

Over
100

Off-The-Beaten-Path Holidays
You Can Use To Boost Your Biz

If you are a corporate refugee like me, you are all too familiar with the standard 7-9 holidays that you get during the year. However, did you know that there are literally thousands of holidays during the year that people celebrate? For example, did you know that September is “People Skills,” “Healthy Aging” and “Shameless Self Promotion Month?” October is “Eat Better Eat Together Month.” One of personal favorites is “Bubble Gum Day” in February!

What does this mean for business owners? Plenty!

First of all, there is a handy reference book in almost every library across the country called Chase’s Calendar of Events. It is the most comprehensive and authoritative reference available on special events, worldwide holidays and festivals, civic observances, historic anniversaries, famous birthdays and much more. You can find it in your local library or subscribe online if you like at www.chases.com.

I like to encourage my clients to look through this reference guide and find a holiday or two that they can use to promote their businesses. For example, December is “National Identity Theft Month.” If you sell identity theft protection, you could develop a direct mail campaign or perhaps even a party to celebrate. You can also write a press release to let the media know how you are celebrating and how the public can benefit.

Here’s a real-world example: Communication Coach Felicia Slattery celebrates “Effective Communications Month” each year in June. She celebrates this off-the-beaten-path holiday by creating an online give-away event. Here’s the deal—She invites several other business owners who provide complimentary services to participate in her event. They all give away valuable information on her event’s web site for free. Each participant drives traffic to her event’s web site and they all benefit by receiving email addresses for each person who decides to download their free offer. It’s a win/win/win! My favorite! Felicia wins because she increases her visibility and credibility to both clients and colleagues. The business owners who participate win because they get to build their lists. People who download the free information win because they get what they need. What’s not to love about that?

Happy
Holidays!

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The ideas you can come up with to celebrate an existing Off-The-Beaten-Path Holiday are limited only by your imagination. Here are just a few other ideas for you to consider after you locate an existing holiday that relates to your business:

1. Create a month-long celebration: a sale, a percentage off, an extra bonus for the month, etc.
2. Hold a one-day celebration: an open house, balloons, bring a friend and receive a gift, etc.
3. Send out a press release about what you are doing to celebrate
4. Partner with another business to create a joint celebration, thereby introducing your businesses to each other's lists
5. If you write articles or even just publish an ezine, you can use different holidays as topics for an article. For example, April is "Stress Awareness Month." For a fitness or nutrition expert, business or life coach, this is gold!
6. Pick funky holidays to celebrate during the year and find ways to "celebrate" them that make sense for your business. For example:
 - For "National Ice-Cream Day" you can send your best clients and customers a \$5 gift card to your favorite ice creamery and say, "Here's the scoop... I appreciate your businesses!" (See if you can get the local ice creamery to split the cost w/ you for the advertising opportunity!)
 - For "Bubble Gum Day" - Send a pack or stick of gum and say "Chew on this" and make a special offer.
 - In August, you can celebrate National Garage Sale Day by making a special offer on an old product you want to retire or getting rid of old files and sending out a press release about your "purging" day in celebration of this holiday.

Again, how you celebrate a holiday is only limited by your imagination!

To help you get started, below is a very abbreviated list of Off The Wall Holidays. Some of these may change year-to-year so feel free to call your local library and ask them to look it up or visit the library yourself, or have your Assistant do it for you.

Have fun deciding which holiday or holidays to celebrate and creating your unique marketing campaign that wows your clients and prospects!

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January

- Get organized month
- Financial wellness month
- Family fit lifestyle month
- International creativity month
- National lose weight/ feel great week
- Oatmeal month
- Silent record week
- Women's self empowerment week.
- Someday we'll laugh about this week
- National thank-your-customers week
- National thank god it's Monday! Day
- Woman's day
- Woman healthy weight day
- Fun at work day

February

- American heart month
- Bake for family fun month
- Bubble gum day
- Hula in the Coola day
- Relationship wellness month
- National time management month
- National parent leadership month
- National children's dental health month
- National laugh-friendly month
- Return shopping carts to supermarket month
- Solo diners eat out week
- Women's heart week

March

- Caffeine awareness month
- Clean up your IRS month
- Employee spirit month
- Expect success month
- Frozen food month
- International ideas month
- Red cross month
- Youth art month
- Umbrella month
- Check you batteries day
- Girl scout week

April

- Deaf History month
- Humor month
- Stress awareness month
- Workplace conflict awareness month
- Donate life month
- National personal training week
- Women's nutrition week
- Income tax pay day
- Blah blah blah day
- National wildfire week

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May

- Family wellness month
- Hamburger month
- Teen self-esteem month
- Smile month
- Older Americans month
- Personal history month
- Correct posture month
- No homework day
- Moms week
- National babysitters day
- Mothers day
- National bike to work day

June

- Candy month
- Rebuild your life month
- Sport American kids month
- Lady lawyers month
- Children awareness month
- Child vision month
- Race unity day
- Family month
- Prepare tomorrow's parents month
- Ice cream day

July

- Black family month
- Family reunion month
- Hot dog month
- Social wellness month
- Make a difference to children month
- Cell phone courtesy month
- National make someone smile week
- National independent retailers week
- National get out of the dog house day
- Father-daughter take a walk day
- Don't step on a bee day
- Independence Day
- Parents' Day
- I forgot Day
- Embrace Your Geekness Day
- National Recreation and Parks Day
- National Baked Beans Month
- National Cellphone Courtesy Month
- National Culinary Arts Month

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August

- Black business month
- Get ready for kindergarten month
- Happiness happens month
- What will be your legacy month
- Inventors month
- National safe at home week
- National garage sale day
- Vinyl record day
- National underwear day
- Best friends day
- Work like a dog day
- Respect your parents day
- Back to School
- World Wide Web Anniversary
- National Relaxation Day
- US Tennis Open
- Simplify Your Life Week

September

- College savings month
- People skills month
- Update your resume month
- Shameless promotion month
- Strategic thinking month
- Healthy aging month
- International enthusiasm week
- National coupon month
- Be late for something day
- National women road warrior day Baby Safety Month
- Labor Day
- National Grandparents Day
- Anniversary of 9/11 Attacks
- Yom Kippur

October

- Co-op awareness
- Emotional wellness month
- Children's magazine month
- Eat better eat together month
- Gain the inside advantage month
- Guardian angels day
- National diversify day
- World smile day
- Kids goal settling week
- World rainforest week
- Eat Better, Eat Together Month
- National Book Month
- Women's Small Business Month
- Halloween
- National Chili Month

November

- American diabetes month
- I am so thankful month
- Scholarship month
- Family caregivers month
- Young readers day
- Loosen up , lighten up day
- Family stories month
- Married to a Scorpio support day
- National name your pc day
- World hello day
- Family volunteer day
- National sales person day
- Diabetes Month
- Family Stories Month
- Lung Cancer Awareness Month
- Sandwich Day
- Pursuit of Happiness Week
- Parents as Teachers Day
- Thanksgiving
- Aviation History Month

December

- Choose a summer camp month
- Write a business plan month
- Identity theft prevention month
- No interruption day
- Make up your mind day
- It's about time! Week
- Underdog day
- Toys for kids day
- Bath tub party day
- Family Christmas stroll weekend
- Special education day

Here are some other web sites that list some holidays.

These resources are not an official full list from Chase's book of Events,
but they may get you thinking:

<http://www.holidayinsights.com/moreholidays/index.htm>

<http://www.holidayscalendar.com/holidays/weird/>

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