

# APRIL

## April

### Themes:

- Think Spring
- Keep Calm and Sell On
- Keep America Beautiful

### Looking ahead to April:

- Stock up on SPF products for the summer. These make great add-on sales.
- May is Mystery Month. Create different mystery specials for your customers during the month.
- May is still a busy month. School will be letting out soon for the summer. Encourage customers that have EFT memberships to freeze their account rather than have to pay a sign-up fee again.

### Random Things:

- Hire bed cleaners for the busy months. You may not think that having the extra payroll expense is necessary, but you will benefit in the long run. This allows your counter staff to educate and promote products and services. Extra sales during shifts will more than make up for the payroll expense. Peak hours of the day are the best time to have them on your schedule.
- It is busy season. These next few months are your money making months. People are tanning for vacations and special events. You don't have to offer a lot of discounts during these months. They will pay for the services.

### Monthly:

- Stress Awareness Month. This is the perfect month to promote tanning and wellness. Customers tan for a number of different reasons and relaxation is just one of the benefits of tanning. The relaxation can help reduce stress in our lives.
- Keep America Beautiful Month. Do random spotlights on social media for customers that are volunteers for this campaign.

### Daily:

- April 2-Children's Book Day. Post on social media asking customers to donate books on this day. You can donate these to your local schools, churches, or charities.
- April 11-National Pet Day. Have customers post a picture of them and their pet on your social media outlets to receive a free upgrade. Always put the retail value of the session on your post.
- April 22-Earth Day. Bring in your empty bottle of lotion that will be recycled and offer customers a small discount on a lotion they purchase on this day.