

# Business Idea Zone



**Ed Hoy's**  
INTERNATIONAL

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## Pumpkin Decorating Contest

In this market the most successful stores are – going out FOR business. Here is a simple way to increase traffic in your store this month.

**With current clients** - Give away a limited number of pumpkins in the weeks leading up to Halloween. Customers can earn a pumpkin based on whatever requirement you chose: i.e., buy a class - get a pumpkin, spend over \$20, bring a friend etc.

**To attract new clients** - Give away a limited number of pumpkins in the weeks leading up to Halloween to a local school or daycare. Whichever one you choose (and we hope it will be both!), set a deadline for decorated pumpkins to be returned and let other customers vote for their favorite. Be sure to give all of the new clients a flyer introducing your business and what you have to offer. Including a coupon is also a great incentive to draw them back in the future.

Finally, send a press release immediately to your local newspaper including a picture of the winners with their pumpkins standing in your store. Be sure to include some of your products/finished work in the background.

**Try it** – then let us know your results. We are here to support your business and would love to know how we are doing.

Continued Success,  
**Maria**  
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