

# September

## Themes:

Labor Day

Football Kickoff

Fall

## Product Spotlights:

Hempz Apple Cinnamon

Hempz Pumpkin Spice

Fall clothing

## Looking Ahead to October:

- The holidays are around the corner and it is time to plan for all 3 months.
- Sign up for expos/shows. **National Tanning Expo October 24 and 25th in Nashville Tennessee.**
- Halloween
- All Things Fall
- New employees
- New 2023 products.

## Monthly:

- Hunting gears up in most places in September. You can do camo themed displays, or use products that are brown, green in color.
- Do a drawing for an outdoor gift basket which will include lip balm, moisturizer, and men's product plus other fun items needed in the blinds or deer stands.
- The 3rd Sunday in September is **WIFE APPRECIATION DAY!** No explanation needed here.

## Daily:

- **September 6th – Fight Procrastination Day**  
Have a fun day in the salon for your staff, where you do all the not so fun cleaning. You could have the shifts compete against each other to see who gets the most of their to do list done. Offer up a great prize for the winning shift. For clients, offer deals on endless season packages and encourage them to "Go Ahead" and buy it now. For social media, ask clients what helps them overcome procrastination and the tip with the most likes/replies etc. wins a super duper prize pack. **PS. Salon owners, go ahead and re-lamp this month too!**
- **September 7th - Neither Rain nor Snow Day:**  
Celebrates the opening of the New York Post Office building in 1914. You could run fun specials all day with the tag line Neither Rain nor Snow.... Great line for mobile sunless tanners to use. Have clients post pics/stories about the weather not keeping them from something important. All participants get entered for a drawing. Recognize your postal service clients on your social media and run a killer special just for them.
- **September 13th – Fortune Cookie Day & Uncle Sam Day**  
You could have clients "Grab a Fortune Cookie" with various percentages off certain products, free products, \$5 off X, \$10 off X, etc. There are some sites, where you can have custom messages printed. You could offer a Tax Free Day like they do for when school is back in session. Offer to waive all taxes on anything purchased this day. Consider your packages and let people buy ahead now.
- **September 19th – International Talk Like A Pirate Day**  
Let staff dress up like a Pirate to work this day. Offer specials for every client that comes in and actually talks like a pirate such as a free packet of a new product you are considering, ½ price upgrades, percent off certain products or packages.
- **September 21st – Miniature Golf Day**  
Find a mini golf set and let everyone that comes into tan, take a swing at getting a hole in one. If they do offer up specials prizes, promos or a drawing. Be sure to put the clients that will let you on your social media stories all day.