

## Making the Most of the Economic Stimulus Rebate Check

Our retail expert and friend, Rick Segel, offered a challenge to his readers. He asked them to share ideas on how they will entice customers to spend their rebate checks in their stores. I have selected what I considered the “top ten” comments to share with you and to give you ideas on how to utilize this concept to promote your business.

10. Get an instant 10% rebate from (your business) for spending all or part of your tax rebate here. Just mention this email and we will apply the rebate toward your purchase. And we encourage you to support the small businesses that support your local schools and organizations and save gas in the process!
9. Help your community AND the economy! Spend your rebate at your favorite local (your business), and we'll pay the sales tax! That's right NO TAX on your rebate sales!
8. Offer a service (massage, haircut, etc.) for \$10.00 off and schedule a friend for the same service. Plan a spa day for your friends and receive a free service for yourself at a later date.
7. (Your business) Stimulus Opportunity! Shop with your rebate check in our store and we will pay the sales tax - if you bring in a friend with you - we will give you a \$20.00 gas card for car pooling!
6. Don't just stimulate the economy..... stimulate your best friend's health as well. Sniff your way into (your business), and receive 10% off your entire purchase. Plus for every stimulus check spent entirely at (your business), we will donate 5% of your total purchase to the St. Joseph Bay Humane Society. Don't just stimulate the economy..... but really PAY IT FORWARD... for that is the only hope we all have of making it thru the really tough times this country (world) will face. So give back to the those who give to us unconditionally everyday..... our "best friends."
5. Through the month of May, receive a \$10 gas gift card for every \$100 purchase at (your business).
4. Design a postcard that has hundred dollar bills on it for a sale that is more generous than our usual to really get people interested. It could read "for our best customers, our best sale." If they bring their card in, they are eligible to enter a drawing for two \$100 gift certificates.
3. Promote this concept: "Shop with local businesses and you'll help stimulate the entire city." Local businesses recycle their money with other local businesses. Shop with these neighborhood-size businesses and you'll find you become part of the neighborhood.
2. Make up your own "Top 10 Reasons Why You Should Spend Your Stimulus Check at (your business)." Make the 10 reasons are fun. The number 1 reason could be: When you spend your money at (your business), we give YOU money back! Spend \$50 and receive a crisp \$10 bill and spend \$100 and receive a crisp \$20 bill.

And now, the number one reason to spend your rebate check at a particular store:

1. "It's Your Money...Spend It On You!"

Should you wish to receive weekly tips from Rick, please visit his site at [www.ricksegel.com](http://www.ricksegel.com). I am sure he would love to hear from you!