

# Promotions & Specials & When To Offer Them

*Listed below are a bunch of items that you could offer as specials or promotions throughout the year. Take a look at all of them and write out all the months. And then write in what you'd like to offer in that month.*

*Better yet, at the end of this are all the months, get a pencil and start filling it out!*

*And here is what you've been waiting for:*

Comforters - You can offer these as specials most any time. Some members like the warmer months to offer these.

Draperies – summer when it's slow is a great time to offer drapery and curtain specials.

Wedding Gowns – there is lots of controversy on when (or even) to offer these as specials. Some member like September, some like June and some offer specials anytime.

Pillows – my cleaner has a pillow stuffing machine. If you do, you can offer this in the summer months when you're slow.

Christening Gowns – I don't think there is a good season to offer this for a special. Just offer it whenever.

Leather/ Suede Jackets – you should definitely offer this promotion right after the winter months and in the dead of the summer again. And probably in the fall again too.

Designer Hand Bags – I don't think there is a season for this. I'd pick this promotion to spice up things anytime.

Bed Linens – if you clean these types of items, you could offer this in your slow season. For example, you could offer these during Thanksgiving week and Christmas week ONLY.

Shoe Shine/Repair – I don't think this has a season. You could offer this anytime when you're slow or tie it to a season like spring. "Get your shoes repaired and shined for sunny spring!"

Slip Covers & Car Seats – This looks like a slow season item. This would be great for the summer.

Alterations/Repairs – I personally don't like to discount alterations, but I don't have a tailor that I have to keep busy. You should offer this if your tailor is slow ONLY.

Blinds – If you offer blind cleaning, I think this is a "spring cleaning" promotion.

Ugg Boots – this is definitely a summer promotion. Take a picture before and after and use it in your promotions.

Winter Coats – this is definitely a spring, summer and fall and during the winter promotion. I'd offer it in all four seasons. And if they get their coat cleaned in the middle of the winter, they'll do it again to store it for next winter

Gift Card/Certificates – this is a great idea to offer a few times during the year for birthdays (for someone who has everything), a house warming gift and during Christmas. I might even give a discount for the Christmas season.

Households (blankets, duvets and sheets) – this would be great during your slow season and during holiday weeks when it's slow.

Table Linens (tablecloths, napkins) – there is some disagreement with when to offer this among my members. Some say that you shouldn't offer a promotion during the holidays because they're going to get it cleaned anyway. I'll leave this promo and when (and if) to offer it.

Baseball Caps – you could offer this promo anytime to spice things up. Maybe when baseball starts and ends to tie it into that.

Area Rugs – spring and fall would be a good promo time for this.

Sweaters / \$1 Off – this is a great idea. Doesn't take too much to clean sweaters, so give your customers a break a couple of times a year with this special.

Golf Shirts – you could tie this to the U.S. Open or one of the other 3 majors or with a tournament in your town. At the end of the golf season would be another great time to offer this.

Suits – nobody's wearing suits in the heat of the summers. Get them in your plant and keep your people business.

School Uniforms – right after school ends and just before it starts.

Military Uniforms – don't have any idea when to offer this one. Just use your imagination.

Neck Ties – this is great anytime promo.

Anything Christmas – offer this with anything that your customers have with Christmas anything on it. I could be a sweater, socks, pants, and coats that are green, under the tree skirts or red skirts. Fun it up and use your imagination.

Anything Navy – I'm just thinking out loud. You could come up with any clothing that is navy blue; I'll give you 20% off. You could do it with all the colors of the rainbow.

Get creative and use that brain of yours to make this fun. Use your personality. Don't be stiff. Loosen up and let it go and have some fun with all of this.

# Special Days of The Year List

Take a look at all these ideas for your promotions. For example: January 15 is “National Hat Day”. You could run a promotion where you clean all kinds of hats. On Al Capone’s birthday, you could run a special on suits. On Valentine’s Day, anything red is a percentage off.

You get the idea. Go to it. Use your imagination and have fun with it.

January:

- 01 - New Year’s Day
- 01 - Paul Revere’s birthday
- 01 - Betsy Ross’s birthday (designed U.S. flag)
- 08 - Elvis Presley’s birthday
- 14 - Benedict Arnold’s birthday (traitor)
- 15 - National Hat Day
- 17 - Al Capone’s Birthday (gangster)
- 17 - Mahammad Ali’s birthday
- 18 - Peter Roger’s birthday (author of Roger’s Thesaurus)
- 19- National Popcorn Day
- 21 - Martin Luther King Jr’s birthday

February:

- 02 - Groundhog day
- 03 - Super Bowl Sunday
- 05 - Mardi Gras
- 06 - Ash Wednesday (Catholic Holiday)
- 06 - Babe Ruth’s birthday
- 06 - Monopoly first went on sale in 1935
- 11 - Thomas Alva Edison’s birthday (inventor of the light bulb)
- 14 - Valentine’s Day
- 14 - Jimmy Hoffa’s birthday
- 18 - President’s Day (third Monday)
- 18 - George Washington’s Birthday (actual day)
- 29 - Leap Day

March:

- 02 - Dr. Seuss’s birthday (real name: Theodore Seuss Geisel)
- 03 - Alexander Graham Bell’s birthday (invented the telephone)
- 09 - Employee Appreciation Day
- 16 - Palm Sunday (Catholic holiday)
- 17 - St. Patrick’s Day
- 17 - The rubber band was invented
- 19 - Wyatt Earp’s birthday (Wild West lawman)
- 21- Good Friday (Catholic Holiday)
- 23 - Easter Sunday
- 26 - Make Up Your Own Holiday... Holiday

April:

- 01 - April Fool's Day
- 08 - Baseball Record Broken - Hank Aaron broke Babe's 1974
- 13 - Thomas Jefferson's Birthday
- 15 - Leonardo da Vinci's birthday
- 15 - Tax Due Day
- 20 - First Day of Passover (Jewish Holiday moveable)
- 21 - Queen Elizabeth II's birthday
- 22 - Earth Day
- 25 - Arbor Day
- 27 - Last Day of Passover (moveable)

May:

- 01 - May Day
- 05 - Cinco De Mayo (Mexican Holiday)
- 08 - Post Office established in 1794
- 09 - Lost Sock Memorial Day
- 09 - Mother's Day (second Sunday)
- 12 - Florence Nightingale's birthday (nursing pioneer)
- 12 - Yogi Berra's birthday (baseball)
- 13 - Reggie Jackson - first one to strike out 2,000 times
- 14 - Star Wars Day (George Lucas's birthday)
- 22 - Loch Ness Monster first sighted in 1933
- 26 - Memorial Day (last Monday)
- 29 - John F. Kennedy's birthday

June:

- 01 - Marilyn Monroe's birthday
- 14 - Flag Day
- 15 - Father's Day (third Sunday)
- 20 - Summer Solstice (based on sun)
- 20 - Bob Vila's birthday (TV handyman)
- 23 - US Secret Service was created
- 26 - Abner Doubleday's birthday (invented baseball)

July:

- 04 - Independence Day
- 04 - Ann Lander's Birthday (advice columnist)
- 05 - P.T. Barnum's birthday (showman, circus founder)
- 20 - Neil Armstrong walks on the moon
- 20 - National Tug-O-War Contest
- 22 - Alex Trebek's birthday (Jeopardy host)
- 24 - Amelia Earhart's birthday (pioneer aviator)
- 30 - Arnold Schwarzenegger's birthday
- 31 - J. K. Rowling's birthday (Harry Potter author)

August:

- 01 - Francis Scott Key's birthday (author of national anthem)
- 05 - Neil Armstrong's birthday (walked on the moon)
- 13 - Left Hander's Day
- 24 - Cal Ripkin's birthday (2,643 consecutive baseball games)
- 29 - Michael Jackson's birthday

September:

- 01 - Labor Day (first Monday)
- 01 - Greg Colosi's birthday
- 11 - Patriot Day
- 18 - Lance Armstrong's birthday
- 19 - Talk Like A Pirate Day
- 30 - Rosh Hashanah (moveable)

October:

- 09 - Yom Kippur (Jewish moveable)
- 13 - Columbus Day (second Monday)
- 14 - First Day of Sukkot (Jewish moveable)
- 16 - Noah Webster's birthday (Webster's Dictionary author)
- 17 - Evil Knievel's birthday
- 22 - Simchat Torah (Jewish moveable)
- 28 - Bill Gates' birthday
- 30 - Mischief Night
- 31 - Halloween

November:

- 01 - All Saints Day
- 04 - Election Day (Tuesday after first Monday)
- 08 - Bram Stoker's birthday (Dracula author)
- 11 - Veteran's Day
- 23 - Billy "The Kid" Bonney's birthday (outlaw)
- 26 - Charles Schulz's birthday (cartoonist Peanuts)
- 27 - Thanksgiving (fourth Thursday)
- 28 - Black Friday (Friday after Thanksgiving)
- 30 - Dick Clark's birthday

December:

- 02 - Charles Ringling's birthday (Ringling Bros. Circus)
- 07 - Pearl Harbor Remembrance Day
- 12 - Bob Barker's birthday
- 22 - First Day of Hanukkah (moveable)
- 25 - Christmas Day
- 26 - First Day of Kwanzaa (celebrated until Jan 1)
- 29 - Last Day of Hanukkah (moveable)
- 31 - New Years Eve

# **What Promotions/Specials To Offer During These Months**

January:

February:

March:

April:

May:

June:

July:

August:

September:

October:

November:

December: