at Cupid's Mary Kay Headquarters:
Free Delivery & Gift Wrapping!

### Valentine Sales

The following poem attached to any gift will be a hit, but here's a <u>simple</u> idea that can give you mega sales <u>and</u> new clients.

Get a single silk rose and spray with one of our fragrances. Wrap it up in tissue paper like the florist uses and tie with a pretty bow! Buy a blank card and hand write messages or make individual tags for roses with the

following poem:

I loved you when I met you, today I love you more. You've made my life more wonderful than its ever been before. I hope your day of shopping Is as happy as can be! So try it all and have a ball, And then come home to me!

Then enclose a gift certificate for requested amount and deliver on Valentine's Day! Suggested Script:

"Have you gotten your Sweetheart anything for Valentine's Day yet? No? Boy am I going to make you look good! (pull out scented wrapped rose and card). I will deliver this to your Sweetheart at work, home or to you to present to her yourself (read the card and then say): I will enclose a gift certificate ranging from \$25 to 500 (don't say dollars) and it includes a facial and makeover. You may select the price of the shopping spree. Where would you like me to deliver it? To her at home, work, or to you? What amount would you like to treat her to on her day of pampering?"

#### CUTE GIFT CERTIFICATE

I could have bought you Roses and a box of candy too.
Or taken you to dinner – and a movie when we're through.
Nothing lasts forever,
but the Love I have for you...
So I chose a gift of Beauty...
for someone as Beautiful as You!

Hi this is YOU have been in my heart and on my mind.
just had to call you. This week I have been challenged to select women
in my life I feel have a heart for others, want to make a difference, and
whose opinion I value. That's why I picked YOU! You have always
I'd love to get your opinion on Mary Kay's Marketing
Plan as part of my training and for you to meet my Director. As my gift
for your time, I'd like to give you any product at 50% off! Is there any
reason why we couldn't get together tomorrow or the next day? Great!
Thank you for helping me complete my challenge. What product would
you like to get at 50% off? Thank you for your help. I appreciate you!

# Valentine Gift Ideas

### Offer "pillow gifts" to men to put on their Valentine's pillow!

Print the following poem on card stock and cut out, punch a hole and run a ribbon through. Even if the guys have shopped, they will still buy a pillow gift!!! Tell them every pillow gift is custom made and ask them how much they want to spend.

This is a PILLOW GIFT, as you can see Given with love for you, from me Given because I'm glad you're in my life Because I am so grateful you are my wife Given because I appreciate all that you do Because life would not be the same without you Given will all the love I can give For a wonderful life, as long as we live! Thank you for all the things you do to make my life special!!

Happy Valentine's Day!

### Gift tag ideas:

"Kiss & Tell" (lip products)





"For Your Eyes Only" (eye products)

I'm "Scent"imental Over You (fragrance or aromatherapy items)





"Hugs & Kisses" (include Hershey kisses)

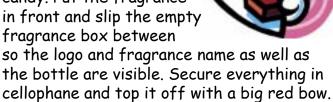
"You're Red Hot!" (red color cosmetics)



#### For That "Beary" Special Someone!

Gift wrap her favorite fragrance nestled in front of a bear. Using red ribbon, secure the fragrance to the bear and tie together

with a big bow. For a more impressive gift idea, place the bear on top of a box of heart shaped boxed candy. Put the fragrance in front and slip the empty fragrance box between



How about offering a discount on all pink or red items sold in February? A fun idea for your clients! And suggest an update makeover to make her the Prettiest Valentine in Town!



## SECRET TO VALENTINE'S DAY SUCCESS FOUND! Willingness to continue selling until February 14!



Many men wait until the last minute. You will find that if you call too early, they're not ready to think about it. When you call two days before, the day before and the day of, they are ready to do most anything to avoid the long lines at the florist!

Roses are Red, Víolets are Blue. You're a Great Customer & I appreciate YOU!