

Themes

- New Year, New You
- New Year, New Beginnings
- Happy New Year
- All things winter



Four Seasons Sales & Service
Sunless Support
January 2019

Days to Remember

January 4th – **Trivia Day** –

Social: Post random trivia questions on your social media page about you and your business. If clients get them right offer up a nice prize or do a drawing for everyone that participates. #triviaday

January 9th – **National Law Enforcement Appreciation Day** –

Offer specials for all the law enforcement personnel that are your clients and their families. **Social:** Post pics of your family that is involved in any type of law enforcement or have clients send in pics of their family with a few fun facts about them. #nationallawenforcementday

January 14th – **Dress Up Your Pet Day** –

Social: Ask your clients to post pics of their pets all dressed up. Post a pic of your own pet dressed up. #dressupyourpetday

January 24th – **Compliment Day** –

Social: Do a post that challenges people to look for the good in people on this day and actively compliment them, have them share their stories.

January 28th – **Fun At Work Day** –

Social: Use #FunAtWorkDay to post your mobile spray tan set-ups throughout your day.

New Year, New Ideas!

Try These:

- Approach fitness studios or gyms about partnering up – Now is the time as people are making their new year's resolutions to get fit!
- Partner up with a photographer or wedding planner! How many engagements happened on Christmas Eve??
- Set up a Referral program!
- Carry your business cards with you everywhere you go! Set a goal to leave at least 5 business cards a day. Attach a sweet, motivational note to them.
 - Nail salon, Restaurant, Hair Salon, Doctor office

Product Spotlights

- Focus on Hydration – with winter months being harsh to delicate skin, concentrate on sunless tan extenders & moisturizers.
Ex: Sunstyle Intense Daily Moisturizer

Looking Ahead

- Valentine's Day – according to a study by the NRF in 2018 consumers spend an average of \$143.56 on Valentine's Day.
- Mardi Gras
- BUSY SEASON!