



## PUBLICITY FOR YOUR BUSINESS AT **NO** REAL COST

### Here's how

Check your shop to make sure that it is clean and tidy and that your staff are wearing matching uniforms. Better still get someone else, who you trust and respect, to check it out and if you find that there is room for improvement - **DO SOMETHING ABOUT IT!!!**

## IMPRESS THE PUBLIC - YOUR CUSTOMERS!

Every morning get one of your staff, or do it yourself, to put on a Hi-Viz vest, they cost £5, with your shop name printed on the back along with the words **LITTER PATROL**. Pick up **ALL** the litter in the street 50 metres either side of your shop **AND BE SEEN TO BE DOING IT. DO IT WITH A SMILE ON YOUR FACE AND WITH ENTHUSIASM AND TALK TO THE PUBLIC WHEN YOU ARE DOING IT!** You will be delighted at the positive response you'll get!

After a couple of weeks telephone your Local Councillor and invite him or her to join you on a **LITTER PATROL**. **INFORM YOUR LOCAL NEWSPAPER WHAT YOU ARE DOING FOR THE COMMUNITY AND THAT A LOCAL COUNCILLOR IS JOINING YOU TO RAISE THE PROFILE OF ENCOURAGING RESPONSIBLE PEOPLE TO KEEP YOUR TOWN LITTER FREE.**

This is a public spirited campaign and both your Local Councillor and local newspaper will be interested. Make sure that all of the photographs clearly identify your shop name!

So - the cost of this exercise has only been a few Hi-Viz vests, a few phone calls and a little bit of effort on your behalf. Make sure that you continue with the **LITTER PATROLS** long after the cameras stop clicking because every time you are seen by the public they will think "THERE'S THAT GOOD MAN / WOMAN WHO CARES ABOUT THE IMAGE OF OUR TOWN". Do not underestimate the impression you will make on the general public - your customers!

**Henry Colbeck Limited -**

*More than just a supplier*