

Pink Friday GO KIT



"NOTHING HAPPENS UNTIL SOMEBODY SELLS SOMETHING"

- MARY KAY ASH

the Pink list

Brainstorm your network! Who are you selling to?.

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Plan for *Success!*



Update your records. Review your list and make sure addresses/phone numbers are current and up-to-date



Consider creating an excel spreadsheet. Include first name, last name, email and phone number as column headers and enter all your client info.



Look into an email / texting service. You can upload your excel spreadsheet to services like Skipio or Project Broadcast to reach out to many clients at one time.



Facebook groups. Make sure you have added all your customers, friends and family to your private FB groups. Follow the Golden Rule!



Scheduled Social Media Posts. Familiarize yourself with how to schedule posts to your private Facebook Group.

Plan for *success!*



Adjust settings on your personal website.

Turn off EZ Ship and Guest Checkout to ensure your clients get their discounts



Create a PINK Friday Image Folder. Use apps like Pic Collage and Canva to create cute images to use in your scheduled posts with your promotional messages



Determine your purpose. What excites you to do this? Finish Star? Save for a vacation? Put money in savings? Pay cash for Christmas

"Confidence is built by one small success after the other."

- MARY KAY ASH



PINK FRIDAY *Success* checklist

Get ready 10 days before Pink Friday



Make a decision on your own discounts and gifts to offer.



Send a customized postcard to your customers that showcases your Pink Friday specials. Include your website info!



Do you have Propay set up for credit card processing? This is the most effective way to collect payment when several people are ordering in one day. Funds are instantly available to you!



Print your postcards and purchase postcard stamps. Print address labels.



Mail out your postcard to KEY clients about 8 days before Pink Friday. Mail out-of-state client postcards as soon as possible.

PINK FRIDAY *Success* checklist

One week before Pink Friday



Send a text: "Save the date! It's my Pink Friday sale and you're invited to extreme savings! Did you receive your postcard? (include postcard image in text)"



Create an event for your sale on your private Facebook group. Use the same info that you mailed and emailed out and make edits as necessary since you are posting on FB.

Notes:

PINK FRIDAY *Success* checklist

Four days before Pink Friday



Text: "Hey {Name}! My big sale is on Friday! I am excited to offer you major discounts! If you have questions, pls let me know. - Kate w/ MK"



Voice Message: I paraphrase from previous info sent. Keep it short and enthusiastic!



Go to your Personal Website Manager and uncheck "EZ Ship" and "Guest Checkout" for the sale so you can handle the discount and process the credit card yourself.



Email your customer base with sale details (see email script below)

PINK FRIDAY *Success* checklist

The Ultimate Email Script

THREE DAYS BEFORE THANKSGIVING

SUBJECT: The Pink Friday Ultimate Shopping Experience is coming up!!!

BODY:

I have a very special save the date for you as one of my VIPS!

On Thanksgiving morning I will be releasing all the juicy details about my Pink Friday Ultimate Shopping Experience!

Here is my website for you to start a wish list for yourself and everyone you will be shopping for: (insert your website address here).

I will send the email out at 6 a.m. on Thanksgiving Day and will send a reminder text at 8 p.m. just in case you had a busy day with your family.

Have a wonderful Thanksgiving and I'll be in touch in a few days!

Your name

Title

Email

Phone number

PINK FRIDAY *Success* checklist

6 a.m. Thanksgiving Day

SUBJECT: It's Pink Friday! The biggest sale of the year!

BODY: It's here! The coveted Pink Friday Sale everyone waits for is here!!

(Insert your personal website address here)

Get a head start on Thanksgiving Day!

Order on Thanksgiving Day through 7 a.m. on Pink Friday and receive __% off with FREE shipping!

Use discount code: PINK FRIDAY

Enter the discount code in the notes when ordering on my site. The discount will not show up automatically, but I will apply the discount and email you your final order total.

You can also call/text your order to me. Here's how to order:

Submit orders online: enter website here

Text or Call me: XXX-XXX-XXXX

Email Me: yourname@gmail.com

Thank you for being so supportive of my small business!

PINK FRIDAY *Success* checklist

8 p.m. Thanksgiving Day

REMINDER TEXT: I hope your Thanksgiving Day was wonderful! I wanted to send a reminder in case you missed my email this morning. You are a VIP so I wanted to send it one more time.

Include the image of your postcard with your sales or another image that you may have made for this reminder text explaining your Pink Friday deals.

Notes:

PINK FRIDAY *Success* checklist

5 a.m. Pink Friday

SUBJECT: Happy Pink Friday! The biggest sale of the year!

BODY: It's here! The coveted Pink Friday Sale everyone waits for is here!!

I hope your Thanksgiving was wonderful! My Pink Friday Sale has been BONKERS and so I wanted to remind you that if you wanted anything, the best deal ends at 7 a.m. this morning (**or insert the details of YOUR Pink Friday deals - below is just an example. You do what makes you excited!!**). So get me your order before then!

(Insert your personal website address here)

Order before 7 a.m. today (Pink Friday) and get __% off with FREE shipping!

Order from 7 - 11 a.m. today and get __% off with FREE shipping!

Order from 11 a.m. - Midnight today and get __% off with FREE shipping!

PINK FRIDAY *Success* checklist

Continued ...

Use discount code: PINK FRIDAY

Enter the discount code in the notes when ordering on my site. The discount will not show up automatically, but I will apply the discount and email you your final order total.

You can also call/text your order to me. Here's how to order:

Submit orders online: [enter website here](#)

Text or Call me: XXX-XXX-XXXX

Email Me: yourname@gmail.com

Thank you for being so supportive of my small business!

TEXT: "Hey (name)! It's Kate with Mary Kay! Check your email for your Pink Friday Ultimate Shopping Experience details! xoxo"

Notes:

Pink Friday Sales Tracker

Mark an "X" through for every \$100 sold



PINK *Success* FRIDAY checklist

Have fun and enjoy the journey of building your business during the holiday season!

Be pleasantly persistent and realize that too much communication is not enough communication!

Email, calls, postcards, Facebook posts and texts are great ways to create a successful campaign for your sale.

Be creative and be YOU! Your customers shop with you because they love you and who you are to them.

Don't forget to reach up to your sales director for additional support and keep checking the "Grit with Grace Goelzer National Area" facebook page for fun videos from your directors on how you can make this year your best Pink Friday ever!

Love & Belief,

Heidi Goelzer and the Goelzer National Area Sales Directors