



**Spring is a time to grow things...including your Alison's Pantry business!** Since some customers don't order every month, and order amounts can vary, it's important to continue to grow your customer base. Orders for Catalog #6 are almost due. If you still have unused catalogs, here are a few ideas to help you find new customers:

1. **Salons:** Offer the owner a discount or free product if she collects and distributes the products.
2. **City Offices:** These are places where many people work, so it's easy to gain several customers from one office. Just be sure you know a contact person by name to follow up on orders.
3. **Day Care Providers:** We've mentioned this one before. Have you tried marketing to day care providers yet?
4. **School Receptionists:** Leave a few catalogs for the workers in the front office at your child's school.
5. **Work:** Bake a batch of Macaroon Mix with Ghirardelli Chocolate Wafers on top and take it into work. Everyone will want a catalog!
6. Give an extra catalog to each of your customers and invite them to share it with a friend. You can offer to enter those who send you referrals in a drawing for a prize.
7. **Medical Offices:** Leave a catalog with the receptionists at the orthodontist's office. Working women often appreciate our selection of frozen foods for easy meals after 5:00.
8. **Playgroup:** If you get together with other mothers, always take a few current catalogs to share.
9. Think of people who value **preparedness**, mark the pages in the catalog with food storage and emergency preparedness items and deliver the catalog to them.
10. Talk to people who are involved in **summer camps**. These people need to plan food for large groups, and we can help them save money. Be mindful of delivery dates, but there is likely still time to receive their orders through Alison's Pantry before the summer.
11. **Small local restaurants or Bed and Breakfasts:** Many of these businesses in rural areas appreciate the access to our bulk products, and can become great regular customers.

*For more ideas to grow your business, join our "Alison's Pantry Representatives" Facebook Group and watch your e-mail for Tips of the Week! You can also call our Sales Manager, Kim at 435-229-0245 or e-mail her at [kim@alisonspantry.com](mailto:kim@alisonspantry.com).*