



## Tips for a Successful Holiday Open House

### Entice with an invite.

Use a festive Open House invitation to tell your customers about the festivities. You can include the invitation in product orders or hand it out to customers at your skin care and color parties. You might want to call your guests to confirm their attendance before the event.



### Serve simple snacks.

You don't have to spend a fortune on catering to throw a fantastic party. Consider serving time-saving appetizers like pre-made mini quiches or break-and-bake sugar cookies. You also can stay true to the theme by providing glasses rimmed with popping or fizzing candy and vanilla or fruit flavored syrups with sparkling water so your guests can create their own cheer.

### Dazzle with decorations.

This holiday season is all about fun color and ribbon, so try setting the mood with upbeat holiday music, decorating with colorful tablecloths and adding pops of berry and green for a modern twist on the traditional red and green color scheme. You can even use colorful candies as inexpensive decorations.



### Create a product playground.

Consider setting aside a table for showcasing your product offerings. By setting the stage with the merchandising options from your local dollar store and artfully placed ball ornaments, you can get your customers in the gift-giving mood. We suggest browsing the Holiday Party Ideas and Tools page for product and presentation inspiration.

### Meet and greet.

As your customers arrive, let them experience our beautiful fragrances. Then, make sure each guest has a shopping basket, pen and a wish list so she can conveniently shop for others and jot down her own desired gifts. You also can offer free gift wrapping and pre-holiday delivery.



### Do a festive follow-up.

If some of your customers are unable to attend, you can send each one an e-card or text and invite her to throw her own party. Sending thank you notes to your guests is also a nice gesture.