**2019 Holiday Strategy & Customer Appreciation Dates & 13-Week Timeline (Oct-Dec)**

**Week 0 (Sept 30-Oct 6 ): Oct. 1 (latest): Holiday Strategy planned & on paper**

**Week 1 (Oct 7-13): Book/Hold Holiday Preview Parties**

**Week 2 (Oct 14-20): Book/Hold Holiday Preview Parties**

**Week 3 (Oct 21-27): Book/Hold Holiday Preview Parties**

**Personal Elf Appointments**

**BOOK Executive Gift Giving Appointments / Drop Letters**

**Customer Appreciation Invite Verbiage Complete**

**Week 4 (Oct 28-Nov 3): Printing/labeling/mailing PREP of Customer Appreciation Invite**

**Mommy Treats printed & ready for Halloween**

**Oct 31st (Halloween): Mommy Treats (Gift Card Coupons for Moms)**

**Personal Elf Appointments**

**BOOK Executive Gift Giving Appointments / Drop Letters**

**Week 5 (Nov 4-10): Nov 5 (Tues): Customer Appreciation Invites OUT (to arrive in mailboxes by Nov 8-9)**

**12 Days of Xmas Sales**

**Winter Preorders**

**Follow Up / HOLD Executive Gift Giving Appointments / Drop Letters**

**Nov 10: PCP & Stars can order Winter products**

**Week 6 (Nov 11-17): 12 Days of Xmas Sales**

**Winter Preorders**

**Follow Up / HOLD Executive Gift Giving Appointments**

**Week 7 (Nov 18-24): Customer Appreciation RSVP Follow-Up Phone Calls for DEFINITIVE accepts/regrets**

**BOOK “Private Showing” Appts for “No’s”**

**Nov 16: All Consultants can order Winter products**

**Mobile Holiday Shopping/Santa’s Sleigh**

**Week 8 (Nov 25-Dec 1): Nov 28 (Thurs): Thanksgiving**

**Nov 29 (Fri): Black Friday PINK Sale**

**Nov 29 (Fri): Customer Appreciation RSVPs Due**

**Nov 30: Small Business Saturday**

**BOOK “Private Showing” Appts for “No’s”**

**Mobile Holiday Shopping/Santa’s Sleigh**

**Trunk & House Set-Up**

**Week 9 (Dec 2-8) Dec 2: Cyber Monday**

**Mobile Holiday Shopping/Santa’s Sleigh**

**Last- Minute Inviting & RSVPs for Customer Appreciation Party**

**BOOK “Private Showing” Appts for “No’s”**

**Week 10 (Dec 9-15): By Dec 13: ALL “12 Days of Christmas” Gifts delivered & COMPLETE**

**Dec 14: FIRST Day of Christmas**

**Dec 14 (Sat): Customer Appreciation Party**

**Mobile Holiday Shopping/Santa’s Sleigh**

**Last- Minute Inviting & RSVPs for Customer Appreciation Party**

**Week 11 (Dec 16-22): HOLD “Private Showing” Appts (for those who can’t make party)**

**Mobile Holiday Shopping/Santa’s Sleigh**

**Gift Cert Sales (Men)**

**Last Minute Shoppers (Men)**

**Week 12 (Dec 23-29): Gift Certificate Sales (Focus on Men)**

**Dec 24 (Sat):Last Minute Stocking Stuffer Open House @ home (Cookie Baking)**

**Dec 25: Merry Christmas!**

**Week 13 (Dec 30-Jan 5): Extra Gift with Gift Cert Redemption THIS WEEK ONLY**

**Hold 10 Show Week**

**Book January with “New Year New Look” Makeover Parties**

**Jan 1st: Year-End Inventory**

**January: Hold 10-20 Parties & Share with 40**