

January

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Themes:

- Renew & Relax & Unwind
- New Year, New You
- Fitness, Looking Good, Skin Care

Looking Ahead to December:

- Valentine's Day
- Spring Break
- Spring
- SEASON!!

General:

- Get on the phone and call those people that bought gift certificates and encourage them to come on in and spend them. Make sure add-on sales are part of the routine.
- Add one new thing to your salon as the new year begins. Add sunless, red light therapy, wellness pod, or that piece of equipment you have been eyeing.
- Time to re-lamp and get new acrylics before season hits and you are super busy.
- Hire and Train. Now is the time to start hiring and training your staff. Prepare an employee handbook if you don't already have one.

Daily:

- **January 4th – Trivia Day** –All day long post random trivia questions on social media outlets. Give away prizes to those that answer correctly. You could also do it in-salon. Ask every client a trivia question about tanning, tanning lotion or whatever and if they get it right they win.
- **January 8th – Bubble Bath Day** – Spotlight bath & shower products like Tiny Bubbles, our Measurable Different Bath Bombs, Hempz shower gels. You could offer a relaxation prize pack for all those that buy tanning packages on this day.
- **January 13th – Make Your Dream Come True Day** – You could do this theme & offer up a make your own deal or pick your own deal. Put together several options for clients with various services, tanning, products etc for a wonderful price & then let them pick what they like best. You could also do giveaways on your social media with this same theme. Ask questions like what's your dream vacation? What's your dream date? Etc.
- **January 14th –Dress Up Your Pet Day** – have people post pics on social media with their pets in regular clothes or seasonal outfits. The one with the most likes wins a prize. We get so much interaction when we post pets or babies.
- **January 24th – Compliment Day** – What a great day to boost self-esteem in others! Write cute little notes & leave them in the rooms. Make sure all your staff gives a compliment to everyone that comes in that day.
- **January 26th – Spouse's Day** – Advertise specials with his & her themes. Some great product pairings would be Blackwood for Men & our MBK facial care line. Offer his & her packages on all types of services available. We have some bag deals available now that would work great for this.
- **January 28th – Fun at Work Day** – you have to show some love to your staff everyone once in a while. Play some fun sales games and have gift cards & prizes up for grabs on all shifts. Bring in some special food or treats. Let them giveaway some items to their favorite customers just because.