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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!**

**Small Biz Spring Growth Tactics**

**By Sharron Senter**

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Now that Old Man Winter has hit the road, small businesses can increase cash flow this spring and summer by implementing four affordable marketing tactics while spending very little, including: leveraging community events, partnering with complementing businesses, launching a spring promotion and tailoring sales messages to include spring solutions.

--- Leverage Community Events ---

Think about what annual spring and summer activities your town sponsors and create a promotion around it. For example, let's say you're a personal trainer. Consider coordinating a spring fitness program that coincides with your town's summer fundraiser road race. Your news brief could read, "Running the 5K Yankee Homecoming Race? Don't go it alone. Jumpstart your workouts with other race participants at 6:30 a.m. every Monday and Wednesday morning. We'll meet at Smith's Field for 20 minutes of calisthenics, followed by a short run, gradually working up to a 5K. Cost is only \$195 for six weeks. Call Jane Doe, personal trainer and founder of Fit for Life at 000-000-0000."

The great advantage to this marketing tactic is that the town takes care of increasing awareness of the event by posting banners around town, advertising, publicity, etc. You simply dovetail on the awareness.

--- Partner with Complementary Businesses ---

As a small business owner, you can make greater sales strides by teaming up with other small businesses. For example, a professional coach, make-up artist, professional organizer, nutritionist, hairdresser, personal trainer, personal chef and fashion expert could join forces and co-market a "Life Makeover" seminar. Each could speak for approximately 45 minutes about their expertise and how participants can reach their personal best. What's more, now you have seven additional customer databases to draw from and an annual event that enables you to build more credibility year after year. Even better, you've just added another revenue stream to diversify your income.

--- Launch a Promotion ---

Create a spring and summer promotion. They can be the same; although, if possible, I recommend two

different promotions. More activity tends to create more urgency. I categorize spring as late March through late May and summer as early June through the first week of September. The idea behind your promotion is to reach your customer before they begin their "emotional" summer vacation. Most of us still have to work, but in some fashion we tend to take an emotional vacation June through early September. The key to any promotion is to create a unique offering, something you've never offered your customers and that your customers haven't seen from your competitors. Compound your promotion's potential for success by including a late May end date, adding to the urgency. Then let a week, no more than two, pass, and launch your summer promotion early June.

— Tailor Sales Messages —

As the seasons change, you need to consider how your customers perceive your products and services. They may misappropriately categorize your products or services as "off season," diminishing

your sales. Instead, take control of your sales messages and position your solutions to match the time of year.

For example, let's say you're an errand service. The summer may or may not work to your advantage. However, it's your job to evolve your marketing messages to encompass seasonal services. For example, you could promote a house-sitting service while customers vacation and include plant, lawn and pool management.

Or, let's say you're a personal coach. The summer lends itself to taking a break from improving emotional well-being and usually shifts to a physical focus. This said, try introducing a very aggressive coaching series. For example, in mid April launch a promotion that locks your customers in during July and August; however, also offer two floating appointments, so your customers have the added flexibility they need in the summer.

**Americas 14th fastest growing city keeps its small community atmosphere with**

**SpringHillBiz.com**

**By Matthew Hawkins**

When you are Americas 14th fastest growing city, keeping the small town feeling can be hard. Spring Hill Tennessee, however, has done just that, and you can sneak a peek into this amazing city on [www.SpringHillBiz.com](http://www.SpringHillBiz.com). Why is this town growing so quickly? Most agree that the competitive housing prices and ideal middle Tennessee location blended with a historical heritage and some of the best schools in the state all contribute to the growth Spring Hill has experienced. SpringHillBiz.com plays an important role in keeping the community feeling alive. Spring Hill Biz offers new residents and those considering a move a peek behind the scenes into this sought after city. Spring Hill Biz offers all the latest statistics on the city, including the ever-changing population. It has information on all of the subdivisions with new homes available in the city, and some of Spring Hill's best realtors advertise on the site. After relocating into Spring Hill, SpringHillBiz once again does the legwork for you and offers all the important information in one location. Whether you need to turn on your power, phone, or join a

local club, SpringHillBiz.com makes your transition into this city seamless.

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