

5 Marketing Tips For The Holidays

By David Batchelor

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As the holidays approach, you probably are expecting a dramatic slow-down in your business - especially in December.

Most people think it's because the holidays are a slow time for business and that people don't want to get involved in a new business venture at this time. But really the main reason for this slow-down in business is because most people just stop doing business during the holidays. But savvy networkers know that the holidays are really a perfect time to do business, and that they just need to adjust their marketing strategies a bit to fit the season.

Here's some ideas to keep your business warm and perking throughout the busy holiday season this year . . .

Tip #1: Holiday Time is Great for Prospecting! - Holiday Time usually means parties and lots of socializing - why not use this to your advantage and do a little informal prospecting. Here's some advice that I give my team about prospecting during the holidays:

"The kids are home from school, family is in town, or people are traveling. The trick is not to look at these things as reasons to stop doing business, but rather, as opportunities to expand business. When the kids are home from school, they're usually doing activities. These normally include other children, and therefore, other parents.

Instead of just talking about "things," expand your conversation a little. Talk about Family, Occupation, Recreation, and Money. FORM for short. People usually open up if you're a good listener. At some point, they'll ask about you and yours. Don't go into a heavy sales pitch."

"Remember, you're just having a nice conversation. If you feel like you've made a new friend and sparked their curiosity, you've done your job. And remember, new people can be found anywhere - standing in a long line at a theme park or at a social event or family gathering. If you are constantly talking and planting seeds during the holidays, your business never has to slow down."

Tip #2: Cash in on the Gift Giving Season - 'Tis the season for gifts, so get creative! Here's a few ideas to try:

• Put together some gift baskets of your company's products that are ready to go and that

appeal to a variety of customers.

• Everyone gets stressed out trying to find just the right presents, so offer them a stress free shopping solution that's hard to refuse - set up personal appointments with your customers at their convenience -- visit them at the office, take them to lunch, or come to their home on the weekend or evenings. Make it easy for them to do business with you.

• Sell gift certificates! Call your customers or drop them a holiday postcard and tell them that you have gift certificates on sale.

Tip #3 - Get a Jump on January: Do some business planning in December to get ready for business in January. January is the single best month for doing business. Get a special mailing together for your prospective customers and have it ready to go in the mail in early January.

Tip #4 - Keep On Doing What You've Been Doing: Don't abandon your business during the holidays. Try to stick as closely as you can to your regular schedule - and if you just can't keep up the pace - at least decide to accomplish something every week that keeps your business humming. It'll be a lot easier to gear up in the new year if you do!

Tip #5 - Send A Thank You Note! Be sure to send a holiday greeting letting your customers and team know that you appreciate them. It takes some time to do this but the results are well worth it! Thank You notes build trust - the most important element in any relationship including business.

Thank you - For taking the time to read this article. As my way of wishing you a very Merry Christmas and a prosperous New Year I would like to offer you the following book. 'Spiritual Marketing' by Joe Vitale. "In this book," Joe writes, "I intend to offer a new way for you to easily and effortlessly increase your business, It's based on proven marketing techniques and timeless spiritual principles." You can read it online for free at

<http://www.greatestnetworker.com/is/davidbatchelor/learn3/>

Happy reading!

David :-)

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