

No Trick to this Publicity Treat

This Free E-Book is brought to you by Natural-Aging.com.

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

No Trick to this Publicity Treat

By Will Dylan

No Trick to this Publicity Treat by Will Dylan

As we enter the last quarter of the year, you may find yourself in a scary position: 3 months left in the year, but no money left in your advertising budget. You plan and plan at the outset of the year, but invariably one of two things happens in the first 3 quarters:

- 1) You overspend your budget
- 2) Sales don't meet expectations, thus reducing the amount that you can spend on marketing.

So what can you do now to keep your businesses name prominent in the community with no budget? One idea that's a sure fire hit with parents in your local area is to offer your services as a Halloween safety chaperone.

October 31st is an exciting day for kids. They get their hands on large amounts of candy and they get to run around after dark with their friends. For parents, however, Halloween is a time for some concern. They often worry about the safety of their children on the street at night. Many parents are unable to accompany their children on their trick or treat route, and could really use a helping hand in supervising the little ones. That's where your business comes in. Offer your services as a Halloween safety chaperone in your neighborhood. Explain to parents that on October 31st, you will be out in your car in the local area to help keep an eye on the trick or treaters. Identify your vehicle with a yellow flashing light on the roof. Let children know that if they become lost or get separated from their friends, or have any safety concern at all, they can come to you for assistance.

How do you promote this valuable community goodwill gesture? Considering that you are offering your own personal time for the benefit of the community, your local paper is the place to start. This will help get the word out that you'll be on patrol on Halloween night. It will also identify your business as one that is concerned about child safety and portray you as a community leader. That represents excellent publicity for your company.

You could also go door to door with an inexpensive pre-printed flyer and your picture, so children will know who to look for in case of emergency. (This also helps parents to feel more comfortable with you,

No Trick to this Publicity Treat

and certainly positions you as a community leader).

Being a local businessperson often means being a community leader and volunteering your time to worthy causes. Child safety on Halloween is a major topic each year as the end of October draws near. This year, you can generate some free, highly valuable publicity for your company, and do a good deed for your neighbors, all in one evening. And that's no trick.

Tips For Fun-Filled Trick-Or-Treating For Your Kids

By Susanne Myers

What's a child's favorite part of Halloween? Going trick-or-treating, of course. What could be more fun than dressing up, and then walking from door to door collecting plenty of candy along the way? Best of all, this fun tradition takes place at night. Make this the most fun trick-or-treating experience for your child with these simple tips.

Location, Location, Location

Pick a good neighborhood with plenty of people who are prepared for and welcome trick-or-treaters. If you are new in the area, talk to other parents in your neighborhood about where to go trick-or-treating. Usually neighborhoods or subdivisions that decorate a lot are a good choice as well.

Chaperone

You may be tempted to send older children out on their own to Trick-or-Treat, but unless you know everyone on the street they are walking on, and have them go in a group, it's just not a safe option. Instead, send at least one adult along with them. Having an adult will make sure the trick-or-treating stays a fun experience for your children.

Trick-or-Treat in a Group

Kids have even more fun trick-or-treating if they get to run around in a group. Get a few families in the neighborhood together, or ask the cousins over to go trick-or-treating with you and your kids. Just make sure you bring several adults, especially if the kids are young, to keep up with everyone.

Don't Overdo It

Start early, right at or even before dusk and don't overdo the trick-or-treating. How long you end up trick-or-treating will of course depend on the age of your children. Just keep an eye on how they are doing and take them home when they start getting tired. The whole evening will be more memorable if you end it on a good note.

By implementing these tips, you and your kids will have a great time Trick-Or-Treating this year.

Would you like to quickly make creative Halloween costumes that you and your children will be proud

No Trick to this Publicity Treat

of — for a fraction of the price of store-bought? Susanne Myers has co-authored a book to show you how — no sewing involved. Visit

to learn more.



This Free E-Book has been brought to you by Natural-Aging.com.

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