



# Quirky MARKETING CALENDAR

365 Ways to **GROW** Your Business Using  
Zany & Non-Traditional Holidays Throughout the  
Year

*Heidi Richards Mooney*

2009

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# Editor's Note

Welcome to **QUIRKY MARKETING CALENDAR 2009 – 365 Ways to GROW Your Business Using Zany & Non-Traditional Holidays Throughout the Year!**

Thanks to Suzannah Richards and Gina Aronoff for your tireless support of all the fun, silly, sometimes serious marketing ideas I get and for those that you inspire. I also wish to thank the staff of [Eden Florist](#) for putting up with all the wild and wacky ideas I have shared with you over the years and then taking the ideas by the horns and running with them. Without you, I would never have learned how to market my business, let alone write a book!

Special thanks to all my marketing friends for your inspiration including Linda Pereira, Jay Conrad Levinson, Jim Barber, Bob Burg, Raleigh Pinsky, Beverly Mahone, Kathleen Gage, Will Peregó, Tracy Repchuk, Keith Fletcher, Jay Berkowitz, Bea Kunz, Shannon Cherry, Dr. Leah and so many others who continue to inspire me.

And finally, thank you to [Chases Calendar of Events](#), [Brownielocks](#) and [123 Greetings](#) for providing a great resource in your online calendars. Many of the ideas in this eBook originated from the dates you saw fit to publish in your online calendars.

If you would like to know how you, too can offer this eBook to your customers/clients and prospects, contact [heidi@redheadmarketingblog.com](mailto:heidi@redheadmarketingblog.com) with **eBook Offer** in the subject line. I love participating in joint venture opportunities and look forward to working with other authors and business owners to help you promote your books and companies.

I would love to hear from you! Send your comments and marketing tips to [heidi@successandthensome.com](mailto:heidi@successandthensome.com) with "**QUIRKY MARKETING CALENDAR 2009 eBook**" in subject line – we may even include them in an upcoming edition and our Audio CD Program. With permission, of course!

If you would like to subscribe to my online newsletter, eMonday News visit <http://www.eMondayNews.com> and sign up. You can also check out my blog Redhead Marketing, at [www.redheadmarketingblog.com](http://www.redheadmarketingblog.com).

Here's to your success... and then some!

*Heidi*

Heidi Richards Mooney, publisher, editor, author

# Foreword

For many small business owners marketing can seem daunting, even overwhelming. It is something many of us leave until it is too late have any real impact on our business growth. In fact, so many of us are busy running our day to day business operations, we often overlook opportunities that are right in front of us. Holidays, Events, and Celebrations all listed on our daily calendars!

That's why this eBook was created. To help you come up with a number of strategic, creative ideas to promote your business using quirky, zany and non-traditional holidays. The projects and ideas in this ebook will help you create your own unique marketing calendar that you can use year after year even build upon and improve as the years go by. What Makes this book different is that it includes suggestions for 365 holidays and at the end of each chapter is a comprehensive list of little-known national and international holidays that you can use to come up with even more marketing programs for your company.

**“QUIRKY MARKETING CALENDAR 2009 includes 365 Marketing Ideas to Grow Your Business using zany and non-traditional ideas throughout the year!”**

It is no accident that March is **Quirky Marketing Month**. In fact, we got the idea for *Quirky Marketing Month* when updating this edition. With this unique guide you don't have to wait until the holidays to start creating a marketing calendar for next year. You can start where you are... TODAY! Right now! Once you create your marketing calendar, it will become one of the most important tools in your marketing tool box.

To make the most of this calendar, use these **Eight Steps to Your Marketing Calendar Success**: 1. Buy a blank annual calendar or download one from the resources section at the end of this book. 2. Choose two or three ideas each month to promote. 3. Begin where you are – whatever date this is for you. 4. Plug these ideas into your marketing strategic plan. 5. Layout your plan of action using the marketing calendar templates after each month's chapter. 6. If you plan to send a media release on a monthly basis (I highly recommend you do) then make sure that is in your marketing plan of action. 7. Be sure to review your marketing calendar on a regular basis and schedule tasks to reach your goals. One hour a week is all it takes and you can adjust your plan as you go along. 8. Start Now! Read the chapter ... **Before You Begin** and you will be ready to capitalize on any of the holidays contained in the *Quirky Marketing Calendar 2009*.

**To Your success .... And then some!**

# Calendar of Events, Holidays & Celebrations

**Introduction**

**BEFORE YOU BEGIN**

<b><u>January</u></b>	<b>6</b>
<b><u>February</u></b>	<b>12</b>
<b><u>March</u></b>	<b>19</b>
<b><u>April</u></b>	<b>26</b>
<b><u>May</u></b>	<b>33</b>
<b><u>June</u></b>	<b>38</b>
<b><u>July</u></b>	<b>43</b>
<b><u>August</u></b>	<b>51</b>
<b><u>September</u></b>	<b>57</b>
<b><u>October</u></b>	<b>66</b>
<b><u>November</u></b>	<b>74</b>
<b><u>December</u></b>	<b>81</b>
<b><u>Resources</u></b>	<b>87</b>
<b><u>About the Author</u></b>	<b>88</b>

# INTRODUCTION

[Urban Dictionary](#) defines **quirky** as "not normal, but cool," [The Free Dictionary](#) describes **quirky** as "an unpredictable act or event" and [YourDictionary.com](#) calls it a "clever turn of speech." The [Miriam Webster Dictionary](#) defines **marketing** as "the process or technique of promoting, selling, and distributing a product or service."

If we took all these definitions together to describe quirky marketing we'd get "The process of cleverly promoting, selling, and distributing a product or service using an unusual, unpredictable act or event."

**Quirky marketing** is not about your run-of-the-mill everyday marketing tactic. It is more than that. It is a combination of the creative, zany and off-the-wall. It's the ordinary marketing tactics taken to a new level - to create a more inspired, fun and interesting process for marketing products and services. In the [Quirky Marketing Calendar](#) you will read about 12 months of quirky, zany and creative marketing ideas from around the globe.

For instance, **January 4<sup>th</sup> is National Trivia Day** - Main Street merchants in Flemington, NJ have created a trivia contest with a \$1,500 merchandise prize, in an effort to get more foot traffic downtown. Eighteen businesses sent out "Downtown Flemington's Trivia Tour" game cards to 15,000 area homes. Players go to each business listed on the Monopoly-style board to get a question. At the next business they can get the answer to the question and a stamp to prove they've been there. When all the businesses on the card are stamped, players put their card in a drop box at the Union Hotel. Celebrate Trivia Day with promotional games and puzzles that stretch the minds of your customers.

**February 11<sup>th</sup> is White Shirt Day** - Time for a WHITE SHIRT Sale - if you sell a product or service then advertise a "special" for anyone who is wearing a white shirt on this day. You could have a contest and give a prize to every 3<sup>rd</sup> shirt to come through your doors or order online - okay, may be hard to prove online - it would have to be on the honor system. Make it fun and say, "**Did you know that today is White Shirt Day? - if you are wearing (or own) a white shirt, click here**" - then take them to a landing page with a special offer.

**March 5<sup>th</sup> is Nametag Day** - Want some media attention? Do what [Joe Porcelli](#) from [Neighbors for Neighbors](#) did. Joe wore a nametag every day for the entire year of 2007 and got coverage which sparked other companies to jump on the [Nametag bandwagon](#). Wyndham Price Agency and the Norwich Bulletin of Massachusetts provided free nametags during the week leading up to Nametag Day. People dropped by Wyndham to collect their name tags and the Norwich Bulletin put a nametag ready to use right on their front page! There was a complimentary edition of the Norwich Bulletin delivered to all non-subscribers in Colchester. And the local Parks & Recreation hosted a wrap up Nametag Day event on Tuesday, January 23<sup>rd</sup>. at the Colchester Youth and invited people to share their unique experiences of wearing the nametag for a day and meet new people too.

**April 23 – 27 is Electronic Communications Week** – Have you considered “blogging” for business? If not, now might be the right time to get on the blog wagon – with dozens of FREE blog applications available online, in less than an hour you could be blogging. There are also a number of software packages that let you add a blog section to an existing Web site such as Wordpress. Here are some tips to get started: **1.** know your target audience (your customers), **2.** Write with some frequency (daily, weekly) and consistency, **3.** Build traffic with keywords, **4.** Get in the habit of blogrolling (a group of links on your blog site that lists and links other sites on the Internet) **5.** Keep the information flowing – one of the downfalls of blogs is not adding content on a regular basis. Any traffic you might have gained will be lost if they visit and don’t find new information. **6.** Make it relevant – if your blog is about [marketing](#), make sure the content relates in some way to marketing. See **Resources** section for list of links to more blogging tips.

**May is Gifts From the Garden Month** - People like to do business with people whom they have a relationship. They tend to trust people they meet outside of the business setting. So how about it? Do you network in line at the grocery store? Do you take every opportunity to meet people and listen to their problems so that you can offer a solution?

**Here’s what my good friend Bea Kunz** of [Sage Hill Farms and Vintage Store](#) does: *“I have two sets of business cards, one is my regular website with product for sale. The other is a card inviting you to join us for a introduction to “cooking with herbs.” This is the card I hand out to those I meet in grocery stores and other places where we are both strangers. I pay attention to what others are putting in their carts, this gives me an opening to a conversation. I can access the areas people might want or need help in by seeing what types of food they buy. I’m also aware that many are a bit sensitive to having a stranger or anyone interject their ideas on their choices. When offered something that is fun and free, it’s much easier to then introduce them to something better. Sage Hill Farms has gained more than a few small accounts just through this medium. Small accounts make large accounts when tallied up at the end of the month!”*

**June is National Candy Month** – Send your message with candy. It could be in the shape of a candy business card. If you own or work for an advertising agency you could buy a few \$100,000 bars and give them to your current and prospective clients and say something catchy like “Ask How my company can help you make (or save) \$100,000 on your next advertising campaign. Make your own candy bar wrappers. Download candy bar-sized templates, instructions, and supplies for making your own personalized candy bar wrappers with your computer. Use candy wrappers as unique gifts or your next marketing campaign. (Microsoft publisher has templates just for these messages).

**July is National "Doghouse Repairs" Month** – Dog treats may be a hit with animal lovers. Give away cookies in the shape of a dog bone... wrap them individually in cello with a little bow, add your business card and pass out at networking events or in your establishment. I purchased the dog bone shaped cookie cutter at a local craft store, took it to my local grocer/baker and they made me 1,000 cookies for this promotion. I also took them on trays to local radio and TV stations delivered by a local actor in a "Scooby Do" - like costume.

**August 18<sup>th</sup> is Mail Order Catalog Day** - If you have not tried catalog advertising yet, now may be the perfect time. You could create a slim, sleek catalog to promote your products or contact catalog companies who reach your target audience. For a comprehensive list of catalogs go to [Catalogs.com](http://Catalogs.com). If you'd like to try your hand at or enhance the catalog you currently have to increase Your Catalog Results – Turn it Into a cross between a catalog and a magazine aka Magalog. A magalog is typically filled with articles and ideas that complement and support the products and services in the catalog.

If you sell audio or video programs for instance, then your magalog should have articles about the topic of your audio programs alongside the products you are selling. Add stories, interviews with your current customers about how they use the product or something relating to the topic and you have a magalog. Sony for instance, created *Sony style* - their new lifestyle magazine. Ken Dice, Sony's director of corporate marketing communications says "our ultimate goal was to evolve our old catalog into a new publication that would help readers understand today's technologies. Catalogs depict products. Manuals demonstrate the basic operations. But nothing out there today brings to life the possibilities of today's products and tomorrow's technologies. *Sony style* attempts to fill that void." *Sony style* is divided into four parts: short profiles, showing creative uses of technology; new products and longer stories, often with a Sony theme; a "Manual for digital living"-tips on using Sony products; and a catalog selection.

**September is National Coupon Month** – Recently a customer called about a coupon he got in the mail. The coupon was for cut flowers and the value was \$5. He called to ask if we honored other companies' coupons. I immediately said **yes!** Why, you ask? The other company paid good money to advertise his product and the customer called my florist. I was closer geographically and he did not have an allegiance to any shop (up to that point). By honoring the coupon, not only does my company gain a new customer, we probably gain one for life! And it only cost us \$5... not bad. According to marketing experts it costs up to six times to get a new customer as it does to keep the ones you currently have. So when one "falls in your lap" with little effort on your part, it's a GIFT. After all, if grocery stores, pharmacies and other retail establishments can honor other companies' coupons, why couldn't a smaller business do the same? And you don't have to be retail, if you provide a service and you are looking for new business, what a great way to encourage people to give your service a try. So, if you have a coupon from another florist and you want to redeem it at my shop ☺, the answer is absolutely "We'd be delighted to honor it!"

**October 23<sup>rd</sup> is National Talk Show Host Day** – Do what Mark Hughes, marketing consultant did. He says that when Steve Forbes, editor in chief of Forbes magazine didn't return his calls, he bought a cell phone at Radio Shack for \$100 – activated it and FedExed it to Mr. Forbes. As soon as he received the receipt that the package had been received he started calling the cell phone. Imagine being Mr. Forbes, a box is ringing in your office, what do you do? Open it and answer it – of course! Hughes made an impression, got Forbes attention and ultimately ended up getting what he was after... an endorsement on a book he had just completed. You could send the phone to your favorite talk show host and see what happens.

**November 9-16 is World Kindness Week** - Citizens Bank wants to promote good intentions by partnering with its employees and customers to volunteer in their communities. They do so by inviting their customers to participate in "Join Us" a volunteer program they originally designed for their internal customers, their employees. According to the bank *"Asking customers to volunteer – is a great way to align your company with a variety of worthwhile causes and boost your brand identity."* **Join Us** uses the tagline *"We've noticed working in the community hardly ever feels like work,"* and is promoted on their website with a listing of local nonprofits and projects their customers can get involved in. The program has garnered Citizens over a million hits as well as media attention. Mudd Jeans does something similar highlighting the community commitments of extraordinary teens and MINI has used similar campaigns directed toward its passionately loyal customer base.

**December 21<sup>st</sup> is also Crossword Puzzle Day** - On December 21, 1913, the first crossword puzzle appeared in the Sunday edition of the *New York World*. Arthur Wynne had been asked to devise a new game feature for the newspaper. He remembered a child's game called "Magic Square" where words had to be arranged to read across and down. He changed this by giving "clues" instead of the actual words, and the crossword puzzle was born. What kind of crossword puzzle could you create to promote your business? I have created crossword puzzles for my digital magazine ~ WE Magazine for Women, to promote events, to promote holidays and to just have fun. Here are some of the online puzzle makers I use: [PuzzleMaker.com](http://PuzzleMaker.com), [CrosswordPuzzleGames.com](http://CrosswordPuzzleGames.com) and [EdHelper.org](http://EdHelper.org) (all free).

In addition to the 365 ideas in the **Quirky Marketing Calendar**, at the end of each chapter is a comprehensive list of monthly, weekly and daily observances which, had we turned every one of them into a marketing project, would have yielded more than 2,000 projects (enough to fill several ebooks). They are included for you to peruse and decide which, if any your company can capitalize on. Use these and any of the 353 other strategies to create your own quirky marketing plans.

## BEFORE YOU BEGIN ...

It is important to think about the goals you have for your business. With each idea you use in this book, you must decide what outcomes you want to achieve, how much you want to spend on promotion of the project and the best media to use. In this case, media is the venue you plan to tap into in order to promote your project. Will you contact your local newspapers, radio or television? Will you post a video describing your project on YouTube®, Blix.tv or other video sharing site? Will you use email to promote your project or share your ideas with your social networking sites?

There are so many ways to use the media and for most projects to be a success, finding the right outlet and the right message are critical. And promotions generally begin with an offer. That's especially true of one-time projects, such as the strategies found in *Quirky Marketing Calendar*. Your promotion should be of value to your customers, relevant to your business and enhance your competitive edge.

It is important to develop a marketing strategy based on the understanding of your clients, your competition and your strengths. Then you can plan your marketing activities and monitor the results. Monitoring is important so you can see what's working and where you need to adjust your plans.

Developing your marketing strategy begins with identifying your target market. Within your target market is your Ideal Customer. Who do you want to sell your products and services to? What does your target market want and need? What are their concerns, issues; what influences them? Where does your target market hang out? How does your target market research products and services? When are they most likely to use your product or service? Why would they want or need your product or service (motivating factors)? Motivating factors could include price, quality, benefits, service, compatibility with other products and services, scarcity. Who are they currently buying from?

Once you answer all these questions it will be easier to tailor a program that addresses the answers and fits your company's mission.

Next you must determine where/how you will sell your product or service. What advertising mediums you will use. What type of customer support your business will require. How customers will pay for products and any delivery mechanisms you must have in place (such as mail order, digital product distribution, coaching, etc.)

As you create your *quirky marketing plan*, each area and question should be addressed.

In case you don't know where to begin or are having a challenge getting the creative juices flowing, here's an exercise that I often use to get started. Grab a pad of paper and a pen and start writing. Write anything that comes to mind, write for about 30 minutes. Now stop. Look at what you wrote and pick one or two words or ideas and think about how you can use them in the marketing campaign you are about to embark upon.

Once you have figured out what campaign or offer to make, you must promote, promote, promote. This is critical to the success of ANY marketing program or project. And I'm not talking about taking out a full-page ad in your local newspaper or a one-minute spot on local TV. I am talking about inexpensive ways to begin promoting your project. Here are a few ways you can market your new project:

**In-store**

In-store signage, at the entrance, strategically placed by the products you are promoting and at the register.

Mention the promotion to all your customers at every stage of the sales cycle.

Everyone should wear a button or sticker with the words "Ask me about \_\_\_\_\_ (use 2 to 3 words to describe your promotion in a provocative, interesting way)"

Reinforce the promotion on your sales receipts. You can buy an inexpensive rubber stamp (or stickers or labels) for this or code them into the receipt.

Promotional flyers can also be included in the bag with sold products.

**The Internet**

Have a special button, banner or text created to be placed on the website's main page.

Create a special page on your website describing the promotion, link it to your home page and in your media section.

Promote the project on Social Networking sites by enlisting the help of other social networking friends.

Create a way to capture email addresses from your site from visitors who would like to receive messages and promotional offers

from your company.

**Telephone**

Leave a teaser on you answering and on-hold messages.

When talking with prospects and customers on the phone be sure to mention the promotion.

Ask current customers for referrals of people they think would be interested in your promotion.

Warm call those referrals.

Cold-call a highly targeted list of prospects (keep in mind telemarketing laws in your community)

### Flyers

Distribute promotional flyers to your current customers, in the mail, on a door hanger, in store and at any networking functions you attend.

Include flyers in statements, and other print materials sent to customers such as newsletters and magazines.

When shipping merchandise to customers be sure to include flyer in package.

Cross-promotion with other local businesses to distribute one another's promotional flyers.

Post on community bulletin boards, information boards, and other places where the public can view.

Hand out flyers at tradeshow and other business functions.

### Media

Include an article about the promotion in your newsletter, ezine and other media you publish that gets distributed to your prospects and clients

Send out press releases to targeted media.

Mail postcards to existing customers and prospects.

Cross-promote with businesses that court the same demographic of clientele.

Test promotions with classified advertising in targeted media.

The important thing is to spread the word to customers and prospects in as many ways as possible. The bottom line is that even the best promotion ever will fall flat if not properly promoted.

### The Media

The success of any *quirky marketing* idea hinges on getting the media's attention. Getting media coverage is what every business owner prays for. It's the end-goal of all that public relations stuff we do to get our companies, ideas and organizations noticed. And it isn't easy. Far from it! It's one of the few efforts we do to promote our business that we have little, if any control over - making it challenging and sometimes frustrating. The following are a few media tips and a sample media release template to use.

Additionally, at the end of this book is a list of media resources you can use to tap into the right media.

Look at each media and determine which one(s) will work for you. Each media has a variety of strengths and weaknesses for you to consider. Price versus value versus number of people who would actually respond to or pay attention to the media you are considering are all important factors in determining your options. At this stage it is important to develop a Media BUDGET - one you can live with and have a fair amount of certainty will pull the results you expect (return on investment).

**Here are ten tips to help you turn that frustration into satisfaction and raise your chances of getting the coverage you work so hard to get:**

1. Make it easy for journalists to cover your story. Media professionals are often on a deadline and the easier you make their job, the more likely they are to return the favor by giving you exposure.
2. Do what your competition doesn't. Most businesses just send a media release, cross their fingers and hope someone will pick it up and write about it. Go beyond that by creating more value. For example you could write a tip sheet to go with the release or even a list of Frequently Asked Questions (include brief answers, and leave just enough to whet their appetite and want to know more). The whole point of getting the media to pick up the phone and call you ... for the rest of the story.
3. A picture is worth a thousand words - If you mail a release, include a photo - if you email it, include a link to photos. A photo can tell the part of the story words alone cannot.
4. Have a media page on your website devoted to information the media would be interested in such as other coverage you have received, current and past news releases, audio interviews, Q & A, photos and more.
5. Contact magazines in your topic or interest area and see if they allow "outside contributions" from experts. Ask about writer guidelines, deadlines, editorial calendars, etc. And be sure and send something! The first time I did this, I was pleasantly surprised by the results. I had no idea how to write a good article, but I did have marketing expertise. The editor loved the ideas in my article and edited it to fit their needs (pretty much rewriting the article). Since then I have learned what they like and don't like and have written for them on several occasions.
6. Put your ego aside and be willing to learn. I believe the reason my very first article was even accepted was because of my willingness to learn their needs and take the advice the editor gave me. Since then I have written articles for hundreds of magazines, newspapers and newsletters.
7. Be professional. I mentioned that the first article I wrote was rewritten. The article was grammatically correct, however, the thoughts did not flow well, until it was rewritten.
8. Make sure you are targeting the appropriate audience. Don't do what I have done; write just for the sake of writing. While it's good to hone the skill, it isn't good for building relationships. You don't want to waste the time of the journalists you are targeting by sending them things that don't fit their needs or their target audience. Get to know the media you plan to target. Find out what they want and need most and fill that need. If you don't know, ask them.

9. Be reactive. If you notice the competition getting coverage, call the journalist who wrote about it and offer ideas for the next time she or he writes about your subject or expertise. Ask about future story ideas and if they have any pressing needs or working stories which you may be able to help them with.

10. Be proactive. If you can predict what your target media will be covering, you can help them by giving them the kind of stories they need. If you notice a recurring trend at certain times of year or seasons and you can address that trend either with a story or an event, your chances of getting coverage increase. For instance most companies plan their Breast Cancer Events and initiatives during October (Breast Cancer Month) when it has a greater chance of getting media attention.

And finally, keep your promises! Submit your stories, articles and resources when you say you will. Better yet, be ahead of the deadlines and you will be a hero in the eyes and minds of the media. After all, you want that media coverage now, don't you?

**A few additional tips to captivate the media:**

- ◆ Media training by a local professional will help you learn how to develop a key message to deliver to the media. This is key in learning how to act and what to say when talking with the media. This is especially important when you need to hold a press conference.
- ◆ It's important to create an effective media list. You can build your list by visiting the media websites, reading print materials and calling them for the lists.
- ◆ Enlist the help of media professionals to get tips on contacting the media, from writing a news advisory, a press release, a letter to the editor to writing an article about your event or project.
- ◆ Sign up for your local radio station newsletters. This will keep you in touch with their programming and you may find an opportunity to be a guest. I did this with Clear Channel South Florida and was able to get on the air and plug "National Get out of the Doghouse Day" when I sent them some feedback on a program they were doing. I sent a message to one of the DJ's and the programming director with my comments and included the above and a link to my website in my signature file. They called and asked me to do an on-air interview! I have been back several times since.

- ◆ Brainstorm ways to make your event eye-catching to attract the media. Sometimes the very holiday itself will attract the media and other times it will take more.
- ◆ **Make the media your friend...** press releases are an excellent business promotion tool as long as it contains information that is newsworthy, and interesting enough that people will read it and visit your site. What is considered newsworthy? Have you recently expanded your product or services offerings or changed locations? Do you have a new product? Have you recently sponsoring a charity event? Have you or your company recently won an award? All of these are examples of "news" that you can use to get some free promotion for your business. My friend Ponn Sabra wrote an excellent book called "[\*How to Create a Search Engine Optimized Press Release. Effective Use of PRWeb\*](#)". It's a must-read if you want to make the most of your online press releases.

On the next page is a **press release template** for you to use. Press releases formats are standard in media so I recommend you follow the suggested format and not deviate too much from it. You'll have a better chance of getting the media's attention with the message and with the delivery than with a "cute" release they don't recognize.

**Also, be sure to check out my special report:**

- ◆ **How to Increase Your Odds of Media Success** at <http://speakingwithspirit.com/free-media-e-guide-special-report/>.
- ◆ **Smile, You're on Candid Camera** at <http://speakingwithspirit.com/smile-you're-on-candid-camera-special-report/>

## PRESS RELEASE TEMPLATE

### **MEDIA RELEASE**

Contact: Name of Organization  
Name of Person Sending Release  
Address  
Phone Number  
Email Address

### RELEASE DATE

### **Headline**

**THE LEAD:** City, State (date you are sending release). This paragraph should elaborate on the headline. The “who” and the “what” should be included here.

**THE BODY:** The next paragraph or two should include the “when,” the “where,” the “how,” and the “why” of the story. Expand on information provided in the lead paragraph. Include testimonials and quotes in the body.

The final paragraph should restate and summarize the key points of your media release.

Wrap up your story with information about your company or organization, your contact information, and the availability of any other supporting documents. You can include any pertinent Website addresses in this final section.

# # # (or **MORE**, if more than one page)

## January Marketing Calendar

**Did you know January is International New Year's Resolutions Month for Business?** "The keys to success with any resolution are: believing in it, commitment to the outcome and confidence that you will succeed." ...Even if you find yourself with no time to plan, it is important you at least think about the coming year and start mentally making your marketing resolutions. To read my article – A New Year, A New You – Marketing Resolutions that will Improve Your Image and Your Bottom Line, visit:

<http://www.speakingwithspirit.com/ANewYearANewYou.asp>

### Did you also know?

**January is Financial Wellness Month** - In addition to setting your annual marketing goals, now is a good time to review your budget and look for areas you have been spending money and have received little or no ROI as well as those areas where it has really paid off. Make a note and start doing more of the latter.

**International Creativity Month** – Did you know that less than 1% of coupons ever get redeemed? So says CMS, a coupon-processing firm. So they came up with Scan Pas – a personal coupon scanner that customers can use to redeem coupons. The process begins when a supermarket distributes ScanAps Personal Coupon USB Scanners to their key shoppers. These key shoppers represent 15 percent of the store's customer base, yet they generate 70 percent of the store's revenue. Key shoppers are also heavy coupon users who typically clip coupons from newspapers, magazines, direct-mail programs and other sources. ScanAps.com came up with a solution! The Personal Coupon Scanner! What can you come up with in your business that is cool, fulfills a need, and could ultimately make you money?

**National Mentoring Month** – who mentored you? Thank them during National Mentoring Month and pass it on – mentor someone in business and help them achieve their goals. I am a Mentor on the Classy, Chic 'N Elite Forum of Ryze and [Full Circle Global Mentoring Program](#), both of which were created to help newer business women get the help they need from women who are successful business owners.

**Financial Wellness Month** – Download your free copy of [GET RICH ~ The Women's eGuide to Building Wealth](#) for ideas to increase your net worth!

**Coffee Gourmet International Month** – What do Starbucks, Dunkin Donuts and McDonalds have in common? They have millions of coffee lovers flocking to their stores every day to buy a cup o' joe! What makes them so successful? They each have a niche of loyal customers who religiously purchase and drink their brands. Why? They have made it an experience the customer wanted, whether it be the surroundings, the ambiance, the location, the speed of delivery or the cost, they have been able to find the magic formula that keeps folks coming back. Study them and see if their tactics can work in your company.

**International Hot Tea Month** - Now is the perfect time to host a tea party! No matter what product or service you offer, a tea party adds a air of elegance to the company. A tea party can draw the kind of customer you may not have had in the past. Or you can host one for your top 10 or 20 customers. All you have to do is decide on a theme, create the invitation, mail it out, prepare the menu and review the types of teas to serve, shop for décor, set the table (or choose the location to have the party). make the sandwiches and other finger foods early in the day, welcome your guests, boil the water and make the tea! And enjoy! Or you can hire a caterer to do it for you. For more ideas, read [How to Host a Victorian Tea Party,](#)" and [High Tea](#) at Epicurean.

**International Wealth Mentality Month** - If creating a lifetime of wealth is part of your long-range plans, check out the [GROW A MILLION DOLLAR BUSINESS AUDIO PROGRAM](#) today. 17+ experts and a 100 page manual are guaranteed to help you grow your business beyond your wildest dreams.

**National Clean up Your Computer Month** - Has your computer been running a little slow lately? It might be time for a little D & C for your PC! That's right, even a computer needs maintenance to run at its optimum level. Here are a few tips to unclog the computer, get rid of unwanted files, and have your PC purring in no time. **1) Get rid of the dust!** The computer itself can gather dust over time, which will make it slow down and even break down – and it usually happens at the worst possible time. The fan (which keeps the computer from overheating) can be a dust magnet. Time to get out the canned air – shut down your computer, open up the case, and blow the dust off. BTW, there are vacuums made specifically for this task, but I have found the canned air works best. Of course you could also hire someone to do this for you. **2) Delete unwanted files!** If you have not done so in a while it might be time to check your temporary folder for files. If there are any, time to delete them. At one time I had over 500 files on my pc and when I deleted them, my computer started running faster. To delete temp files you go to your Desktop, and open My Computer, right-click your C: drive, select Properties, and click the Disk Cleanup button. Make sure you only check the box marked "Temporary Files" before deleting. **3) Empty your Recycle Bin!** Your computer may be set to empty the bin at certain intervals however, when you delete a file, it doesn't disappear right away. It goes to the Recycle Bin to be retrieved for whatever period of time you set it to. Items stored in the bin can take up space until you are prompted by Windows to permanently delete these files. You can change the settings so the recycle bin takes up less space on your computer (the default is set at 10%) and you can also manually empty the bin. **4) Clean up Internet Explorer's history and cache.** You can do this from the start Menu – go to Settings, Control Panel, Internet Options, and delete those Temporary Internet Files and Clear History. **5. Toss your cookies!** If you are a frequent browser, you can eliminate unwanted cookies from your cookie. **6) if you don't' want to do all this yourself,** hire an expert. Give a D & C to your PC and increase your productivity immediately.

**National Thank-You Month** - Have a mid-January party and invite your raving fans and staff. Let them interact and get to know one another.

**National Volunteer Blood Donor Month** - Every year during January the local bloodmobile parks outside my retail shop and people in the community show up and give blood. Everyone who does so, gets a free bouquet from my shop as a small thank you. The bloodmobile does all the promotion ahead of time, including sending media releases to the local newspapers and radio stations and postcards to past donor (approx. 5,000). They also create a flyer for us to pass out to our customers prior to the event and to those who stop by the clinic as well. We generally get at least a mention in the "what's happening" calendar in the 3 local papers and have even had half page articles written about the event. it's a media dream come true and we are doing good in the community. A win-win.

**National Mail Order Gardening Month** Several years ago, Garden Escapes, in Austin, Texas (an online retailer of home and garden products) decided he needed to come up with a strategy to reactivate some dormant customers and sell more products to his current customer base. At the time his website received about 370,000 visits a month. In order to increase traffic to the site, the company launched an email promotion offering \$20 credit toward the purchase of anything from the site. According to Cliff, Sharples, CEO the campaign generated one of the most successful response rates the company has ever received from an email marketing campaign because most customers spent more than the \$20 offered. In addition, it has reestablished relationships with dormant clients who have continued to purchase product since the promotion ended.

#### **Weekly Observances:**

**January 2-5 is Women's Self Empowerment Week** - How can your product or service help a woman to feel self-empowered? Do you make it easy for her to buy from you? Do you educate her about your product and service (in a way she understands without talking "down" to her). Do you give her respect? If your company wants to capture the market with access to most of the money – the woman's market – take a look at how your marketing is encouraging (or discouraging) women to buy from you. If you need help in this area, check out the Marketing 2 Women Audio Program created by the [WECAI Network™](#)

**January 7-11 is National Thank-Your-Customers Week** - January is a great time for business owners to take time each year to focus on thanking those who make their business possible. In addition to what you do throughout the year to thank your customers, the extra effort will strengthen relationships and lead to increased business. You can pick up the phone and thank them or send them a postcard, letter or greeting card. What a great way to begin a new year.

**January 2-5 is Someday We'll Laugh About This, Week** - Host a "Life's Most Embarrassing Moments" Contest and give prizes for the best story. Do this online and ask visitors to vote for their favorite stories. Offer discounts to visitors and contestants and create a grand-prize for the "Winner."

**January 8-14 is Universal Letter Writing Week** - Write a letter to your customers/clients telling them how they have made a difference in your business and your life. Tell them it's Universal Letter Writing Week and you'd like them to continue the tradition by writing to one person with a similar sentiment.

**January 21-27 is National Creative Frugality Week** – Nancy Twigg, Founder of the CFW – says to give yourself the "gift of thrift" by doing the following: **Write it down** – *For at least one week, record every single penny you spend. This will help you see exactly where your money is going and how you can cut back.* **Cut out extras** - *eliminate one or two of the non-essentials... (in your business).* **Put off spending** - *if you can do without for now, do.* **Lighten up** – *in addition to saving money, look for ways to make extra money.* **Enjoy free fun** - *do something fun this week that doesn't cost you a dime"*

**Daily Observances:**

**January 4<sup>th</sup> is National Trivia Day** Main Street merchants in Flemington, NJ have created a trivia contest with a \$1,500 merchandise prize, in an effort to get more foot traffic downtown. Eighteen businesses sent out "Downtown Flemington's Trivia Tour" game cards to 15,000 area homes. Players go to each business listed on the Monopoly-style board to get a question. At the next business they can get the answer to the question and a stamp to prove they've been there.

When all the businesses on the card are stamped, players put their card in a drop box at the Union Hotel. Celebrate Trivia Day with promotional games and puzzles that stretch the minds of your customers.

**January 5<sup>th</sup> is Take the Cake Day** - A great way to celebrate getting a new customer is sending a King Cake. If you are not familiar with King Cakes, these are ring cakes associated with Mardi Gras. They are decorated with gold, green and purple colored icing and the package always includes a mask, beads and doubloons. There is also a small plastic baby hidden in the cake. Whoever finds the baby buys the next king cake and has a party. For more information about King Cakes go to [www.kingcake.com](http://www.kingcake.com) or call 1-800-975-KING to order yours.

**January 8<sup>th</sup> is Show and Tell Day at Work** - I use this date to find out more about my employees (creating loyalty and a sense of community). Each employee is invited to bring something to work that is personal to them and share why it is significant - or they can talk about a favorite vacation, etc. Much like show and tell when we were children. This also helps us to find out one another's hobbies and collections and when the holidays and birthdays roll around we can get more "personal" in our gift giving. You could also include customers and clients in the exercise.

**January 10<sup>th</sup> is Cut Your Energy Costs Day** - Is Your's a GREEN Business? Would you like to get more GREEN? And add to your bottom line. Now is the time to have an energy audit of your work (and home). You could be spending hundreds of dollars on unnecessary energy costs, including fuel, electric, water and more. When you cut your energy costs, you become more profitable. And if you become GREEN Certified, your customers and prospects know you care about the environment.

**January 12<sup>th</sup> is National Clean Off Your Desk, Day** - A professional organizer could capitalize on this day by doing a survey of executives to find out how often they clean up their desks. She could then take the results and write an article of her findings, write a media release and submit to the appropriate media and quite possibly get an interview in a local paper or if she has surveyed enough people, even get national coverage (as one colleague of mine did).

**January 12<sup>th</sup> is also Roller Skating Day** - A Belgian inventor named Joseph Merlin introduced the first recorded roller skate in 1760. In 1863, James Plimpton, a businessman from Massachusetts, invented a roller skate that could turn. It was called a "rocking" skate -- the first one that really let people skate curves and turn.

**January 15<sup>th</sup> is Champion of the Month Day** – Check out [MayTheBestWin.com](http://MayTheBestWin.com) (sponsored by [www.Insurance.com](http://www.Insurance.com)) . This site highlights our competitive spirit as a company by featuring videos where competitors go head-to-head and news of great competitions from around the world. Their one-stop comparison shopping site is designed to save you time and money on your insurance. This month the site talks about 56th International Bartenders Association (IBA) [World Cup Bartender Contest](#) held in Taiwan, Dancing with the Stars and More!

**January 15<sup>th</sup> is also Get to Know Your Customers Day** starting with the needs of your target audience is essential to the success of your business, so you don't spin your "marketing wheels and waste valuable resources of time and money. Want to know what your customers really want? Ask them. Study them. Watch their buying patterns. Put yourself in their shoes. Find out where they hang out and "hang" with them. Find out what they search for both online and offline.

**January 15-16 is Women in Blue Jeans Day** - Women, like jeans, come in all shapes and sizes. Women love jeans and hate them at the same time. The perfect fit can make a woman feel so good just as a bad fit can make a woman feel miserable. In 2005 Alison Barnard opened [In-Jean-ious](#) a jean boutique for women. What makes hers different? More than 800 pair of jeans line her walls. She has something for everybody. What can you learn from this? If you have a product or service that is an everyday staple, offering variety is the name of the game. One size does not fit all. During **Women in Blue Jeans Day** you could tie in with the [Women in Blue Jeans Organization](#) to cross promote during their annual conference or other events or you could host your own.

**January 16<sup>th</sup> is Hat Day** - A great time to make a statement about what you do. You could have a "hats off to customers" sale. Give away sun visors or hats with wide brims and let them know the gift is in anticipation of the warm weather and sunshine to come. Or initiate a BEST HAT contest at your local business association complete with prizes. Recruit other businesses to join in the fun by donated prizes to the event.

**January 17<sup>th</sup> is Kid Inventor's Day** - January 17<sup>th</sup> was chosen as Kid Inventors Day because it is the birth anniversary of Benjamin Franklin, who invented the first swim flippers almost 300 years ago at age 12! Chester Greenwood A grammar school dropout, he invented earmuffs at the age of 15 and accumulated over 100 patents in his lifetime. Need a new product or service to offer your clients? Why not ask a kid (or several) to come up with a solution. You could host a contest or a Day for kid inventors. Get the local community to donate prizes to the finalists and winners. Be sure to check out [Kid Inventors Day](#) online for a list of activities, etc. for kids.

**January 20<sup>th</sup> is National Disc Jockey Day** - Do what we did in my retail Florist, send your favorite disc jockeys a bouquet of flowers. If you are creative you can do it yourself. Go to the party store and buy some play records (you know the old-fashioned 45's) and add them to a floral arrangement or plant and send to them with a note saying "Happy Disc Jockey Day." We created a label on our computer and put it on the plastic records. We incorporated the records into an arrangement which you can view at [my Tulips Talk Blog](#). Or just call your local station and say "Everyone at (company) wishes you a Happy National Disc Jockey day!"

**January 21 is National Hugging Day** - Peter Spalton, a leading body language expert says, *"Hugging is a wonderful tonic. It makes you feel energized and gives you an emotional boost...especially at this busy time of year when many people are feeling the pressure. In fact, the medical evidence is that a hug even makes your body produce more Oxytocin, which is the 'feel good' hormone. Research in America found that one 20-second hug a day makes a big difference between how happy and relaxed we are. Which is why people in a healthy relationship are happier and feel less stressed."* (NOTE: Be sure to ask before you hug... unless you are sure it's okay!)

**January 26 is the first day of Chinese New Year** - 2009 is the year of the OX and means **Happy** and **Prosperity**. Wish your clients and customers a happy and prosperous Chinese New Year (**Chun Jie Kuai Ler**) with a card from [Send Out Cards](#). According to Chinese tradition, today is the time for welcoming the gods of happiness, fortune, nobility and luck into people's homes. Families will pay a visit to their oldest and most senior member of their extended family. Do what Google does and add something symbolic to your website to welcome in the Chinese New Year. Since red is the celebratory color of Chinese New Year, create a *red envelope* strategy to promote the holiday and your company. During weddings and other celebrations including Chinese New Year, the Chinese exchange "lai see" (a red envelope with money) for good luck. You can use the "lai see" to your advantage. You can customize the red envelope into a promotional item with money, a lottery ticket or a gift certificate toward a purchase. Want 10 more great marketing ideas? Check out Kikkoman USA at <http://www.kikkomanusa.com/cny/pages/ideas.asp>.

**January 26<sup>th</sup> is also Better Business Communication Day** - The next time you step out of your car, you may find your parking space talking to you. Parking Stripe Advertising has placed vinyl-strip ads in lots on behalf of Ford Motor Co., Qwest, and others--with recorded-pitch versions coming soon. Some 80% of consumers say they remember the messages. Try that with a banner ad. (source – Fast Company July/August 2006)

**January 29<sup>th</sup> is Freethinkers Day** - Frito-Lay is challenging people to make their own Doritos commercials – and they could end up in the Super Bowl ads! 5 finalists will be posted for public viewing on Yahoo Video. Talk about free thinking!

**January 29<sup>th</sup> is also Puzzle Day!** Make yourself stand out. Instead of sending greeting cards during the traditional holidays, send greetings and gifts at odd holidays. Why not send a puzzle postcard in an envelope that your clients can put together and when they do, it's a special message or discount or offering from you!

**January 30<sup>h</sup> is Fun at Work Day** – Do what they do at PlayFair - Invite a local Chef to your company for a demonstration/lecture during lunch – call it "fast meals for busy professionals." Take it one step further and invite your best clients to attend. Let them get to know you (and your staff if you have one). It's a great way to make them feel special and appreciated. Give everyone in your employ and your customers a copy of "What's Your OccuPLAYtion" – 149 Ways to .... As a thank you for their business ~ You can get a copy for only \$5 plus shipping or 3 for \$10 plus shipping.

## OTHER OBSERVANCES IN JANUARY

### Monthly

Book Blitz Month  
Birth Defects Month  
Celebration of Life Month  
Cervical Cancer Screening Month  
Family Fit Lifestyle Month  
International Change Your Stars Month  
International New Year's Resolutions Month for Businesses  
International Quality of Life Month International  
Wayfinding Month  
International Wealth Mentality Month  
National Be On-Purpose Month  
National Get Organized Month  
National Glaucoma Awareness Month  
National Lose Weight, Feel Great Month  
National Personal Self-Defense Awareness Month  
National Poverty in America Awareness Month  
National Skating Month National  
Oatmeal Month  
Resolve to Eat Breakfast Month  
Thyroid Awareness Month

**Weekly**

- Diet Resolution Week: 1-7
- New Year's Resolutions Week: 4-10
- Women's Self Empowerment Week: 5-11
- Home Office Safety and Security Week: 5-9
- International Printing Week: 11-17
- National Soccer Coaches Week 14-18
- Healthy Weight Week: 18-24
- Hunt For Happiness Week: 18-24
- National activity Professional Week 20-25
- National Handwriting Analysis Week: 20-26
- National Medical Group Practice Week: 21-25
- No Name Calling Week: 21-25
- National Take Back Your Time Week: 26-30
- National Cowboy Poetry Gathering Week: 24-31
- Catholic Schools Week: 25-31

January						
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**Daily**

- New Years Day: 1
- Z Day: 1
- Happy Mew Year for Cats Day: 2
- National Chocolate Covered Cherry Day: 3
- World Braille Day: 4
- World Hypnotism Day: 4
- Bird Day: 5
- National Second Hand Wardrobe Day: 5
- Three Kings Day: 6
- I'm Not Going to Take it Anymore Day: 7
- International Programmers Day: 7
- National English Toffee Day: 8
- Midwife's Day: 8
- United Nations Day: 10
- Organize Your Home Day: 12
- Champion of the Month Day: 15
- Humanitarian Day: 15
- Nothing Day: 16
- Religious Freedom Day: 16
- Judgment Day: 17
- Winnie The Pooh Day: 18
- World Religion Day: 18
- Martin Luther King Day: 19
- Popcorn Day : 19
- Inauguration Day: 20
- National Hugging Day: 21
- Celebration of Life Day: 22
- National Handwriting Day: 23
- Belly Laugh Day: 24
- National Compliment Day: 24
- National Peanut Brittle Day: 26
- Bubble Wrap Appreciation Day: 26
- National Speak Up and Succeed Day: 27
- Holocaust Memorial Day: 27
- Answering Message Day: 30
- Inspire Your Heart with Art Day: 31

# My Marketing Calendar for January

**Special Dates I plan to promote:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**How I plan to promote them:**

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**Goals for Each Promotion:**

1. \_\_\_\_\_

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**Budget:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Media**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Comments:**

# January 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

To purchase your copy of **Quirky Marketing Calendar – 365 Ways to Grow Your Business Using Zany and Non-traditional Holidays (3<sup>rd</sup> Edition)** go to: [QuirkyOffer.com](http://QuirkyOffer.com)

When you purchase your copy, you receive more than \$2,000 dollars worth of bonus items generously contributed by experts in a variety of disciplines including marketing, social networking, media, psychology, leadership, health and fitness and more.

**All that AND hundreds of ideas to promote your business! For only \$19.95!**

**Here's what a few readers had to say about the 2008 Edition:**

*“Heidi, I loved your 2008 Marketing Calendar! Not only did it list cool and wacky holidays throughout the year, but the tips, ideas were invaluable. I'm looking forward to creating and sending my clients off the wall greeting cards. I can't wait to see your new calendar. Now how do I keep my competitors from seeing this? I'll be sure to pass it on to my friends.”* Heidi Caswell ~<http://connectsimply.com/blog>

*“The 2008 Marketing Calendar was so helpful in not only planning my marketing schedule, but generating ideas for my monthly newsletter, blogs, and writing articles. It's so nice to have the research done for you and have all the information in one place! Heidi is a true marketing expert and so willing to share her knowledge and experience. I can't wait for the 2009 calendar and to see all the marketing opportunities available to my business for the year. Thanks as always Heidi!”*

Gillian Hood-Gabrielson, Healthier Outcomes ~ <http://www.healthieroutcomes.com>

*“Thanks for the opportunity to tell you how much I enjoyed the 2008 Marketing Calendar. I used it in workshops with new business owners to help them jump start their campaigns. I also shared it with my clients to add a little flair in each month's projects. One client expanded their activities to include health- related holidays. Thank you again for helping me help my clients in their marketing efforts in 2008.”*

Kim Gray, Emerging Virtual Assistance ~ [www.emergingva.com](http://www.emergingva.com)

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