

# SelfInformed

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## **10 TIPS FOR YOUR SMALL BUSINESS TO THRIVE DURING THE HOLIDAYS**





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The holiday shopping season can be stressful for small business owners trying to compete with larger online and offline retailers who have a wider variety of products and can sell their products at more affordable prices. But with more consumers learning how important it is to buy locally and support small businesses, there is some hope out there for your business to thrive during the holiday season.

# 10 Tips for Small Businesses to Survive the Holiday Shopping Season

*We have put together these useful tips to help you and your company survive this hectic season.*

## Prepare Your Sales Team

Staffing could be a problem if you have several people taking days off for the holidays. It would help if you came up with a holiday schedule for your workers. Create a firm plan for your regular employees and make a note of your workers willing to be on-call to fill in if needed. That will help you avoid those situations where you have to find someone to cover a shift on short notice.

## Create a Marketing Checklist

For some small businesses, the sales during the holidays will reflect how successful they were throughout the year. Many small businesses receive around 30% or more of their entire annual revenue between Thanksgiving and New Year's Eve. Ensure you get your customer's attention with a marketing campaign that will remind them to shop locally this holiday season. Consider creating a list of all the things you feel are most important to get across to your customers, and then build your holiday marketing campaign around that list.

## Update or Create a Website

Many small businesses rely on their online sales to gain an extra boost during the holidays. If your company website needs an update, or you haven't built a website yet, now is the time to do so. Your website doesn't always have to be elaborate to get your customers to stick around and shop. Making sure it loads quickly and provides visitors with all the essential details they need, such as contact information and store hours, will do the trick.

## Reach Out to Your Customers

Chances are your customers are going to be just as busy as you are during the holiday season. Your small business may not be the main thing on their mind. Now is the time to reach out and connect with your current customers to remind them of what you offer. Send an email or engage with them on social media. Doing so will help you build a relationship that could result in even more paying customers down the line.

## Maintain Your Brand's Image and Message

Your small business must maintain consistency with your brand image and message to make it easy for current and potential customers to recognize. If you have recently updated your logo, for instance, make sure you have updated the image on all your social media accounts, flyers, and advertisements. It can help avoid any confusion with customers.





### **Provide Your Customers with a Positive Experience**

The holiday season can be a stressful time for a business and its customers. Everyone is so busy running around buying gifts and taking care of last-minute errands that making one last stop at a local store can seem like a grueling chore. To make your business stand out, and keep your customers happy, provide excellent customer service and an in-store experience your customers will appreciate after a long day of shopping. Good customer service can go a long way, and it will mean much more to those who visit your store in the months to come.

### **Be Mobile Ready**

With 87% of all online shoppers using their phones for shopping these days, you could miss out on many potential holiday sales if your company's website is not mobile optimized. If you have a website up and running, it needs to be compatible with mobile devices and other platforms such as tablets or laptops.

### **Double Check your Reviews**

Your brand's online reputation could make or break your business. Word of mouth advertising has taken a new form, and now more people turn to online resources to read reviews and learn more about businesses in their area. Take the time to read your

current reviews and make sure they represent your business accurately. Respond to both positive and negative comments in a professional manner. It will show you care about customers' comments and concerns.

### **Promote Your Business' Good Values**

'Tis the season for giving. If your small business helps local charities or fundraisers, now is the best time to promote the fact. Your customers may share the same values, and those similarities could help you establish a special bond filled with trust and admiration. Be sure to spread the word on what charities your business is passionate about — in emails, newsletters, and on social media.

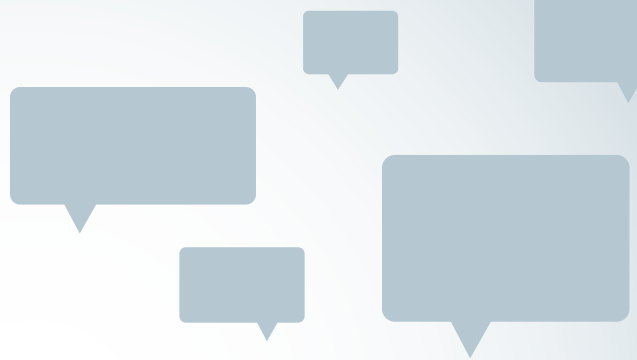
### **Keep Track of Previous Holiday Sales**

Looking over the details for your past year's sales during the holidays will help you learn more about what you should change and what should stay the same. By understanding what worked in the past, you can continue those trends and enjoy ringing in the profits year after year.

To learn more about ensuring your small business' success during the holidays, contact the experts at [NASE](#). Our licensed professionals will be happy to answer any questions you have.



# Let's Get Social!



## Connect with NASE on our social platforms

As an NASE member, you are the driving force for what we do. Promoting self-employment and providing as many self-employed people as possible with our wide variety of benefits is something we do every day. But is it something you do? A great way for you to show your support for the NASE is to Like, Join and Follow us on our social media channels to help spread awareness. If you haven't taken the time already, we invite you to do so now with the links to our social media below:



Facebook



LinkedIn



Twitter



Instagram

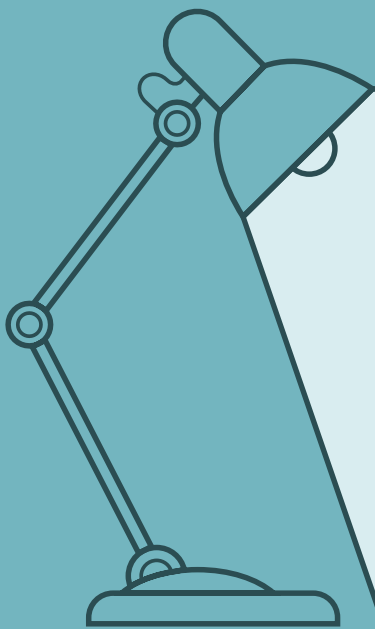


Pinterest



YouTube

# WANT TO BE FEATURED?



We are always looking for NASE Members to feature in our monthly spotlights. If you want free publicity for your business and you are an NASE Member, we can help you promote your business! Simply fill out our "Get Publicity!" form here, and you and your business could be featured in an NASE publication, like our monthly member e-newsletter, SelfInformed.

Fill out our **Publicity form** and an NASE representative will reach out to discuss featuring your business!

[Get Publicity](#)

New!



# Member Benefits

Visit [NASE.org](https://www.nase.org) to learn more about the following benefits!



## Careington Savings Plans

Discounts on dental, vision and more!

Careington offers a variety of savings plans to help you and your family get high-quality health and wellness services at an affordable price.



Click Here  
to Get  
Started

### 500 Dental Savings Plan

*Starting at: \$8.95/month\**

Save on most dental procedures, including routine and preventive dental care, major dental work and more. This is our most popular dental discount plan and it offers our deepest discounts.

### Dental Only

*Starting at: \$8.95/month\* Careington Savings*

Save on the cost of most dental procedures, including cleanings, checkups and major work like crowns, root canals and more. Members can also email a dentist at any time to ask questions.

### Dental & Vision

*Starting at: \$9.95/month\**

Get discounts on dental care, including cleanings, checkups, fillings and more, vision care, including eye exams, frames, and lenses and medical information.

### Telehealth with Healthcare Assistance

*Starting at: \$19.95/month\**

Get 24-hour phone access to physician consultation and 24-hour access to a nurse phone line for symptom assessments, advice and recommendations, prescription discounts and travel and medical assistance.

### Total Health

*Starting at: \$29.95/month\**

Get the complete package and save on dental care, vision care, telemedicine services, diabetes care supplies, chiropractic and alternative medicine, prescriptions and more.

\* All Plans include a one-time non-refundable processing fee of \$20.00.









# Member Benefits

Visit [NASE.org](https://www.nase.org) to learn more about the following benefits!

**Accidents can happen anytime and often occur when you least expect them. Make sure you are prepared with accident insurance.**

## Accident insurance through the **MetLife!**

As low as \$11.77 per month for the individual low plan!

This insurance provides you with a lump-sum payment after an accident to use as you see fit. It can help with out-of-pocket expenses such as deductibles, copays, transportation to medical centers, childcare and more.

### Accident insurance through the NASE may include benefits for:

<b>Injuries:</b>	Fractures, dislocations, concussions, lacerations, eye injuries, torn knee cartilage, ruptured discs, second- and third-degree burns.
<b>Medical services and treatments:</b>	Ambulance, emergency care, therapy services, medical testing (including x-rays, MRIs, CT scans), medical appliances and certain types of surgeries.
<b>Hospitalization:</b>	Hospital admission, confinement and inpatient rehab after an accident.
<b>Additional benefits:</b>	Loss and paralysis; supplemental benefit for lodging.
<b>Plus:</b>	Guaranteed acceptance and convenient payment through the NASE.



To learn more and enroll, visit [nase.org/accidentinsurance](https://www.nase.org/accidentinsurance)

For questions, call **1-800-232-6273**.

WISHING YOU A HAPPY

*holidays*

AND A PROSPEROUS  
NEW YEAR



FROM ALL OF US AT NASE





# Congress Finally Approves 2<sup>nd</sup> Covid Relief Bill

In a last minute deal, Congressional leaders in the Senate and House reached a \$900 billion Covid relief bill. The bill which came after months of fractured negotiations that saw House and Senate leaders produce multiple pieces of legislation at vastly different price tags. The key components of the bill are as follows:

- Extends the **Paycheck Protection Program (PPP)** and adds deductibility for PPP expenses
  - Gives businesses experiencing severe revenue reductions an opportunity to apply for a second draw PPP loan
  - Includes 501(c)(6) organizations
  - \$15 billion in funding for entertainment venues, movie theaters, and museums that are experiencing significant revenue loss
  - Codifies federal rules that ensure churches and faith-based organizations are eligible for PPP loans
- Provides for **\$600 direct payments** for both adults and dependents
- Temporarily extends a number of unemployment programs created by CARES Act that expire Dec. 31, 2020
  - Provide unemployed individuals an additional \$300 per week for 10 weeks from December 26, 2020-March 14, 2021
  - Extends and phases-out PUA, which is a temporary federal program covering self-employed and gig workers, to March 14 (after which no new applicants) through April 5, 2021
- **\$25 billion in temporary and targeted rental assistance** for individuals who lost their source of income during the pandemic
  - Extends the eviction moratorium until January 31, 2021

Additionally, Congress will approve year end funding measures that will keep the federal government funded through September 2021, the appropriations includes a few additional items of importance include language to stop surprise billing and makes meals deductible business expense for 2 years.

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