



5 Cool Ways to Grow your Business During the Holidays

The holiday season has arrived. Although the focus of this special time is connecting with friends and family, your business certainly doesn't have to be placed on hold. In fact, this time of year can provide some wonderful opportunities to expand your network of contacts, generate extra sales, and even find a potential Consultant or two.

What you do in the final weeks of this year can spark growth at the beginning of next year, so it's worth taking advantage of the unique opportunities this season brings. Here are five ways you can grow your business and make a difference for others this holiday season.

1. Give L'BRI Gifts.

The holidays give you the perfect opportunity to share L'BRI with friends, family, and your hairdresser, manicurist, housekeeper, dentist, chiropractor, yoga instructor, or other people in your community. Give L'BRI holiday GIFTS! You can put together small gifts bags with samples, or put together a gift basket of the most popular products for some of the most important people on your list.

You may want to have some small gift bags on hand that you can quickly hand out to anyone you meet while shopping, dining, traveling, etc. Be sure to include your contact information, some samples, a little holiday treat, and a [free facial certificate](#). You can share this with them to thank them for good service or as a gift to celebrate the holidays.



You can also reach out to your customers and suggest they consider giving L'BRI as gifts to people on THEIR list. Share [Who's on Your Shopping List](#) with them. (The document is in the Learning Center in the Seasonal Ideas section.)



2. Include Samples with Your Holiday Cards.

When you mail your holiday cards this year, consider adding product samples as a little gift. If mailing to your customers, you can mention if their current favorites are on sale.

For extra impact, create an "end of year" letter and include it with your holiday cards. You can use your letter to share personal news, helpful L'BRI product tips related to the holidays, brag about some of your L'BRI achievements, and celebrate milestones in your business.

3. Make Your Holiday Events Work for You.

Many of us will be attending holiday social events between now and the end of the year. These events give you the perfect opportunity to meet new people and expand your network.

As you're socializing, listen for opportunities to mention L'BRI. Someone may ask about your career, mention a challenge finding a certain gift for a friend, or express concern about holiday expenses. It's a perfect time to share what you are doing, offer a gift suggestion or offer to give them information about starting a L'BRI business.



When meeting new people, be sure to exchange contact information and ask to connect with them on Facebook or other social media sites so you can easily stay in touch. These new connections may turn into customers, referral sources or business partners in the following year.



4. Host a Holiday Open House.

The holidays give you the perfect opportunity to host your own events and show your appreciation for your best customers and others who have supported your business throughout the year. Encourage your guests to bring a friend with them. Perhaps offer a gift to them and their guest. There are lots of ideas in the Seasonal Ideas section of the Learning Center.

For your long distant friends, host a Facebook LIVE event that duplicates your holiday open house... without the refreshments. You can offer gift ideas, give product tips and have drawings to celebrate.

5. Keep Up your Social Media Presence.

Make the most of your time on Facebook, Instagram or other social media platforms this time of year. You can share your favorite holiday recipes, cute holiday videos, offer L'BRI gift ideas or invite people to share their recipes or holiday traditions to keep the conversation going.

The holidays give you a perfect reason to re-connect with old friends, family members, neighbors, and others to deepen relationships with people you know. You'll want to keep the focus on catching up on personal news, but when an opportunity presents itself, mention your L'BRI business or offer to send them samples as a gift.

Most of all, have fun while you make new connections and grow your business throughout the holiday season. When you come from the heart and have a genuine desire to serve others, people will appreciate your good intentions.

The extra focus and energy spent during the holiday will be worth it. Remember that the seeds you plant now can spark some exciting business growth in the first quarter of the new year.