

28	29	30	October 1 It's Breast Cancer Awareness month. Could you go PINK the entire month of October for a great cause?	2 Depositing rents today? Sneak a little marketing in with the bank employees and nearby businesses. You are out-make it count!	3 We know it's busy rent collecting time! Use this office time to check your online listing and make sure all the info is up to date.	4 <i>The worst distance between two people is misunderstandings. Squelch any conflicts that cause tension in your office.</i>
5 Self-confidence is the best outfit. Rock it and own it on this glorious Sunday.	6 Do you know of any residents that have survived breast cancer? Deliver PINK cupcakes & a sweet card to let them know you care.	7 Go small (in a good way) today. Visit five small businesses and introduce your community. Take your Sprout materials out!	8 Host a "Save the Ta-tas" resident fundraiser event with pink treats and tips on breast cancer prevention.	9 Visit healthcare businesses in your neighborhood. Let them know about your health-centric amenities.	10 Follow-up on a hard to reach PEP. Try to get face time!	11 <i>Integrity is doing the right thing even when no one is watching. -C.S. Lewis</i>
12 Let October be your excuse for pumpkin EVERYTHING!	13 Put up PINK balloons in honor of Breast Cancer Awareness Month. You are guaranteed to make someone smile.	14 Visit two of your preferred employers with a fresh marketing piece and some goodies to go!	15 Host a breakfast at the gate and hand out hot PINK cupcakes.	16 It's National Bosses Day! Don't forget to celebrate your boss today and sneak in a little marketing while you are out.	17 Follow-up on your online image. Have you claimed Google Places? Is your address on your Facebook page?	18 Life begins at the end of your comfort zone. Try something that stretches you out of your professional comfort zone.
19 Some people look for a beautiful place, others make a place beautiful. Spend today in your beautiful place.	20 Time to ORDER UP your November marketing materials!	21 Create fresh Craigslist ads to speak to your top two preferred employers. What's important to them? Get creative with your post.	22 Have a little fun with the pups at your community. Invite them in for a little Yappy Hour! Post your pics on Facebook & Instagram.	23 Go out to lunch as a team, wear your company swag, and sneak in a little marketing while you are out!	24 Follow-up on your outreach marketing route. Who haven't you taken new marketing materials to in a while?	25 <i>Be an encourager. The world has plenty of critics already. -Dave Willis</i>
26 <i>The earth has music for those who listen. -Shakespeare</i>	27 Keep morale high. Team huddle with a shout-out to your top leaser this month! Make a big deal out of it.	28 Have you tried Facebook ads? They are easy to set up and can be hyper targeted. Try to create an ad that speaks to one of your PEP.	29 The grocery store shelves are lined with all sorts of candy this month. Host a sweet spread for all the kiddos at your community.	30 Running any personal errands today? Pack your marketing materials and market on the run.	31 Halloween-Remind your residents to be safe!	November 1

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October is National Breast Cancer Awareness Month. What can you do at your community to raise awareness?

- One in eight women will be diagnosed with breast cancer in their lifetime.
- Breast cancer is the second leading cause of death among women.
- Each year it is estimated that over 220,000 women in the United States will be diagnosed with breast cancer and more than 40,000 will die.
- Although breast cancer in men is rare, an estimated 2,150 men will be diagnosed with breast cancer and approximately 410 will die each year.

Courtesy of Sprout Marketing, Inc.
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