

How To Cash In On The Holidays All Year Round



Presented By Connie Ragen Green

The holiday season is a perfect time to bring in some extra cash. People want to spend money during the holidays so it only makes sense that you would utilize that to your advantage by making sure they have great things to spend their money on.

Remember that the only way you earn money online is when someone makes a purchase, whether it is a product or a service you are offering or from someone else's products which you are recommending through an affiliate link.

While bringing in extra cash during the holidays is a great thing, don't you want to cash in on the holidays all year long? That's exactly what we're going to look at in this report. Grab a pad of paper, pen and a big glass of eggnog (lite, of course!) and let's dive right in.

Step One: Knowing What Holidays are Really About

I'm sure you're aware of this but it's worth mentioning anyway. There aren't just your traditional statutory, religious and civic holidays. There are a lot of others out there too. And it's important that you understand the psychology behind holidays before you dive into creating a "36 Principles of Binky Morgan" eBook for National Binky Morgan Day. Not only is it important to know what type of holiday you're dealing with, it's even more important to know what people are looking for in relation to the holiday. If you don't know what people are looking for, then you're probably not going to entice them to spend money with you.

This goes all the way back to the dark ages, when life was grim and survival was the only thing that mattered. There were no presents. There were no bonuses. There was only day-to-day grind, toiling for harsh masters or scraping a living out of barren and unforgiving earth.

Religion Leads to Rituals

Religion shows up in different cultures once people stop being nomadic and settle down to farm. And then ritual was born because priests all through the ages knew that to keep people believing in them is all about mystique and mystery. The mystique and mystery comes from the priests showing people that they are powerful, special and favored by the gods.

While spirituality is a deep and personal thing, holidays were not originally about this. They used to be all about fear. Fear of drought, fear of the dark, fear of winter, fear of the volcano and of keeping the bogeymen away.

If you take away all the different ceremonies, it all comes down to one thing - **using repetition to build anticipation.**

Thing about. The repetition is that winter falls every year. People are afraid there won't be enough to eat. Weather gets harsher. The world is dark most of the time because daylight wanes.

Different cultures who experienced this darkness and harsh weather came up with holidays that allowed them to feel like they could control some aspects of the situation. Of course they couldn't control it - there is no way to control the darkness and bring back the light.

Eventually, over time, the holidays turned into something where people could let loose and have fun. This came about as humankind began to gain more control over their environment - maybe not the environment necessarily but at least their social conditions. Basically what this boils down to is the fact that holidays are about being able to let loose and **get a break from daily routine.**

Because people enjoyed the positive experience of letting loose for one day, they began to find different ways to create more situations like it.

In this day and age, holidays are a reason for people to:

- Celebrate
- Cut loose
- Remember a tragic event
- Remember a joyful event
- Remember a significant event
- Remember and honor a significant human being

But that's not all. Don't forget about the holidays like Black Friday which are geared towards nothing but **sales and selling!**

There are also the holidays geared toward humor. An example of a humorous holiday could be something like 'take your eggplant to work' day. That's fictitious but check out Holidayinsights.com for a list of holidays that fall into the category of whacky and unique.

Here's a sampling from Holidayinsights.com, just for January 2014:

- National Bath Safety Month
- National Blood Donor Month
- National Braille Literacy Month
- National Hobby Month
- Hot Tea Month
- National Oatmeal Month
- National Soup Month

Be sure to visit the sight. You'll find a huge list of holidays with details about them. In fact, did you know that January 3rd is national Fruitcake Toss Day? No? I didn't either. I am definitely not a lover of fruitcakes, but I wouldn't want to toss one either. I did participate in the annual 'Burro Biscuit Toss' in Oatman, Arizona one summer long ago, but that's another story. But anyway, check this out:

What: Great Fruitcake Toss
Where: Manitou Springs
When: First Saturday in January

At last, the answer to that age-old question: How do I get rid of this *\$&*@#! fruitcake?

People in Manitou Springs have found the answer. Throw it as far as you can, by any means that you can, and hope it's never found again. You can come watch this amazing event for free (however, contestants pay a small fee or donate a can of non-perishable food to enter the events).

To be fair, separate prizes are given to numerous special tossing divisions. That is, athletes choosing to toss their fruitcakes by hand are not competing directly with those who use a catapult, giant slingshot, or spud gun (or is that a fruitcake gun?). The audience needs to be ever-vigilant for those fruitcakes that end up being tossed straight up in the air by contestants whose timing on the catapult isn't quite perfect. You know you're having a bad day when you get hit in the head with a frozen fruitcake falling from hundreds of feet above you.



Several local Inns offer Fruitcake Toss specials, including a heavy-duty cake to use in the event, and advance coaching on the art of fruitcake tossing.

The day also includes Catch The Fruitcake where teams compete to see how many they can catch from their devices that launch them into the sky (Hand Tossing not allowed with the Catch Competition), and an Accuracy Competition in which teams compete to try to hit targets out in the field.

Heads up!

Apparently Colorado people know about it and have turned it into a fun tourist event. What a fun marketing ploy that the local businesses can use to draw in business.

There are even holidays that go on for more than one day - a week, a month or even the entire duration of a season!

Recently, a trend has arose where **worthwhile cause holidays** are being created. Then there are those people that even celebrate holidays that are fictional - things like favorite books, TV shows, movies, etc. While those that celebrate fictional holidays is a small group, they can make up the majority of a special niche you serve. If that's the case, make sure to get that holiday on your calendar and make a plan to cash in on it.

With that being said, it's important to know all the different holidays that you can use if they fit into your business niche.

Step Two: Knowing Every Holiday You Can Use

The first thing you need to do is create a calendar that you can access easily that shows all the holidays - **local, statutory, religious, specific anniversaries, specific celebrations to your community or niche market** - for your country. You'll probably have to spend a little bit of time researching all this

information. But it will be worth it. Once you have gathered all the information make sure it's on a calendar (or even a spreadsheet) so you can easily access the info.

Now that you have compiled this information, take a look at each individual holiday/event and ask yourself 'is this relevant to my market? Is there a way I can create an offer around this?' If you find that a holiday doesn't fit then cross it off or delete it from the list.

A great resource to start out with when compiling a list of holidays is NationalDayCalendar.com

What about Creating Offers for “Negative” Holidays?

There are also those holidays that are considered negative - such as the anniversary of 911. More than likely you'll want to avoid using these holidays. However, with that being said, an event like the anniversary of 911 is extremely important to the survivors and loved ones that lost friends, co-workers, and family members on that fateful day. So, in that case if you can find a tasteful way to offer a product that would bring comfort to those people, then by all means do so.

If you do decide that you can create something of benefit for a negative holiday, it's really important that you completely understand the people most affected by it. If you can personally relate, that gives you a better understanding and a better chance at creating something tasteful and beneficial.

Taking 'Every Holiday You Can Use' to the Next Level

If you don't take anything else away from this report, take this:

- Set up a special calendar that will **notify you well in advance** of an upcoming holiday you plan on cashing in on so you won't forget about it and be scrambling at the last minute to put together a product and marketing plan.

It's also important that you know when not to use a holiday! Don't try to use every holiday by putting some sort of crazy spin on it so it fits with your niche. While thinking outside the box and being creative is a plus, you want to keep promotions relevant to you business and its main passion.

So, for example you wouldn't want to promote 'National Hunting and Shooting Day' to your niche if they are all animal rights activists! That would not turn out well.

Step Three: Create Your Own Holiday!

And there's always the option of creating your own holiday! If, after researching different holidays, you couldn't find something that fits your niche then have fun and create one!

Once you've created your own holiday don't forget to register it. Use a site like Chase's McGraw Hill where they publish new holidays. The link to submit a new holiday is <http://www.mhprofessional.com/templates/chases/submit-entry.php>

It's too late to add anything to the 2014 Chase calendar now but take a few minutes to check out the site and look at some of the different holidays others have registered. You can view it by visiting the special months page here <http://www.mhprofessional.com/templates/chases/special-months.php>

Just a few of the holidays you'll find are:

- Be On-Purpose month
- Brain Teaser month
- Wealthy Mentality month
- Clean Up Your Computer Month
- Time Management Month
- Stress Awareness month

You could have a year's worth of blogging stuff simply by taking one of the above holidays every month and focus on it (if it fits your business). Write about the holiday, promote it via your social media platforms, create hashtags and even some events around it.

Taking 'Creating Your Own Holiday' to the Next Level

One thing I do want to mention here. If you're going to create your own holiday for a very specific niche (example: fans of a book, movie, etc), make sure you pay special attention to any **copyright and trademark laws** there might be. Do some research first and if you find you need a license, then purchase one.

Step Four: Creating and Releasing Your Holiday Promotion

In order for you to cash in on the holidays with a successful holiday campaign, it will depend on two things. One, the relevance of the holiday to your market. And two, the amount of buzz you create in advance.

Let's say for example you're going to do this fun Halloween contest where you want people to submit a spooky story. If you wait until the day before Halloween to start promoting it, you're certainly not going to create much buzz about it. Start creating some buzz a month or even a couple months in advance.

Another example: if you market to a group of people that are always on Pinterest, something like your spooky Halloween story contest wouldn't be relevant to them. Instead, turn it into a spooky Halloween photo contest and that will be right up their alley.

Obviously, the closer the date gets to the holiday you're running a contest for, you'll have to take up your marketing a notch and start promoting it harder to get that buzz going again. Also, the closer it gets, the shorter and easier you should make your contests. For example, instead of asking people to write a story, ask for entries like:

- Best Four-Line Poem
- Best Haiku
- Best Caption

You can also keep promotional contests simple by running:

- “Like” to enter sweepstakes (which are now legal on Facebook, by the way)
- Photo contests
- Simple “Vote to Win” contests

(Just don't make your entrants read an entire novella before voting!)

I'm a Rotarian and Rotary has held a contest annually for many years for something we call the 'Four-Way Test'. Students from schools throughout the area write essays on this topic and Rotary awards cash prizes to the winners. They also attend a Rotary Club meeting with their parents and teacher and reach their essay to our members.

Creating the Buzz

Now let's talk about creating the buzz that was mentioned above. What it boils down to is your timing. Your timing is important whether it's a little-known holiday, a holiday you created or a major event like Thanksgiving or Christmas.

You're going to want to work extra hard to give the feel of a mainstream holiday to the ones that you created.

First, create a schedule for holiday promotions, working backwards. Do some research and find keywords that are related to the holiday topic. Use a site like surveymonkey.com to create surveys for your subscribers. And speaking of subscribers, don't forget and neglect your email marketing.

This next section is going to give you the top 10 ways you can promote your holiday campaign regardless of whether it's a mainstream holiday, a little-known one or one you created.

1. **Brainstorm paid and free products.** After you have spent some time brainstorming, pick the ones you're happy with and then think about how you can make the product irresistible to your potential customer. (Hint: take a look at your competition and see what they are doing or have done in the past and then figure out a way you can stand out above them.)
2. **Create a Facebook Page especially for your holiday.** It doesn't take much to set up a Facebook Page so you should create one for your holiday. Use the page to run contests, share holiday specific photos, recipes, etc.

You can also do some advertising. Even if it's just boosting your most popular post(s).

And don't forget to ask people to share the news.

3. **Blog about it.** If your holiday campaign involves a holiday that is already in existence, do some research to find out everything you can about it. This way you will be armed with knowledge about it and can use that knowledge to create blog posts about the holiday. Use a site like NationalWhateverDay.com to find out about holidays that aren't as well known (see example below).

Red Planet Day

November 28, 2013 by admin · [Leave a Comment](#)

Filed under: [November](#)

Red Planet Day is celebrated on November 28th of each year to commemorate the first launch of Mariner 4, the first spacecraft to obtain and transmit close range images of Mars. After its launch on November 28, 1964 and a journey of hundreds of millions of kilometers, Mariner 4 passed within 9844 kilometers of Mars on July 14, 1965.

Beginning at a range of 16,900 km, the probe acquired a surface image composed of 200 lines, consisting of 200 pixels each every 48 seconds until, at a range of 11,900 km, 22 television pictures of the Martian surface had been stored on the spacecraft's 4-track tape recorder. It took 4 days to transmit the image information to Earth and the spacecraft returned useful data until October 1965, when the distance from Earth and its antenna orientation temporarily halted the signal acquisition. Data acquisition resumed in late 1967 and continued until December 20, 1967.

Tags: [November](#), [Red Planet Day](#)

Want to really spark some interest? Invite some celebrity guest bloggers. Suggest a theme to them and let them roll with it. Let's say you created 'national sticky dessert month'. You could invite a few celebrity bloggers to submit their favorite recipe. And don't forget - ask your readers too.

If you have a bunch of submissions you could share a recipe a day. Be sure to share on your social media platforms to help create some buzz. If you can, send an 'award' to everyone who participates.

Don't forget to use images in your posts. Most people are visual and an eye-catching image will grab their attention quickly.

You can also guest blog for others as well as appear on radio shows/podcasts, etc. to talk about your holiday and its benefits.

4. **Create a Category for your holiday.** If your blog doesn't already have one, rectify this straight away.
5. **Create a Hashtag** and register it at hashtags.org. Once you have created the hashtag, ask your visitors to use it. If you're running a contest, make the hashtag part of the contest, if that is legal for the type of contest you're planning.

You could also even create a Twitter party and have everyone attending use the hashtag.

6. Educate your subscribers. People don't want to just know why your holiday is important. They want to know why it's important to them. So don't just tell them, show them why it is. Use posts and photos on Facebook to tell its story. Invite your followers to help you tell the story too by tapping into their emotions and experiences.

7. Make sure your Facebook Page and website are mobile-optimized.

If you are creating buzz around a holiday contest, advertise at least one of your posts to a 'mobile only' target.

If you are using a third-party App, make sure you choose a service that is mobile-friendly.

Make sure your website is mobile friendly also. Now-a-days there are a lot of different themes you can choose from that are mobile-friendly. You can also use a plugin for WordPress like WPTouch Mobile. One word of caution if you opt to use a plug-in, be sure to test it thoroughly! Some plugins don't work on all themes or with all sites.

8. Create a holiday QR code. QR codes have gained in popularity and you can use them to your advantage if you want to attract a mobile crowd. People use their Smartphones to scan objects or websites containing the code, knowing there'll be some sort of 'reward' for doing so.

With all the free sites out there that let you create QR codes - either the graphic or code you insert on your website - it's easy enough to do if you're interested in doing so. Below is an example of a QR code that incorporated a holiday graphic into it. This particular one was done using <https://uqr.me>



So what do you have the code do?

I'm glad you asked because I'm going to tell you. There are several things you can make the QR code have your visitor do. It can take them to a text message, an email or a website where they can then do something like:

- Enter your contest
- Receive a coupon or discount
- See your Special Offer
- Get a free gift
- Sign up for either a gift, your newsletter or news updates about your contests

(And once they do the latter, you have yourself a new subscriber!)

- 9. Create an email campaign.** I briefly mentioned earlier in this report that you shouldn't neglect your mailing list. And you shouldn't! Email campaigns are still one of your core staples and quickest way to ensure a successful holiday promotion.

Give your existing loyal subscribers an extra incentive for passing news along. Offer them a special price or an extra bonus as a reward for being your loyal subscribers – and when they collect, ask them for feedback, which you can then use as a recommendation or testimonial.

When it comes to attracting new subscribers, you can't just rely on an opt-in form on your website. Create a holiday app and offer an incentive that will be irresistible and make people want to sign up. Do this on other social sites that allow it too.

And don't forget, it's important to make sure that your email are also mobile-friendly!

- 10. Create a special contest or promotion for your affiliates** – and get them to do all the 'work' for you! Reward your top affiliates with some impressive prizes. Right now iPads are still the number one favorite prize among affiliates according to the latest surveys.

Create special, top-quality holiday resources for your affiliates:

- Graphics
- Banners
- Ads
- Buttons
- Suggestions
- Tips

- FAQs

You can also remind them to use holiday PLR pieces. Remind them to customize them first.

And – last but not at all least – create a holiday-themed webinar!

Taking 'Creating and Releasing your Holiday Promotion' to the Next Level: Conclusion

Are you ready to take any of these holiday promotion ideas to the next level?

Then create one. Create a holiday promotion. Make your dream a reality.

What are you waiting for? Get started today. Create that holiday calendar and fill it out. And then rinse and repeat all year long for extra cash and more subscribers!

Share your holiday marketing ideas with me and I'll share them with my community to give you that extra boost you need.

To Your Massive Online Success!

Connie Ragen Green