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**100% Effective Natural Hormone Treatment**  
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**Marketing in the Good Ole' Summertime**

**By Karen E. Hipp**

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Marketing in the Good Ole' Summertime

Ah, summertime. It can be the most creative time to plan and implement marketing promotions. Living in Florida as I do however, summertime can be one of the most frustrating times of the year too! Everything "shuts down" from May-September. All because the "snowbirds" have gone back up north! I see advertising in various media plummet in the summer. Excuse me. But there are still millions of us here year round that would buy your product (if you paid a little attention to us).

But this challenge isn't just in Florida. I also hear "well, everyone's gone on vacation" (all summer?). And what about all the places that all the northern folk go back to in the summer? I know many Marketing Directors who basically ignore summer or give it little attention, thereby fulfilling their own thought. OK. So realistically, those of us who are smart enough to have figured this out can really make an impact because "the coast is clear", so to speak.

Let's take a peak at all the great things about business in the summer!

First, you can get cheaper advertising rates and take advantage of many promotions being offered to you from other businesses. Let's make a deal is the name of the game. Do you have a media outlet you've wanted to try but felt the cost too prohibitive? Give them a call and see what their "blue plate special" is. Plus, you'll have the advantage of advertising in uncluttered publications. Fewer ads will help you stand out.

Secondly, I always found that as the person responsible for marketing in a company, I simply had more time on my hands to look at, test, clean up all the stuff I had been meaning to get to the rest of the year. I clipped out ideas, ads and promotions that I liked and kept them in my "idea file", which is actually a 3-ring binder I keep when I need new creative ideas or inspiration. This would be a great time to implement some of those ideas, but never had time to get to.

## Marketing in the Good Ole' Summertime

Third, most marketing people have less clutter on their desk because everyone else follows their same philosophy (no business in the summer). Your advertising piece or message is sure to get much more attention! This is also a particularly good time for those that are in sales to pull out all the stops and be able to schedule meetings with those that were previously too busy.

Try these summer marketing ideas:

\*Create your own "idea" file. Clip competitor ads or simply ads that you like. Jot down ideas for promotions. Brainstorm with your staff on ideas you can use.

\*If you haven't done it, this is a great time to work on your marketing plan!

\*Follow up on what you might have thought were dead sales leads.

\*Try writing a press release and sending it to your local papers. Make it interesting and place a follow-up call. Submitting a professional photo is a good idea.

\*Develop a newsletter.

\*Review your current promotional materials. Do they need a new look?

\*Develop a web-site and a plan to promote it.

Here are the top 7 types of advertising used by small businesses:

Yellow Pages

800 numbers

Signs and displays

E-marketing

Direct mail/catalogues

Cable TV

Community local papers

[www.downanddirtymarketing.com](http://www.downanddirtymarketing.com)

**Embracing Change**

**By Daniel N. Brown**

## **Embracing Change by Daniel N. Brown**

I love Jesse Duplantis! He is on TBN every Monday night and if I don't get a chance to tune in I'll tape his show and watch him later.

If you got a chance to see him the other night, you will recall he was talking about embracing change.

Most people that I know hate change. They despise it with a passion. Jesse says people hate change because they are insecure and they are afraid of themselves.

Change is the only thing that is constant. It's gonna happen! The question is not even when? Things are always changing. Jesse says to embrace it. But not only that, but prepare for it. This way, you will be ahead of the curve instead of behind it.

Do you realize that if there is something in life that is stagnant, it's in the process of dying?

Question: What is the next step after ripe? Answer: Rotten. We are either moving forward in life or we are in the process of decay. Did you know the only difference between a rut and a grave is the dirt in your face?

If you truly want to enjoy the abundant and prosperous Christian life you must embrace change. Life is all about change and there is no escaping it.

Who wants to experience a life without a challenge anyway? Be honest. How bored would you be with nothing to strive toward? For me personally, I love change. I get bored easily with the same ole, same ole. Lord, give me something new!

I believe people are the most happy when they are working toward a goal. That's why it is said that success is not a destination to be reached. Success is the journey! And along the journey there will be change.

God wants you to prosper! But you will not prosper sitting around fearing the inevitable, which is "change." It's coming. Don't wait for it! Go after it before it comes after you! Be ahead of the curve instead of behind it. Seek change, expect it, prepare for it and prosper.

Daniel N. Brown is the publisher of the "Living the Abundant and Prosperous Christian Life" Newsletter. A free weekly publication that teaches how to live the abundant and prosperous Christian life. Receive a free copy of Dan's 14 page report entitled, "5 Biblical Keys to Outrageous Prosperity," when you sign up. [www.secretplaceonline.com](http://www.secretplaceonline.com)



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