

99

WAYS TO MAKE AND SAVE MONEY BEFORE CHRISTMAS

YOUR BUSINESS:

PLANNING

| Needs to be part sales, part celebration (with no expectation of return). **1.** Develop a promotional and operational plan for Christmas including **goals** and **actions**. **2.** Review and renew your databases. **3.** Go through inventory and place orders. **4.** Remind clients of **Christmas deadlines**. **5.** Organise human resources, start recruiting extra staff and develop rosters for pre- and post-Christmas. **6.** Organise Christmas celebrations (staff/customers). **7.** Create store/web themes and book your designer/web designer/photographer. **8.** Book any major advertising. **9.** Find a creative way to acknowledge customer support. **10.** Ensure your **IT support is sufficient**. **11.** Follow-up unpaid bills.

YOUR BUSINESS:

PROMOTION

| **12.** Offer incentives to customers before the Christmas rush. **13.** Introduce New Year offers that have to be paid for in December. **14.** Create a YouTube Christmas message. **15.** Develop Christmas bundles. **16.** Develop Christmas vouchers. **17.** Are there joint ventures or fundraising events you can establish or participate in? **18.** Pre-book your clients for work in January. **19.** Give incentives for cash sales. **20.** Before you spend on/organise a Christmas party understand what can and can't be claimed. **21.** Host a VIP night. **22.** Make a donation to your favourite charity.

GET

A JOB

| Many businesses are looking for extra staff leading up to Christmas. See **10 steps to get a casual job** online. The best industries to look for casual work in are: **23.** Retail **24.** Cafes/ Restaurants **25.** Caterers **26.** Sporting venues **27.** Entertainment venues **28.** Warehouses **29.** Pop-up shops **30.** Clearance centres **31.** Summer businesses **32.** Transport and courier companies **33.** Summer kids programs – swimming instructors, vacation care

SELL STUFF

| **45.** Sell your secondhand wares or crafty Christmas goods at a local market. **46.** Have a garage sale any weekend, or join the National Garage Sale on 25 October www.garagesaletrail.com.au. **47.** Sell your old stuff online via eBay or Gumtree. **48.** Organise a market for other people's old stuff and charge for entry. **49.** Sell gold you no longer want (beware dodgy buyers). **50.** Create and sell craft and handmade Christmas cards. **51.** Make and sell preserves, jams, chutneys. **52.** Bake and sell Christmas cakes. **53.** Offer to sell your friends and families stuff for a commission (on all of the above). **Or use your noodle, you can:** **54.** Make money doing surveys, www.au.surveycmpare.net **55.** Become a mystery/shadow shopper, www.getpaidtoshop.com.au

JOIN

A DIRECT SALES ORGANISATION

| Sell from home/school/work. The Direct Selling Association of Australia Inc (DSAA) has something for everyone on their membership. The best Christmas sales opportunities will come from: **34.** Avon, www.avon.com.au **35.** Mary Kay cosmetics, www.marykay.com.au **36.** The Body Shop, www.thebodyshop.com.au **37.** Chef's Toolbox, www.thechefstoolbox.com **38.** Enjo, www.enjo.com.au **39.** Tupperware, www.tupperware.com.au **40.** Phoenix Trading (cards, stationery and gift wrap), www.phoenix-trading.com.au **41.** The Learning Ladder, www.learningladder.com.au **42.** Your Inspiration at Home (spices), yourinspirationathome.com.au **43.** ProMa Systems (includes Grace Cosmetics, Grace Designer Jewellery, and kitchen and home products), www.pro-masystems.com.au **44.** Storage solutions (new), howardsathome.com.au

WANT

TO START A BUSINESS BEFORE CHRISTMAS?

Here are three \$99 ways you can use Purple Pyjamas to help: **1.** Fast track 30-day **business course** starting 6 October. **2.** 30 minute skype session (involves pre-interview questionnaire). **3.** 1 x 45 minute webinar on finding the CREAM in your business.



RENTING

| You can rent out: **56.** Linen for other people's Christmas/holiday guests. **57.** Crockery and cutlery. **58.** Camping gear/caravan when you don't need it. **59.** Your home during the holidays. **60.** Electronics to holiday homes. **61.** Ladders, drills, hammers etc. for Christmas lights. **62.** Sport, fitness and exercise equipment for holidaymakers. **63.** Boats, kayaks, surfboards, guitars. **64.** Dresses/designer handbags and shoes for the party season. **65.** You – as the 'handbag' for someone who doesn't have a date for the party season! **66.** Your car – if you are going on holidays and don't need it, someone else might!

DO OTHER PEOPLE'S CHRISTMAS CHORES

| **67.** Christmas shopping. Colleagues, neighbours and friends might be keen to handball this task. **68.** Research Kris Kringle gifts and offer them to your networks. **69.** Write letters from Santa for your family and friends. **70.** Decorate trees/homes/ tables/outdoor areas. **71.** Wrap Christmas gifts. **72.** Hand-write Christmas cards. **73.** Do washing and ironing before and after Christmas guests. **74.** A paid waiter/waitress/kitchen hand for at-home Christmas functions. **75.** Get paid to pick people up from parties. **76.** Babysitting services for party season. **77.** Pre-prepare meals for freezer stocking.

MAKE THE MOST OF SUMMER

| **78.** Clean and maintain pools. **79.** Look after animals. **80.** Water plants. **81.** Collect mail. **82.** Turn on lights. **83.** Mow lawns. **84.** Pay bills. **85.** Rent out your driveway – for boats, caravans or special events. **86.** Offer your car as advertising for local businesses. **87.** Wash cars/boats. **88.** If you're in a holiday location wash towels, sheets etc.

SAVE MONEY

| **89.** Always make lists of your shopping needs, from updating your summer wardrobe to groceries and Christmas – do not waver from those lists! **90.** Trade in your frequent flyer points for gift cards. **91.** Join Ocsober – say no to alcohol for 31 days, www.ocsober.com.au. **92.** Participate in buy nothing new month, www.buynothingnew.com.au. **93.** Buy from opportunity shops – save money, the environment and support a charity. **94.** Make handmade Christmas gifts – sewing, baking, preserving, planting. **95.** Pare down your Christmas list. **96.** Be part of joint gifts for teachers, coaches etc. **97.** Start emptying out your freezer and pantry and create menu plans. **98.** Join the 5/2 craze. **99.** Supermarket 'hop' to shop only the sales.