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Make more profit using our services

Dear :

It's now officially autumn. Almost October - "spooky season," or "pumpkin spice latte" season. More importantly, it's almost the time of year when merchants and shoppers alike start thinking about Black Friday. Traditionally, in bookkeeping, losses were recorded in red ink, and profits were recorded in black ink. The final quarter of the year is when many businesses "went into the black" for the year. That is, their books showed they were finally turning a profit.

In the mid-20th century, merchants started running holiday promotions right after Thanksgiving. Quickly, they settled on promotions and sales that started the day after Thanksgiving - a Friday. By selling massive amounts of merchandise on that Friday, they could move their accounting from red ink, to black ink. And that's where we get the phrase, "Black Friday."

**#GIVING
TUESDAY**

GivingTuesday was initiated in 2012 by Henry Timms at the 92nd Street Y in New York. It is touted as a "global generosity movement unleashing the power of people and organizations to transform their communities and the world". It's held on the first Tuesday after Thanksgiving and - not so coincidentally - Black Friday.

I work with a couple different non-profits. While it's important to get money all year long for all businesses, as a non-profit we solicit funds for them most heavily on Giving Tuesday.

When I say "**on** Giving Tuesday," that's the day we ask our fans to contribute. We start promoting the idea of making those donations usually in May of each year.

So, why am I talking to you about non-profit donations and Giving Tuesday?

First, whatever kind of business you run, you need to be prepared for the final few weeks of the year. Even if you're engaged in selling services Business to Business, it's people who buy, and people in the US like to get deals. They also

like to feel good about themselves. Black Friday or Holiday Season sales can make them feel good. And so can donating to worthy causes during the holiday season. Dickens' *A Christmas Carol* is almost 200 years old, and one of it's most important features involves giving to the needy. Not that much has changed.

My friend Tom Shine, who passed away earlier this year, used to say: "Get caught in the act of doing good." If you run a business, it's time to start thinking about the holiday season. What promotions will you be running for your clients (and yourselves)? What non-profits can you donate resources (time, money, equipment, supplies, etc.) to, and get caught in the act of doing good for others?

If I took the time to lay out everything for you, this would be a book, not a single email! Let me just encourage you to start preparing promotions NOW for the final quarter of the year, if you haven't begun already. And two, start reaching out to your favorite non-profits to see about how you can help them.

Thanks for subscribing. Now is the time to start working on promotions and giving efforts. **Contact me when you're ready to get started!**

Until next time, be well and stay healthy & happy.

Very best,

Scott Gardner

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