

## **"Christmas in November"**

by "Coach Gary" Micheloni

How about some 'secret sauce'? Marketing *secret sauce*, that is!

This November, while your competitors are still thinking about Thanksgiving turkey, get a jump on them. This is the month to send out your Christmas or holiday cards. November cards get there a month before everyone else's will, can rightfully mention about how you are "Thankful" for their business, and wish them 'happy holidays' at the same time. Twice the bang for your buck.

And if you want to include a little 'gift' for your customer, send them this link to see some of the best Christmas/holiday neighborhood light displays from around the country. All of that accompanied by music from Mannheim Steamroller and The Trans-Siberian Orchestra. You can even run it on your laptop if you want to add a holiday flair to your own office. I put it together for you. It's about 100 minutes long, looks good and sounds even better!

<https://youtu.be/JApn43OSp1g>

Finally, at this time of year, let's concentrate on the things most important to all of us. As a celebration of that, I think you'll appreciate a short story of mine, published in a construction magazine; "Gift of the Christmas Dog". It's a heartfelt piece about a very important member of my family. My guess is that it will also remind you of the many people and pets who have come into your life, including some of them who may have left you. Here's the link to the magazine.

<http://www.masoncontractors.org/2015/12/11/gift-of-the-christmas-dog/>

Enjoy this time of year with your entire family. May it be a blessing to you and to your business, as well.

**Coach Gary**

**Coach Gary's Marketing Corner:** Gary Micheloni is a marketer, project manager, speaker, author, consultant...and a coach. Ask Coach Gary the questions you have about marketing for your company. Call the UI office and set an appointment with him.[SupremeWordManagement@gmail.com](mailto:SupremeWordManagement@gmail.com)

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