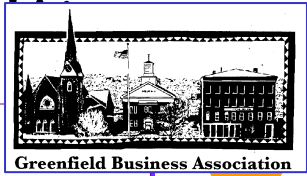


Greenfield Business Association

Winter
2008



G-Biz

Doing business together in Greenfield
Since 1922

WINTER 2008

What Matters To You Department

Don't let the Dip get you down:

Smart Post-Holiday Marketing To Rev Up Your Revenues

Dear GBA Members,

I have to admit I have fallen behind. Up until November of 2007 every month I got the reminder nudge from Marian at the chamber to get working on the GBA newsletter as we were going to press and then to push the monthly mailing out the door. Something about that deadline worked to make it all happen.

Now, it is 2008 after all, that the FCCC has gone electronic the much smaller GBA mailing stands alone and to that end a decision must be made about the postal management of the GBA newsletter. Current thinking on this is to send an email with the link to the site where the newsletter will be posted. We can save mailing costs AND I don't add to the already overwhelming inboxes we all deal with. I understand that not all members have email, so we will continue to hard copy mail to that ever diminishing group of members. I would be personally happy to set up a free yahoo email account for any member who is interested but currently inactive on the internet. Give me a call to set this up.

**MASSACHUSETTS'
NEW MINIMUM WAGE:
\$8/hour as of
January 1, 2008**

**Happy birthday to
Mesa Verde! They are 5!**

1. Products and Services for Every Budget

To maximize revenues, smart retailers develop gift ideas to fit every budget -- for example, Gifts Under \$10, Under \$25, etc. How can you develop products or services to fit every budget in your business?

2. Packages

Packages are the HOT sellers right now! Why? Because they take the "thinking" out of buying. For example, pre-package sets of soaps, body lotion and bath salts. How can you take the "thinking" out of buying your goods or services? How can you "pre-package" multiple items to make it easy for your customers?

3. Bundled Products or Services

Rather than sell single items, offer "theme" combos. For example, a holiday "wellness" gift package, including a massage, a facial and health products. Or a "tax savings" combo, including a book, tax software and a one hour consultation. How can you bundle complementary products and services to create a "theme" offering?

4. Volume Discounts

Make your business the one-stop shop. Give customers an incentive to purchase multiple products and services. For example, give 25% off for orders over \$100, 30%

off for orders over \$200, etc. How can you capitalize on volume discounts to easily increase sales?

5. "Something of the Month" Club

Create customer loyalty and longevity with this winning strategy. The options are endless. For example, "CD of the month" club, "restaurant of the month" club, etc. These programs work best when you give significant discounts in exchange for a long-term buying commitment of your products or services. What creative ways can you adapt this strategy to your business?

Coach's Action Step:

Adapt, Take Action & Multiply Your Marketing Results

Pick one of the five strategies that most resonates with you. Each strategy is easy to implement. Announce your new combo packages, volume discount, etc. in your customer emails, newsletter or any other communications to your clients and prospects. REMEMBER: Make it easy and rewarding for customers to buy from you and they will reward.

By Denise Corcoran

www.businessknowhow.com

The GBA would add that attending GBA and FCCC events and introducing yourself and talking about your products and services plays a huge role in keeping business solid!

gba@franklincc.org 413-774-2791

WHAT TO PUT ON YOUR CALENDAR IN PEN!

Thursday, February 7; Saint Valentines Wine Tasting and Gift Sampler

Ryan and Casey is holding it's second-annual Saint Valentine's Festival of Love, a collection of fine Valentines Day gift ideas and get-a-ways from local vendors and merchants, coupled with a 10 table wine and cordial tasting– **over 60 wines will be on hand to taste** and are available at Ryan and Casey Liquors for purchase for this special, romantic holiday! Buy a special gift for your loved one, make a B&B reservation, dinner reservations, check out the tables of items from local merchants (some naughty, some nice!)...order flowers, chocolates, cards...even intimates! \$12 in advance \$15 at the door, Pushkin Gallery, 4 Federal Street

Saturday, February 9; Chocolate Festival at Deerfield Inn & Historic Deerfield

The Deerfield Inn and Historic Deerfield are celebrating chocolate for Valentine's Day! Sample delicious food and beverages, all with chocolate as an ingredient. 11:30-3:00
email: info@deerfieldinn.com voice: Call 413-774-5587 for activities at the Deerfield Inn or 413-774-5581 for information about Historic Deerfield activities
web: <http://www.deerfieldinn.com>

Wednesday, February 27: 2nd Annual GBA Open House and Membership Showcase

An Open House (read: Party!) is a place to show-off who you are, what you do and have a good time doing it. Our dear members get first dibs; Have a table for samples of your wares, or a corner for a display of your services, or add your business card to the member table for the taking. We'll put this party together, your job is to come and enjoy yourself. Bring a comrade in the adventure of being a Greenfield business owner, a potential member to the association and we'll put your name in for a grand prize drawing (we're still working on the grand prize...). Bring a gift for the raffle, bring a few bucks to buy raffle tickets, and your good attitude. A smile and a business card will get you in the door and we'll offer you food and drink to sustain you. We are also working on some good old fashioned entertainment. Come for an hour or the whole thing. Join us? Call 774-2971 for details (or gba@franklincc.org)

Saturday, April 19: 5th Annual **GREEN FAIR**

Featuring environmental displays, presentations, demonstrations, kids activities, and environmentally friendly products and services. The Pioneer Valley has long been in the forefront of environmental action. This is a chance to demonstrate to one another and to the public the wide range of environmentally friendly goods and services available here. This event will be heavily advertised throughout the Valley and beyond through both print and radio. This year we are again holding the Green Fair in conjunction with the Franklin County Chamber of Commerce Better Living Show. Last years combined event brought some 4000 attendees. It will be held at the Franklin County Fairgrounds 10-5pm, **Sponsorships Welcomed!**

New Members

Design Alternatives . 90 Peabody Lane . 774-3048 . design.alt@verizon.net

The creative minds of Linda and Michael Byrne, who jazz up our town (and your business) with their billboard, web, posters and branding designs. www.desaltworks.com

The Bloomberg Group . 11 Raingley Road . 413-325-3196 . marcia.bloomberg@gmail.com

*Marcia Bloomberg, CEO
Coaching & Consulting for small business, individuals and non-profit organizations*

Poetry Ridge Bed and Breakfast . 55 Stoneridge Lane . 773-5143 . poetryridge@rkotours.com

*Errol Sorenson and Mary Brosnan-Sorenson
Historic B & B with six rooms and private baths in a glorious setting, minutes from downtown Greenfield*