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

Santa Claus and Your Small Business

By Will Dylan

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How Santa Claus Can Help your Small Business

St. Nick Offers Annual Opportunity to Build Awareness

Santa Claus is coming to town, and small business owners everywhere should make sure they are out to greet him when he arrives. No, I'm not suggesting you wait by the chimney with a plate of milk and cookies. Long before the arrival of December 25th ,Santa and his reindeer drive right down Main Street in your town or city. You should meet him -- and thousands of potential customers - at the Santa Claus Parade.

With TV or major newspaper advertising out of reach for most small businesses, a good alternative to help you build awareness for your business is to be active in your community. You probably already participate in local business organizations, charitable causes, or other community events that help to build awareness of your business and serve to improve your reputation. Ironically, most businesses owners seem to ignore one of the most important community events of the year, the local Santa Claus parade.

Aside from sponsoring a float or chipping in to help fund the parade, there are plenty of low budget, high impact ways that you can connect with potential customers while Santa is guiding his sleigh through town. You could give away candy canes with your business name or card attached, provide free hot chocolate to kids and complementary coffee to their parents, or give away a small toy to children along the parade route. The cost of this type of hands on marketing is minimal. All of the items mentioned above are inexpensive when purchased in bulk from a local warehouse or distributor.

What makes the Santa Claus parade different than all of the other events you attend every year in an effort to promote your business?

ØPeople, People Everywhere! - Santa always generates a good turnout. The entire community comes out of their homes and onto the street to watch St. Nick come rolling through town. It is likely one of the

best-attended events of the year in your town or city.

ØHoliday Cheer - Not only is the crowd large, but everyone is usually in a good frame of mind. Families are together and friends are sharing a laugh or a hot cup of coffee to keep warm. The entire crowd is all smiles, which means they are in the right mood for a nice gesture from a local businessperson.

ØGood Things Come in Small Packages - Your cost to provide a small gift to people at the parade is small. The potential payoff for building goodwill for your business at such an important annual event is huge. It doesn't take much to get people to remember your business when you're giving away a welcome treat, especially in light of the large crowd and positive spirit along the parade route.

Whether your business is plumbing, catering, accounting, legal services, retail, or anything in between, you can promote your business and get involved with the community by being a modern day Kris Kringle at this year's Santa Claus Parade. So watch for the jolly old man in the big red suit. He's coming to town soon, and he might just be bringing a business opportunity for you in his sleigh!

Will Dylan is the Author of Small Business, Big Marketing and owner of www.marketingyoursmallbusiness.com.
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INTERNET OFFERS HOLIDAY FUN FOR FAMILY, CO-WORKERS

By Maria Heckaman

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Whether you celebrate Christmas, Chanukah, or Santa Claus, the holiday season is the perfect time for having fun with family and co-workers.

Of course, the Internet proves to be a great resource for gathering recipes, crafts, songs, and interesting tidbits about the holidays.

Santa's Net and The Kids Domain are two of the best holiday Internet sites, both offering information for many beliefs.

Do you know what year the British Parliament officially abolished the celebration of Christmas? What about the date and location of the first printed reference to a Christmas Tree? How do you say "Merry

Christmas" in Bohemian, Yoruba, and Chinese?

Santa's Net can help you find the answers to such questions, while filling you up with many more holiday facts and myths.

On its home page, visitors can countdown to Christmas and choose from many categories to browse, including carols and songs, Christmas traditions from other countries, recipes, toys, Christmas movies, bookmarks, and more.

Keeping with its world-holiday theme, the site also has posted recipes such as Amaretti from Italy, Billy Can Pudding from Australia, Christmas Lebkuchen from Egypt, and Kourabiethes from Greece.

The Kids Domain may sound like a place, well, just for kids, but the whole family can find something fun and interesting at the site.

It offers gift-making ideas, electronic greeting cards, crafts, games to download, holiday clipart, recipes, book suggestions for parents, music, stories and world traditions.

The site includes holiday variations for several countries and/or beliefs such as Kwanzaa and Ramadan. There also is the Grownups Place for parents.

Children have the opportunity to send Santa Claus a letter, provided in an easy-to-use form.

Other sites that offer letters to Santa are The North Pole's Christmas Mission, Claus.com, Santa at Home, Dear Santa Claus, Santa Claus Online, and The Christmas Pages.

Finally, children of all ages can track Santa Claus' travels on Christmas Eve at www.noradsanta.org.

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