



SURVIVE THE SUMMER SLUMP

Are hot temperatures drying up your business? Let's Party Magazine shares financial, marketing, and business tips for surviving the summer slump from leading professionals.



Stuart Preston of **MyBusiness Advisors, Inc.** suggests enlisting aid during troubling times.

"Get help. There are so many resources to help, from the local small business development center to chambers of commerce, from SCORE to hired hands like coaches and consultants.

Please, if you're struggling, ask for help! [Try] knocking on doors, attending networking functions, or other activities. I know it can get very dark and depressing - I've been there myself! However, before you get to that point, get out there and dig up some business."



Heather Miles Austin, Public Relations Manager of **Off Madison Ave**, says that utilizing free social networks can boost your business' profile and generate new clients.

"Social media sites create a perfect opportunity for businesses to reach out at a grassroots level to invite individuals to events, engage target audiences, and increase visibility.

Families are always looking for things to do, so have a presence on moms' sites like momslikeme.com and with local mom bloggers to get the word out about your [business]. Inviting some of the area's most popular Yelp reviewers to an exclusive event or tasting can generate rewarding buzz. This idea also works well for Facebook followers. In fact, any opportunity to reward loyal social media followers through exclusive discounts or events is always a smart idea.

Finally, don't forget to research the multitude of free local event listings and calendars for promotion. Oftentimes these grassroots and social media efforts can create a much greater return on investment than traditional marketing and advertising."