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*A Better Way To
Promote Your
Business.*

*Help Your Company
STAND OUT! From
The Competition*

Geiger

**2008
Star
Performers
Catalog**

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From the desk of **Dave Stein**

RE: **Make Your Calendar Indispensable**

Geiger manufactures a proprietary line of dated products, byGeiger. I want to make you aware of some early bird discounts we have. On orders approved by May 1st, there will be a full 5% discount, though you don't have to take delivery (or pay) until this fall. If you **do** decide to pay early (still holding off on delivery until this autumn, if you'd prefer), I'm offering an additional discount, depending upon when you pay – 4.5% if paid by May 10th, descending .5% per month until 2.5%, if paid by September 10th. After that date, it's net.



The smartest of marketers will position their promotional gift calendars as the "keepers" by adding value beyond the typical date-tracking function of the item.

Here are a few examples:



Cater to your market. byGeiger offers special, targeted sew-in sections for many of our planners: Construction, Investing & Finance, Real Estate, Insurance, Health & Fitness, Gardening & Outdoors, and Wine Journaling. Many custom options are available: An automotive repair shop can use the calendar it gives clients to remind them of important annual maintenance checks for their cars. For example, in the month of May, they can imprint a date recommending that Freon be checked for maximum air conditioner performance. A

landscaping service **can imprint reminder dates** for quarterly fertilizer and pest control.

Promise monthly savings. Another surefire method to boost the staying power of your promotional calendar is to **design one with monthly coupons** that can be clipped off the bottom. This is an excellent tool for restaurants, grocery stores, dry cleaners or other service/consumer businesses.

Go for multifunction. There are many promotional calendar designs and formats available today. Look for choices that **include notepads or shopping list forms**. Some **include conversion tables for metric measures**, which can be handy in the kitchen or the garage. Others can be **personalized with photos**, making the calendar a decorative object of personal pride. The key is setting your calendar apart with that extra little something of use.



There are many other ways to add value to a [calendar gift](#). When you're ready to plan your next batch of calendars for clients or prospects, give me a call at **212-868-1813** or [send me an e-mail](#)... I'd love to share more thoughts on how to make your next purchase its promotional best.

Dave Stein

geiger gets it...



...follow the leader