



Four Seasons Sales & Service  
**Sunless Support**  
**JANUARY 2020**

**Days to Remember**

**January 1 - New Years Day - Happy New Year!**

**January 2 – National Personal Trainer Awareness Day**

**Social:** Design a post centered around this & ask your customers who out there is a personal trainer? Follow up with them about Competition Body Building Spray Tanning & see if you can offer your services to their clients. #personaltrainers #nationalpersonaltrainerawarenessday #bodybuilding #competitionspraytan

**January 8 – National Winter Skin Relief Day**

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

**Social:** feature your tan extending moisturizers on your social pages #skincare #winterskinrelief

**January 14 – 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 16 – Get to Know Your Customers Day**

**Social:** On this special day, tell customers how you started your business. Share with them mistakes you made, how your product or service has evolved, and provide tidbits about what it's like owning a business. By getting to know you better, you develop a personal connection with customers.

#GetToKnowYourCustomersDay

**January 28 – Plan for Vacation Day**

**Social:** Ask your clients their plans for their vacations this year & remind them that you can help them with their tan! #planforvacationday

**Themes**

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

**Product Spotlights**

- **Exfoliating Scrubs** – get rid of dry, dead skin cells
- **Gradual Sunless Tanners** – think glowing, not “tan”
- **Sunless Face Tanners** – face mostly shows during the winter

**New Year, New Ideas!**

**Try These:**

- **Don't forget the Sunless Retail !** These are your support items & can make you some profit in those months that you are slower with actual spray tanning. Some do not like a full body tan during the winter, offer Sunless Face Tanners. Some want just a glow, rather than a tan, offer Gradual Sunless Tanners.
- **Set up a Referral program!**
- **Marketing & Promotions - Did that work or no ?** Look back to last year to see what worked & what didn't. Spend some time on your marketing & promotions plan & change it up, if needed!

**Looking Ahead – start creating content soon!**

- Valentine's Day
- Mardi Gras
- BUSY SEASON!