



One of a kind tool to showcase your business!

2016 *Weird & Wacky* 8th Edition
HOLIDAY MARKETING GUIDE

Your business marketing calendar of ideas

Ginger Marks

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JANUARY

MONTH-LONG HOLIDAYS

Jan 6–Feb 9 Carnival Season

Jan 7–Feb 9 Germany: Munich Fashing Carnival

Be Kind to Food Servers Month, Book Blitz Month, Celebration of Life Month, Get a Life Balance Month, Get Organized Month, International Brain Teaser Month, International Child-Centered Divorce Awareness Month, International Creativity Month, International New Year's Resolutions Month for Businesses, International Wayfinding Month, National Be On-Purpose® Month, National Clean Up Your Computer Month, National Glaucoma Awareness Month, National Hot Tea Month, National Mentoring Month, National Personal Self-Defense Awareness Month, National Poverty in America Awareness Month, National Radon Action Month, National Skating Month, National Slavery and Human Trafficking Prevention Month, National Stalking Awareness Month, National Volunteer Blood Donor Month, Oatmeal Month, Shape Up US Month, Teen Driving Awareness Month, Worldwide Rising Star Month

WEEK-LONG HOLIDAYS

Jan 1–3 Japanese Era New Year

Jan 1–7 Diet Resolution Week

Jan 1–8 New Year's Resolution Week

Jan 2–8 Someday We'll Laugh about This Week

Jan 3–9 Home Office Safety and Security Week

Jan 7–10 Elvis Presley Birthday Celebration

Jan 8–10 Vegaspex

Jan 11–17 Cuckoo Dancing Week

Jan 15–17 Art Deco Weekend

Jan 16–17 Bald Eagle Appreciation Day

Jan 17–23 International Handwriting Analysis Week

Jan 18–22 Healthy Weight Week, Sugar Awareness Week

Jan 18–25 Week of Christian Unity

Jan 23–24 Ice Fest

Jan 24–30 Clean Out Your Inbox Week, National Certified Registered Nurse Anesthetists (CRNA) Week

Jan 25–30 National Cowboy Poetry Gathering

Jan 31–Feb 6 Catholic Schools Week, Children's Authors and Illustrators Week

DAILY HOLIDAYS

1. *Bonza Bottler Day™, Canada: Polar Bear Swim, *Copyright Revision Law Signed (1976), *Ellis Island Opened Anniversary (1892), *Emancipation Proclamation (1863), *Euro Introduced (1999), *First Baby Boomer Born–Kathleen Casey Wilkens in Philadelphia, PA (1946), *Haiti: Independence Day, *Mummer's Parade, *New Year's Day, *New Year's Dishonor List Day, St Basil's Day, *Z-Day, *National Environmental Policy Act (1970), Cuba: Liberation Day & Anniversary of the Revolution, Czech–Slovak Divorce (1993; Anniversary of separation into two nations), Stock Exchange Holiday
2. 55 MPH Speed Limit Day (1974), Earth at Perihelion, Haiti: Ancestor's Day, *Happy Mew Year for Cats Day, Japan: Kakizome, Switzerland: Berchtoldstag
3. *Alaska Admission Day, *Drinking Straw Day (1888), Memento Mori Day, Queen for a Day, *Queen for a Day Day, St Geneviève Day
4. *Amnesty for Polygamists: Anniversary (1893), *Dimpled Chad Day, *Elizabeth Ann Bayley–Seton Day, *Pop Music Chart Day, *Trivia Day, *World Braille Day, World's Tallest Building Day
5. *Alvin Ailey (1931), *Five-dollar-a-Day Minimum Wage Day (1914), Twelfth Night
6. *Armenian Christmas, *Epiphany or Twelfth Day, Italy: La Befana, Pan Am Circles Earth, *Three Kings Day
7. *First Balloon Fight Across English Channel (1785), *Harlem Globetrotter's Day, *International Programmers' Day, Japan: Nanakusa, Orthodox Christmas, Trans-Atlantic Phoning (1927)
8. Argyle Day, *Elvis Presley Birth (1935), *Midwife's Day or Women's Day, *National Joygerm Day, *Show and Tell Day at Work, *War on Poverty Day (1964)
9. *Aviation In America Day (1793), *Panama's Martyr Day
10. *National Cut Your Energy Costs Day, Stephen Foster Day, Switzerland: Meitlinsunntig, *United Nations Day

11. *Cigarettes Are Hazardous to Your Health Day, Japan: Coming of Age Day, National Clean Off Your Desk Day, Plough Monday
12. *Haiti Earthquake Day (2010), Poetry at Work Day, *Women Denied Vote (1915)
13. *Radio Broadcasting Day, Sweden: St Knut's Day
14. *Benedict Arnold Day, *Caesarean Section Day, *Ratification Day
15. Arbor Day (Florida), Molière Day, International Fetish Day, Super Bowl Day, Quarterly Estimated Federal Income Tax Payers' Due Date (also Apr 15, Jun 15 and Sep 15, 2015)
16. *Appreciate a Dragon Day, *Civil Service Day, Eagle Days, Japan: Haru-No-Yabui, *National Nothing Day, *Religious Freedom Day
17. *Al Capone Day, *Cable Car Day, *Ben Franklin Birthday (1706), *Judgment Day, Kid Inventors' Day, St Anthony's Day, Southern California Earthquake Day
18. *Louis and Clark Expedition Commissioned (1803), Martin Luther King Birthday Observed, National Crowd Feed Day, *Winnie The Pooh Day
19. *Confederate Heroes Day (Texas), *Tin Can Day
20. Brazil: San Sebastian's Day, Rid the World of Fad Diets and Gimmicks Day
21. Get to Know Your Customers Day (third Thursday of each quarter is set aside to get to know your customers even better), First Concorde Flight, *National Hugging Day, Women's Healthy Weight Day
22. *Answer Your Cat's Questions Day, *Celebration of Life Day, *Roe vs. Wade Day, *St Vincent Feast Day
23. Children's Gasparilla Extravaganza and Pirate Fest (Tampa, Florida), Local Quilt Shop Day, *National Handwriting Day, National Pie Day, *Snowplow Mailbox Hockey Day
24. *Belly Laugh Day, *Beer Can Day, *National Compliment Day
25. *A Room of One's Own Day, Bubble Wrap Appreciation Day, First Scheduled Transcontinental Flight, *Macintosh Computer Day (1984), St Dwynwen Day
26. Australia: Cockroach Race Day, Dental Drill Day, India: Republic Day
27. Germany: Day of Remembrance for Victims of Nazism, National Geographic Society Day, *Thomas Crapper Day, United Nations: International Day of Commemoration in Memory of the Victims of the Holocaust, *Viet Nam Peace Day
28. *Challenger Space Shuttle Explosion (1986), Data Privacy Day

29. Canada: Winterlude, Curmudgeons Day, Fun at Work Day, National Preschool Fitness Day, *Seeing Eye Dog Day, *Thomas Paine Day
30. *Inane Answering Message Day, National Seed Swap Day
31. *Inspire Your Heart with Art Day, World Leprosy Day

HOLIDAY MARKETING IDEAS FOR JANUARY

International Wayfinding Month—If I was to tell you that this month-long holiday is about turnstiles you might snicker. Albeit as it may, it's not just in celebration of turnstiles but everything that helps us find our way around and through life. So, as you ponder different ways to use this weird holiday this month why not consider finding ways to help others. Perhaps become a mentor or host webinars or seminars. A very simple action you could take is to send out thank you cards to those who have helped you on your way. How about a coupon for your loyal customers for a discount on your products or services that is only good for the month?

Jan 4 World Braille Day—Today is the day that celebrates Louis Braille and commemorates his life and work; a revolutionary, simple, and effective system for communicating. Since today is all about communication, what better way to celebrate than to keep the lines of communication open any which way you can imagine? In this line of thinking what about sending out tips for communicating with others to your social media contacts? A twitter tips day would be a very easy way to initiate this. Or, you might consider a postcard reminder of the holiday sent out to your customers or handed out to those you come in contact with today. Look for a sample you can modify to your liking in the appendix of this guide.



Figure 1 Courtesy of "Louis Braille by Étienne Leroux" by Agence Rol - Bibliothèque nationale de France. Licensed under Public Domain via Commons

Here's just one more idea. Hold a fundraiser for a school for the blind in your area or donate some braille books to their library. If you do hold a fundraiser don't forget to make the media aware of your plan. A sample press release is always available in the appendix in every Weird & Wacky Holiday Marketing Guide since the very first one.



Jan 8 Argyle Day—Try coercing everyone in your office or family and friends to sport their favorite argyle sweater, bowtie, or socks and then pose for a photo. Then have an on-line or off-line photo contest. The winner, of course, receives a package of Scotch (not the booze, LOL)

Brand Argyle tape or, pick up an argyle business card holder from Made by Meg Too! You'll find her link in the Resources appendix.

Jan 16 National Nothing Day—It's back! Our all-time favorite holiday. I couldn't pass up the opportunity to reiterate this favorite from the very first edition of the Weird & Wacky Holiday Marketing Guide. Back then it wasn't a National holiday, so perhaps you'll let me get away with repeating a holiday idea this time. Here's a craft idea that you can sell as a fundraiser or just for the heck of it. Make A Jar of Nothing! You'll find the directions in the appendix.

Jan 21 Women's Healthy Weight Day—The obvious way to celebrate this day is when you work in a fitness or health related world. Do you want to know what these healthy weight levels are? Look in the appendix to find a chart and sample flyer you can use to your advantage.

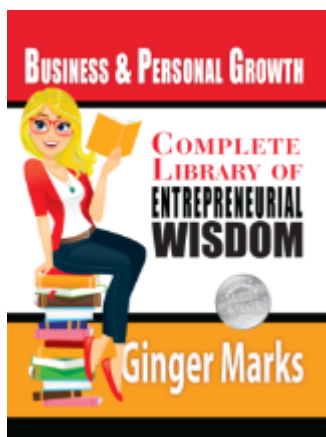
But, let's look at this on a little different level. Healthy weight might be your capabilities rather than physical presence. Looking at it in this whole new light paves the way for marketing on this Weird & Wacky Holiday for a myriad of other occupations. Coaches, for example, or perhaps those of you who are image consultants may find this the perfect opportunity to market your businesses as well.

If you aren't in one of these fields and can't come up with a twist of your own, then I suggest you partner with other business owners and hold a seminar or webinar on weighing in on the prospects of owning and running a lucrative business.

Appendix A: SAMPLES

Sample Press Release

FOR IMMEDIATE RELEASE



30+ YEAR LOCAL VETERAN BUSINESS OWNER / AUTHOR PARTNERS WITH PNC BANK

CLEARWATER, FL— SEPTEMBER 21, 2014 Local author and publisher, Ginger Marks, partners with Clearwater’s PNC Bank to provide insight and advice for prospective, new, and experienced business owners. Ginger will be available to chat and sign copies of her award winning book, Complete Library of Entrepreneurial Wisdom, and PNC Financial experts will be on hand to field your questions and educate you on business financial matters.

Mrs. Marks has spent 30+ years in the Tampa Bay area honing her skill as an entrepreneur. Having owned and operated multiple businesses, including a restaurant and a multimillion dollar surgical clinic, she knows her way around business and how to operate one successfully.

Mrs. Marks states, “Owning a business takes many talents and the determination to succeed. In the course of my business operations I have experienced both the ups and the downs of the financial market. Without the knowledge of how to structure your finances to support your dreams you endanger your success. This is why I have partnered with PNC with the release of this important work.”

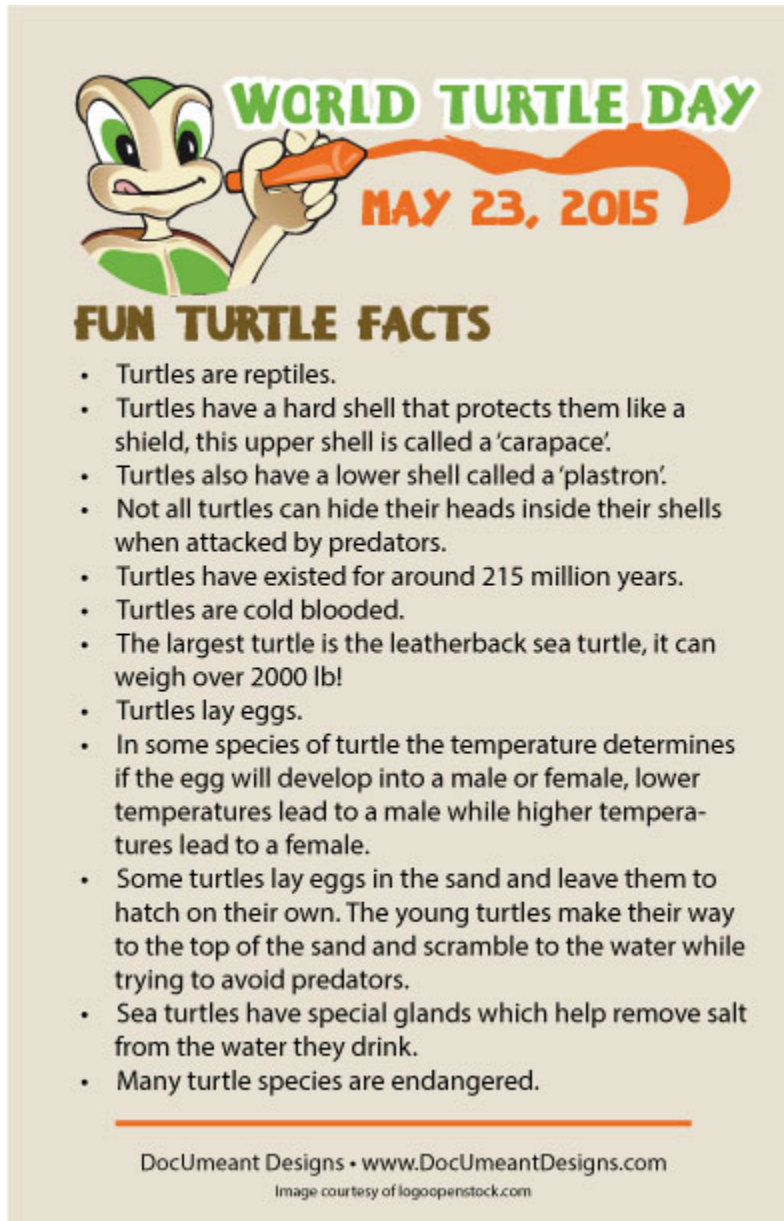
Event date and location: October 9, 2014 between 5:30 and 6:30 pm at 2498 Gulf-to-Bay Blvd. Books available at your local bookstore and at this event.

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MEDIA CONTACT: Ginger Marks, ginger.marks@documeantdesings.com 1-727-565-8500.

World Turtle Day Flyer

Design by DocUmeant Designs



The flyer features a cartoon turtle character on the left, holding a large orange marker. The marker is positioned as if it has just finished drawing the text 'WORLD TURTLE DAY' in green, outlined letters. Below this, the date 'MAY 23, 2015' is written in orange, outlined letters. The background is a light beige color. Below the title and date, the text 'FUN TURTLE FACTS' is written in a bold, brown font. A list of ten facts follows, each preceded by a bullet point. At the bottom of the flyer, there is a horizontal orange line, followed by the text 'DocUmeant Designs • www.DocUmeantDesigns.com' and 'Image courtesy of logoopenstock.com' in a smaller font.

WORLD TURTLE DAY
MAY 23, 2015

FUN TURTLE FACTS

- Turtles are reptiles.
- Turtles have a hard shell that protects them like a shield, this upper shell is called a 'carapace'.
- Turtles also have a lower shell called a 'plastron'.
- Not all turtles can hide their heads inside their shells when attacked by predators.
- Turtles have existed for around 215 million years.
- Turtles are cold blooded.
- The largest turtle is the leatherback sea turtle, it can weigh over 2000 lb!
- Turtles lay eggs.
- In some species of turtle the temperature determines if the egg will develop into a male or female, lower temperatures lead to a male while higher temperatures lead to a female.
- Some turtles lay eggs in the sand and leave them to hatch on their own. The young turtles make their way to the top of the sand and scramble to the water while trying to avoid predators.
- Sea turtles have special glands which help remove salt from the water they drink.
- Many turtle species are endangered.

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Image courtesy of logoopenstock.com

Gruntled Worker Sticker

Design by DocUmeant Designs

Use Avery Round Sticker Labels. Then download their template for Word and place one in each blank label template space. Now print them up and hand them out to show your fellow workers or people you meet today how 'gruntled' you truly are.



National Lighthouse Day Poster

Designed by DocUmeant Designs

Sponsored by

**National Lighthouse Day
Celebration of the Arts**
August 7, 2016


Time: 8:30 a.m.
Venue: 5555 Rosehill Drive
Treasure Island, FL

Featured Speakers:

name	name	name	name	name	name

**Donations of canned goods accepted at the entry in cooperation
with Feeding America.**

- Caricatures
- Finger Painting
- Face Painting
- Artist Chats
- Design Basics
- Author Readings
- Book Signings
- Coping with Stress
- and much more



About the Author



Having been a business owner for most of her adult life, operating a multi-million dollar surgical clinic and a local barbeque take-out to list just a couple, have given Ginger Marks the insight needed to assist business owners from all walks of life.

Ginger is the owner of the [Calomar, LLC](#) which holds her DocUmeant family of companies. The various entities all work towards a common goal that just happens to be their tagline; “We Make YOU Look GOOD!” Her services include both publishing and digital design assistance. She is proud of the fact that she is able to give high quality, efficient service at a remarkably reasonable rate. It is for this reason she chose to list her publishing company in New York City while residing in Florida.

When Ginger decided to embark on a writing career it was of no surprise to her mother, who herself is a published author. Her love for the arts is what spurred her to hone her talents as a digital designer, offering services to business owners and authors alike.

DocUmeant.net offers editing and writing services; [DocUmeantDesigns.com](#), as you would guess, focuses on designs ranging from websites to book covers & layouts to buttons and business stationary needs; while [DocUmeantPublishing.com](#)'s focus was begun with the Self-published author in mind. Now with ten years of experience in publishing she has built her success in the global community.

Ginger is a member of DesignFirms where she is a top rated designer, SPANpro (Small Publishers Association of North America), IBPA (International Book Publishers Association), DBW (Digital Book World), and is on the board of FAPA as VP Communications (Florida Authors and Publishers Association).

In 2012 she was awarded **VIP membership to Covington's Who's Who** and her publishing company, DocUmeant Publishing, was awarded the **2012 New York Award in the Publishing Consultants & Services category by the U.S. Commerce Association (USCA)**. She recently won the **2015 Clearwater, FL Design Firm Award** and has won book cover design awards and took home the silver medal for the *2015 Weird & Wacky Holiday Marketing Guide* from FAPA.

In her spare time she loves to do crafts of all sorts and sing. And yes, she is a little wacky at times too which keeps her fun and inspiring. Ginger lives in Florida where she works side-by-side with her husband, Philip, who is a Technical Editor and her VP Editing for DocUmeant Publishing.

Notes to Self

Weird & Wacky Holiday Marketing Plan

Holiday Title:

Holiday Date:

Begin Preparation Date:

Type of Event:

List of possible Joint Venture Partners:

Media Contacted:

Comments on how it went:



One of a kind tool to showcase your business!