

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Christmas in July: Using PR NOW to Boost Your Holiday Revenue**

**By Shannon Cherry**

Christmas in July: Using PR NOW to Boost Your Holiday Revenue Copyright 2005 Cherry

Communications/Be Heard Solutions

It's the beginning of summer. Time for getting the pool ready, catching some rays, and the lazy, hazy days of barbequing. But what most small business owners, whether online or brick & mortar, fail to do is plan for the holiday media coverage.

No not, Independence Day or Labor Day (in the US), but Christmas, Hanukkah and the New Year.

It's no secret that the fourth quarter is the biggest and most important quarter for companies marketing to consumers. Holiday shopping can make or break many companies.

However, holiday shopping doesn't just happen. It takes hard work through marketing, advertising, and public relations efforts. Unfortunately, many fail to address their PR campaigns until it is too late, missing what is probably the most cost effective way to promote their product or service.

While shoppers don't engage the holidays in earnest until Thanksgiving, the fact is that most publications have already put their holiday gift guides and product reviews to bed. December is late. November is not as bad but you've already missed the publishing schedule for most monthly and weekly publications (which are often working one to three to five issues in advance).

Many late November and December magazines are chock full of holiday gift guides and product reviews. So early December is too late if you're seeking coverage in magazines. In fact, a trip to the newsstand in early December will provide all the evidence you need. All the December issues of monthly magazines will be stocked and ready for purchase — some have been there for a week or two. Even the weeklies will already be dated early to mid-December.

The key is to send out press releases and press kits for gift guides and holiday stories to your targeted media six months in advance. That means if you want to hit the gift guides for the end-of-year holidays, you need to start your campaign in July.

## Christmas in July: Using PR NOW to Boost Your Holiday Revenue

Just remember to keep it simple: send out a one–page press release about your product or service, a pitch letter explaining why it's such a great gift idea, and links to where a reporter can download 300 dpi product photos, if applicable.

As you craft the materials, think about where your product or service fits. It may work with a variety of typical holiday gift stories such as: stocking stuffers, gifts for teens, gifts for girls on the go, gifts for the parent–to–be; tech gadget gifts, gifts for the man who has everything, etc.

Suggest a good category for your product or service, rather than simply stating, "Here's a product that would make a nice holiday gift," you're making yourself stand out — and maybe even giving the journalist an idea for a story angle that he or she wouldn't have thought about otherwise.

Shannon Cherry, APR, MA helps businesses, entrepreneurs and nonprofit organizations to be heard.

She's a marketing communications and public relations expert with more than 15 years experience and the owner of Cherry Communications. Subscribe today for Be Heard! a FREE biweekly ezine and get the FREE special report: "Be the Big Fish: Three No–Cost Publicity Tactics to Help You Be Heard." Go to:

<http://www.cherrycommunications.com/FreeReport.htm>

### **CHRISTMAS IN JULY?**

**By Mary Anne Hahn**

#### **CHRISTMAS IN JULY? by Mary Anne Hahn**

For many of us who live in the Northern hemisphere, the month of July means vacation, swimming, boating, picnics and camping. Long hot days entice us to slow down, turn off computers and televisions, and grab a spot in the shade of a leafy tree with a good book and a glass of cold lemonade. The very last thing most of us are thinking about is Christmas.

But writers should be. Thinking about Christmas, that is. Sure, it's still nearly six months away, but if you plan for it now, you'll be ready when the holiday season arrives.

And I'm not talking about doing your holiday shopping. July is the month to begin your holiday \*writing\*. Because those very same people who are frolicking outside today will start heading back indoors come September or October. They'll start making their own holiday plans. And, if you start now, you'll be ready for them.

You probably already know that you need to submit seasonal short stories, essays and article queries to print periodicals months in advance. But here are some other ideas you can begin to work on in July that can earn you some excellent income in December:

1. Offer a family holiday newsletter service. Holiday newsletters have become a popular way for people to catch each other up on family news that happened during the past year. Sometimes they are merely letters; others are more elaborate, with photos to accompany the news. You can set up a few templates, plan your advertising blitz now, and be ready to go before autumn nips the air. A little preplanning can bring you a lot of business.

2. Write a Christmas memories book about your hometown. This could make a great stocking stuffer or a gift for those who love reading about history and holiday traditions. Have a press release ready for your local newspaper to promote your book, and start getting to know your local book dealers. An excellent guide for creating and selling your own Christmas memories book can be found here: <http://inyurl.com/ixc> .

3. Develop your own ezine on your favorite topic. Once summer begins to wane and people head back indoors, many of them will return to their computers in search of information. Now is the perfect time to

plan an ezine, create your first few issues and begin to solicit subscriber sign ups. Not sure how to generate income with an ezine? Here's a step-by-step guide to show you how: <http://inyurl.com/ixi> .

4. Or maybe you prefer to write and sell books on your favorite topics instead, rather than maintain a regular ezine schedule. Again, sales for information products rise dramatically once the days grow short and the nights grow long. Will you have yours ready by then? You can, if you start \*today\*. Although the very best guide for creating and selling your own ebooks is undoubtedly Ken Evoy's "Make Your Knowledge Sell!" (<http://myks.sitesell.com/writeangles.html>), you can also find the information you need, inexpensively, in "Your Guide to Ebook Publishing Success" (<http://inyurl.com/ixt>).

These are simply just a few of the ways that resourceful writers can get a head start on the holiday season. For although it's true that the very last thing on most people's mind in July is Christmas, you can have your writing product or service ready for them when they do.

Mary Anne Hahn is editor and publisher of WriteSuccess, THE freebiweekly ezine of ideas, information and inspiration for writers. To subscribe and start pursuing your own successful writing career, <mailto:writesuccess-subscribe@yahoogroups.com>



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)  
Menopause, Andropause And Other Hormone Imbalances  
Impair Healthy Healing In People Over The Age Of 30!**