

Promote Your Book, Business or Project Via Your National Holiday



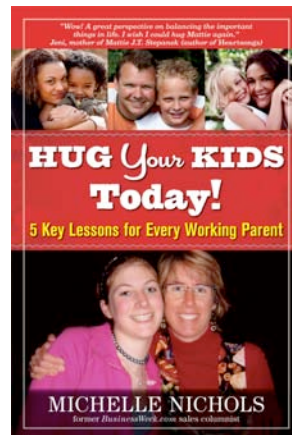
Michelle Nichols

with Michelle Nichols

Founder, National Hug Your Kids Day

Author, Hug Your Kids Today! 5 Key Lessons for Every Working Parent

Creator, Hug Your Kids Today project



SHOULD You Create Your Own National Holiday?

ADVANTAGES

Unique - part of USP
Helps generate donations
Creates peak and valley of activity
Can lead to alliances

DISADVANTAGES

Lot of work
If competitor exists, creates confusion
Creates peak and valley of activity
Dilution - one more thing to sell

ACTIVITIES that HYKT did to Leverage National Hug Your Kids Day (July 21, 2008)

- 135 digital billboards donated for the holiday — 33 in Los Angeles, and more in Chicago, Orlando, and Phoenix — for a total of 17 major cities.
- 3 Major League Baseball stadiums to announce the holiday on their Jumbotron during games.
- 8 Gannett newspapers across the U.S. to run contests on her theme.
- A prominent songwriter to create and donate a custom song.
- A big event organized in Reno, Nevada to tie into her holiday theme – “Biggest Little Hug”
- Local realtors to do a 1000+ postcard mailing promoting the event, with an excerpt from her book and Web site.
- The local Boys and Girls Club offered a tie-in event and persuaded a local bank to buy and donate 200 copies of her book for it.
- Media articles and interviews in TV, radio, newspapers, magazines, blogs and Web sites.
- Political certificates/recognition and “Hug Mug Salutes”
- Blogged about by Carolyn Kepcher (of Donald Trump fame) – findingwhatmatters.com
- Wrote press releases for billboard donor
- Produced YouTube videos with custom dance and song, with children of ALL abilities
- Invited local churches to announce the holiday and event
- Organized events across the U.S. with shopping centers, churches, non-profits, and schools.

NEXT HOLIDAY – Monday, July 20, 2009. Consider organizing an event to TIE into it!

FOR MORE INFORMATION

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Follow up to

Promote Your Book, Business or Project Via Your National Holiday
With Michelle Nichols, founder National Hug Your Kids Day (July 20, 2009)

Several of our listeners with business topics asked for suggestions for a national holiday. Here are a few I thought of immediately. They may already be taken; use them to get your creative juices flowing. Remember, the goal is to make a MEMORABLE, media-magnetic holiday. Get creative!

If you speak or write on...

SALES

National Get Your Kids to Eat Broccoli / Lima Beans/ ? Day

National Prospecting Day or National Close a Big Deal Day

LEADERSHIP

(Compass theme) National Find North Day

National Buy Your Boss a Beer Day

CHANGE

National Drive a Different Way to Work Day

National Wear Different Underwear Day

National Eat Dessert for Breakfast Day

CUSTOMER SERVICE

National Smile Like You Mean It Day

National Outrageous Customer Service Day

DATING / RELATIONSHIPS

National Kiss a Frog Day

BOOK TITLE THEMED

National Hug a Porcupine Day for "What to Say to a Porcupine" by Richard Gallagher

INDUSTRY THEMED

National Trust a Lawyer Day

To schedule a FREE 10-minute holiday brainstorming session, email Michelle Nichols –
hugs@hugyourkidstoday.com. For more info (775) 303-8201