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What Santa Knows About Marketing

By Charlie Cook

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What's that ringing sound you hear at this time of year? It's the sound of store registers ringing up the sales generated by Santa Claus. Just because he's old, overweight, long haired, unshaven and dresses funny, don't overlook his marketing success. Santa is a marketing expert and you can become one, too, if you follow his marketing methods.

What's that you say? You don't believe in Santa Claus or you don't celebrate Christmas? It's true that Santa may be mostly mythical, but ask almost anybody who Santa is and what he does, and they'll tell you. And there are millions of children who are convinced he's real. So put your doubts about Santa aside for a moment and take a look at why he's so good at marketing.

Knows How to Be Unique

Whether it is his trademark red suit, his unconventional transportation, his belly laugh or his occupation, Santa is different. He's one of a kind, which makes him memorable.

Gets Free Publicity

He's a master at getting free press. He's mentioned in the media constantly during the winter holidays. Many songs, movies and books have been written about him.

Is Customer Focused

While everyone knows about Santa, his marketing isn't focused on his credentials. He rarely talks about how long he's been in business nor does he bore people with long discussions of his work processes. Instead, he makes a huge effort to learn what

people want.

It is estimated (<http://ask.yahoo.com/ask/20021213.html>) that each year over a million letters are sent to Santa. Santa supplements this effort by appearing in thousands of shopping malls around the country, listening to an average of nine thousand children per mall. He does all this just to learn what his customers want.

Gives Something Away For Free

While most of the presents under the tree are from family, including the annual fruitcake from Aunt Bernice, typically at

least one gift bears Santa's name. How can you not love someone who gives so many presents away each year and whose only expectation is a couple of cookies and a glass of milk?

Knows What He Is Selling

Santa knows what he is selling, and its not just games and toys. Santa sells hope, whether it is for the latest video game, a warm sweater or happiness.

How can you market your business more like Santa Claus does his?

1. Clarify how you and your firm are unique, and what it is that separates you from the crowd. You don't need to put on a red suit or slide down chimneys. Define yourself by the problems you solve, the expertise you provide and what your customers say about you.
2. Get media attention for your business, not just during holidays but all year round. Sometimes imaginative stunts like appearing in a sleigh help.
3. Ask your prospects what they want and then provide services and products that give them what they've asked for. The better you understand their concerns, the better services or products you'll provide.
4. Give something away for free. It could be an article, a report, a book or a workshop. Use your free offer to prompt people to contact you and demonstrate your expertise. It works for Santa and it can work for you.

5. Know what you are selling. Your products and services bring in the money, but what do they stand for? What do they represent to your clients? Sell your prospects on achieving their objectives and dreams and deliver with tangible results they can appreciate.

Whether or not you celebrate Christmas, market like Santa and you too, can have many happy clients this and every season, without having to squeeze down a single sooty chimney.

Happy Holidays

10 Reasons Santa's Broke This Year

By Darlene Arechederra

1. Santa Spends More Than He Makes

Santa's paychecks are nothing to sneeze at, but he stays focused on his next raise. (Yes, of course Santa gets a raise each year!) He has no idea what it costs him to live the Santa life. He doesn't track his earnings nor his spending. Santa's got to provide for his reindeer, his horse and his North Pole home – just like the rest of us.

2. Santa Has No Emergency Account

Santa's transportation tends to break down right in the middle of major blizzards. Only last week, he had to whip out his credit card to pay for sleigh-towing. When Santa finally made it to the repair shop, he again had pay for the sleigh repair with credit. Just last year, he nearly had frost bite after his brand new sleigh had broken down.

3. Santa Lives Paycheck to Paycheck

Santa cashes his paycheck at the North Pole Bank, but most of the money gets spent before it makes its way to his checkbook. If it makes it there, most of the money is already owed to the credit card company. Santa has no other money set aside.

4. Santa Doesn't Enjoy Balancing His Checkbook

Santa forgets to balance the checkbook. He spends money, but is never sure what he has available to spend. Santa doesn't know how to build in some fun to help him enjoy working in his checkbook.

5. Santa Spends His Raises and Bonuses

Santa got a nice raise back in January, following his Bonus check in December (bonus based on number of chimneys completed for the year). He thought he'd have plenty of money this year. But

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Santa likes nice, updated equipment at all times. He bought brand new gear for all his reindeer, even though last year's would have done the job.

6. Santa Eats Most of His Meals Out

Since Santa's job requires that he spend a large amount of time traveling, Santa tends to eat out way too much. He also has to feed his reindeer each time he sits down to eat. The tips alone are enough to keep him in the poorhouse.

7. Santa Lives on the Edge

Santa keeps himself so busy that he can't sit down and plan his life. He hasn't set up a plan to build

extra money into his checkbook, nor has he made a decision to actually save any of his money. Even setting up automatic deposit would be helpful. Another emergency could wipe him out. (No more Santa?)

8. Santa is Not Preparing for the Future

Santa, jolly fellow that he is, has no money set aside to work for him. He may end up working until his hair is much whiter (or gone). It's pretty much a given that Santa will need to replace that sleigh and maybe even some of the reindeer over the years. Because most of his money now goes to pay off credit cards, Santa just can't picture tucking away any money.

9. Santa Spends Too Much on R & R

Even Santa needs a little rest and relaxation after all that hard work. If he runs out of cash, he charges it. (No, I promised not to tell what Santa does for R & R. He does know who's been naughty or nice ...)

10. Santa Can't Stay Motivated

Santa gives himself a good lecture from time to time. He knows he should be doing better, but he just can't get any traction. Saving his money seems like an overwhelming obstacle. Santa hasn't discovered there are tricks out there to make saving money a fun thing, something he can look forward to doing.

Darlene Arechederra offers simple, unique strategies to help you become a saver. She believes the trick is to discover which ideas work best for you — because your money is not one-size-fits-all. Discover your *own* unique strategy today! Free weekly newsletter.

10 Reasons Santa's Broke This Year

Santa Goes Low Carb!

Santa Claus and Your Small Business

INTERNET OFFERS HOLIDAY FUN FOR FAMILY, CO-WORKERS

Mommy..Daddy..Is There A Santa Claus?

Gag Gifting.

Affiliate Marketing PLR Kit

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