

"Plant Now" for Fall & Winter Harvest

Gardeners know that in order to ensure a full garden year round, you must consistently "plant the seeds". With timely planting, your crops will grow seasonally and you will have abundance year-round!

The same can be said for your marketing plans. "Planting the seeds" now (loosely translated to "start your new, seasonal marketing programs" now), will ensure that your efforts will pay off a few months down the line and you will see the fruits of your labor. By timing the beginning of your marketing programs so that you are consistent throughout the year, you will always have the prospect pipeline full and the phone ringing.

Determining these seasonal marketing programs can be accomplished in a number of ways:

- Look at your prior year's business for the same period of time that you are preparing to market to now. Where did your business come from? Is there more fruit on that tree? How can you target those markets?
- Look at what is happening in your area in the time you are looking to target. If Fall/Winter is what you are looking at, think about what type of activities happen at that time - companies are holding budget planning meetings, schools are planning sports banquets, everyone is planning holiday events, etc.
- Attempt to create a marketing program for every one of your target markets - weddings, corporate business, schools, charitable events, etc.
- Focus on the "vital few" - keep the number of programs reasonable so that you actually do what you say you're going to do.

Even with the existence of an annual marketing plan, keep it fresh with these seasonal ideas, and adjust accordingly all year long. So what are you waiting for? Start "planting the seeds" now for future success!

For more information on the **Beverly Clark Hospitality Training Programs**, please contact **Lynne LaFond DeLuca** at lynne@beverlyclarkenterprises.com and visit our website at www.beverlyclarktraining.com

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