

How to Use the Holiday Helper

I've made a short list of all the things I thought of that you could use the Holiday Helper for. There are more, but I had to stop somewhere so I thought 15 was a well-rounded number. If you have questions about any of these, please let me know.

- 1) The Holiday Helper comes with 12 step-by-step projects which you can use as incentives to entice sales. Offer a free tutorial for anyone who purchases "xyz".
- 2) Use the newsletter as a holiday thank you to show your appreciation for your email subscribers.
- 3) Don't have a regular newsletter service? This is a great way to start one. You can easily entice people to sign-up for the newsletter knowing they will receive 12 great project ideas.
- 4) Use project sheets for contests and giveaways online and off.
- 5) The true meaning of offering the Holiday Helper is to save your customers time. What better way to do that than to offer the organization tips and ideas. Feel free to add the information in the newsletter to your blog and link to the specially created organizational tips pages, there are 12 in all.
- 6) List-building. Don't limit yourself to acquiring new subscribers online. Call friends, past customers and ask if they would like to receive this special gift. Workshop/Classes are also a great place to get new subscribers. When you meet someone and they ask you how you are doing tell them you would love to show them what you've been up-to by sending them the Holiday Helper. Also consider Church groups, associations, your neighbors, the list goes on. Print out business cards with the address of where they can subscribe or better yet, have pen and paper handy to write down their email address.
- 7) Create and send the cards from the One Sheet Wonder to acquaintances, doctors, etc. and let them know you are happy to share the instructions with them if they contact you.
- 8) Hold a Christmas Class using any of the projects. You already have the marketing material done!
- 9) You can use the project photos and newsletter message as blog or DBWS Gallery content. Please do not offer the instructions in public (not allowed). You do want to get something in return, such as a sale or an email address, for such a valuable gift.
- 10) Make samples and display at events with a drawing for the instructions.
- 11) Make and give the projects as gifts.

- 12) Add the card verses to your blog, facebook, or DBWS.
- 13) Use the project instructions as a booking incentive or booking bonus.
- 14) Consider bundling several supplies together and give the project instructions as a gift.
- 15) Offer to speak at a local community group looking for handmade ideas.

This is my 4th year of providing the Holiday Helper to my demonstrator friends. Of course, I don't do it alone. I have several demonstrator friends that assist me. I want to thank them from the bottom of my heart. You'll see them listed here.

I hope you will join me this year in sharing holiday joy with your customers.

Stamping Successes!

Debbie McNeill

<http://holidayhelper.craftyperson.com>