

## **MARKETING TIP – JUNE**

Hi Folks:

June is full of marketing and promotion opportunities and here are a few monthly observances for you to take advantage of:

**Dairy Month**  
**National Accordion Awareness Month**  
**National Candy Month**  
**Potty Training Awareness Month**  
**National Ice Tea Month**  
**Childs Vision Awareness Month**  
**National Safety Month**

Have an accordion player in for your busy nights. Customers will ask the question for sure. Give special kids cones for those who learn to go to the potty this month – (4 years and under please), or give your local optometrist a book of “buy one get one” coupons to show you support childhood vision month.

Our weekly observances of note this month are:

**1-7 National Sun Safety Week**  
**9-12 Superman Week**

Now onto the good stuff – Our National day Observances are:

**2 Leave the Office early Day**  
**4 National Tailors Day**  
**5 World Environment Day**  
**6 Donut Day**  
**7 and 8 Banana Split Day**  
**8 Upsy Daisy Day**  
**10 Ball Point Pen Day**  
**13 Blame Someone Else Day**  
**13 Friday the Thirteenth (THE ONLY ONE IN 2008)**  
**14 Army’s Birthday**  
**14 World Juggling Day**  
**15 Fathers Day**  
**16 Fudge Day**  
**19 Recess at Work Day**  
**20 Take your Dog to Work Day**  
**21 Vinegar Day**  
**22 Stupid Guy Thing Day**  
**24 Celebration of the Senses Day**  
**26 Hand Shake Day**  
**28 Marble Day**

Don't tell me you can't come up with some great ideas this month. Make sure you check with the Health Department before bringing your dog into the store. Celebrate the only Friday the 13<sup>th</sup> this year with a good luck sundae. Have a juggler in for the 14<sup>th</sup> or give half off for a juggling customer. I hope you have some cakes and pies in the making for Fathers Day and shake every customers hand on the 26<sup>th</sup>.

Remember that these are little things you can do that your customers will remember you for. It's a crazy world out there and the competition is building. Having these events at your store will differentiate you from your competitors.