

Business Idea Zone



*“You better not shout, you better not cry,
you better not pout I’m telling you why –
customers are coming to town!”*

Make the most of this holiday season with these quick ideas compliments of Kizer and Bender (www.kizerandbender.com)

1. *Do you have a hard time getting customers in your store early?* Offer a 10% discount from 9-10am. Make it festive and fun. The customers will come!

2. *Just because they come to your class doesn't mean that they are your customer!* You need to bring them back to your store after class. Offer a post class certificate for a 10% discount on merchandise, good for 30 days after class. Be sure to date the card and personally hand deliver it to each attendee. (**Ed Hoy thoughts:** The internet is not going away. Let your customers know that you will give them the personal attention they deserve. No catalog can compete with that.)

3. *Insert coupons into every book and magazine that you sell.*

4. *Give a gift to your customers.* Raffle off one of your display items – 1 ticket for every \$20 spent.

One last quick thought – with all this traffic in your store, now is the prime time to grow your email list. Ask for every customer's email address.

Continued Success and the Merriest of Holidays to You and Your Family,
Maria