



# Holiday Hustle

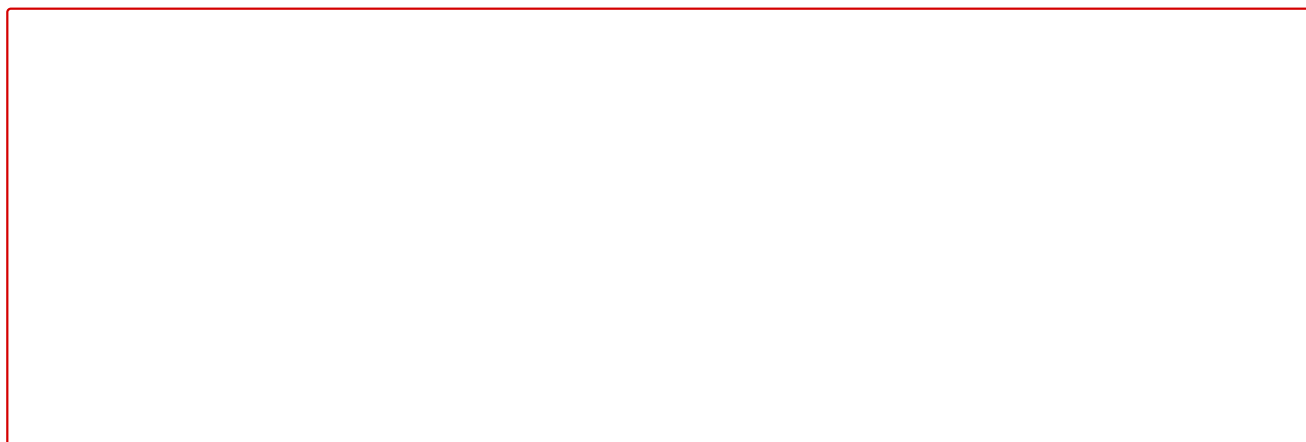
## WORKSHOP

**CRAFT YOUR PLAN. CONQUER THE SEASON!**

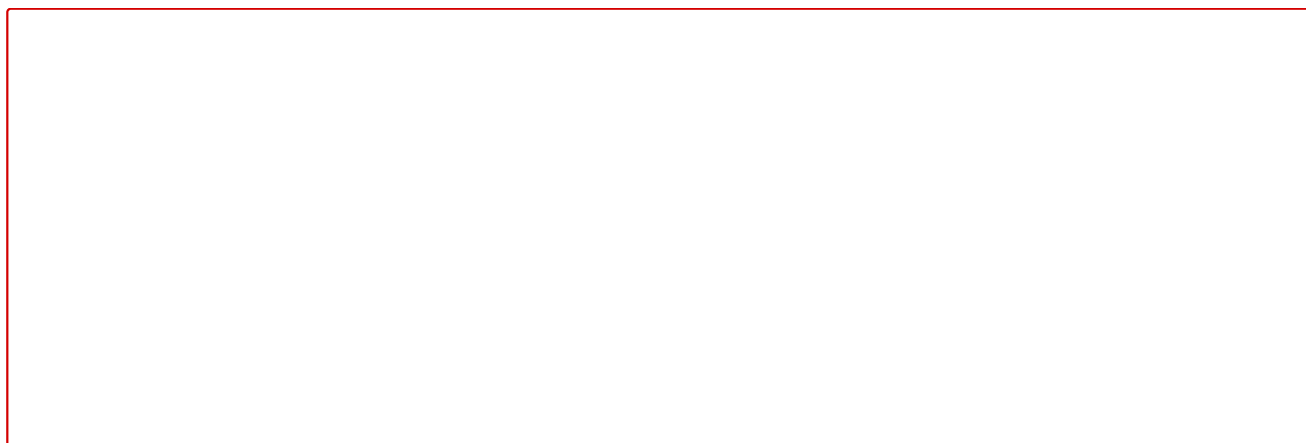
## THINGS TO THINK ABOUT BEFORE YOU PLAN YOUR HOLIDAY PROMOTIONS



### HOLIDAY DATES



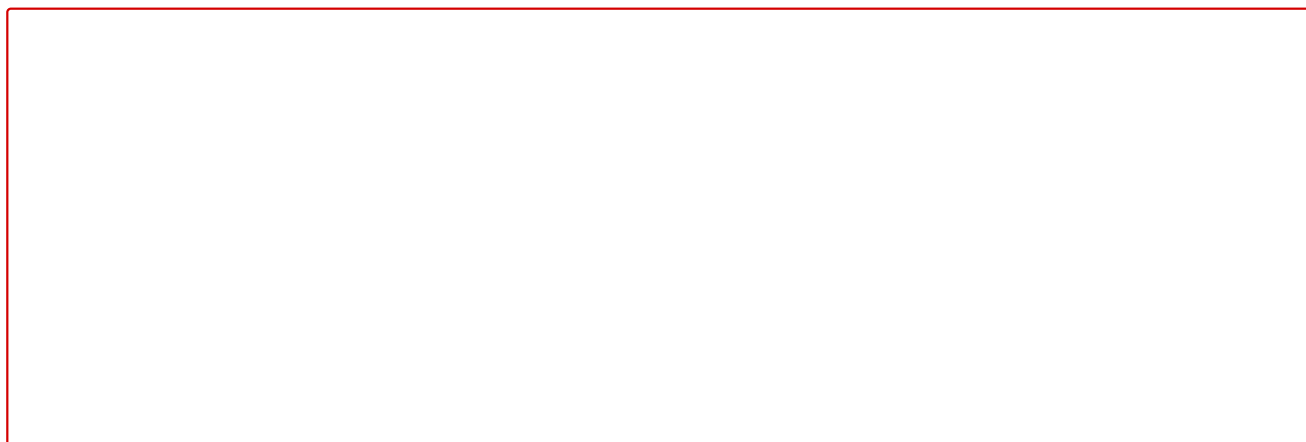
### COMPANY DATES



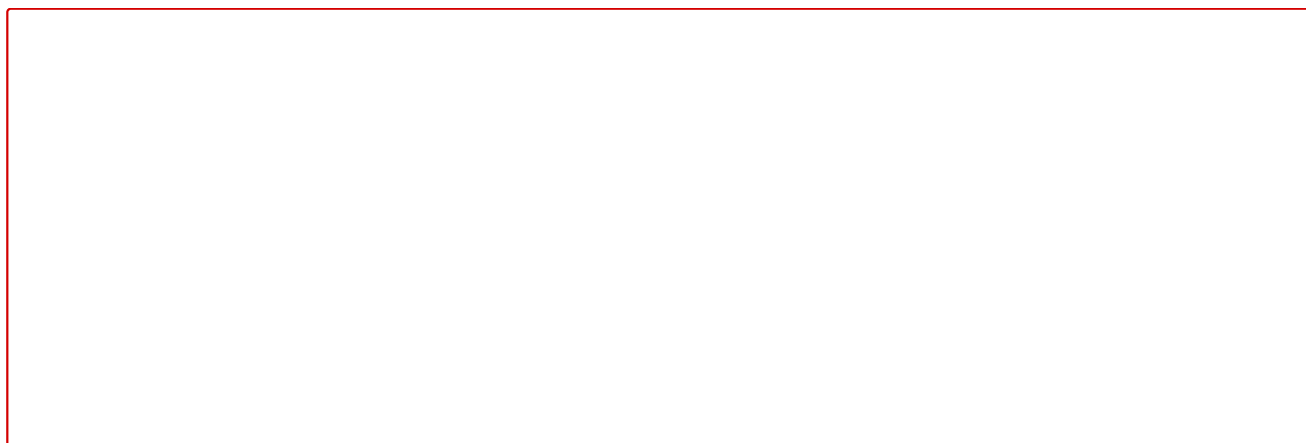
## HOLIDAY GOAL SETTING



### STEP 1:



### STEP 2:

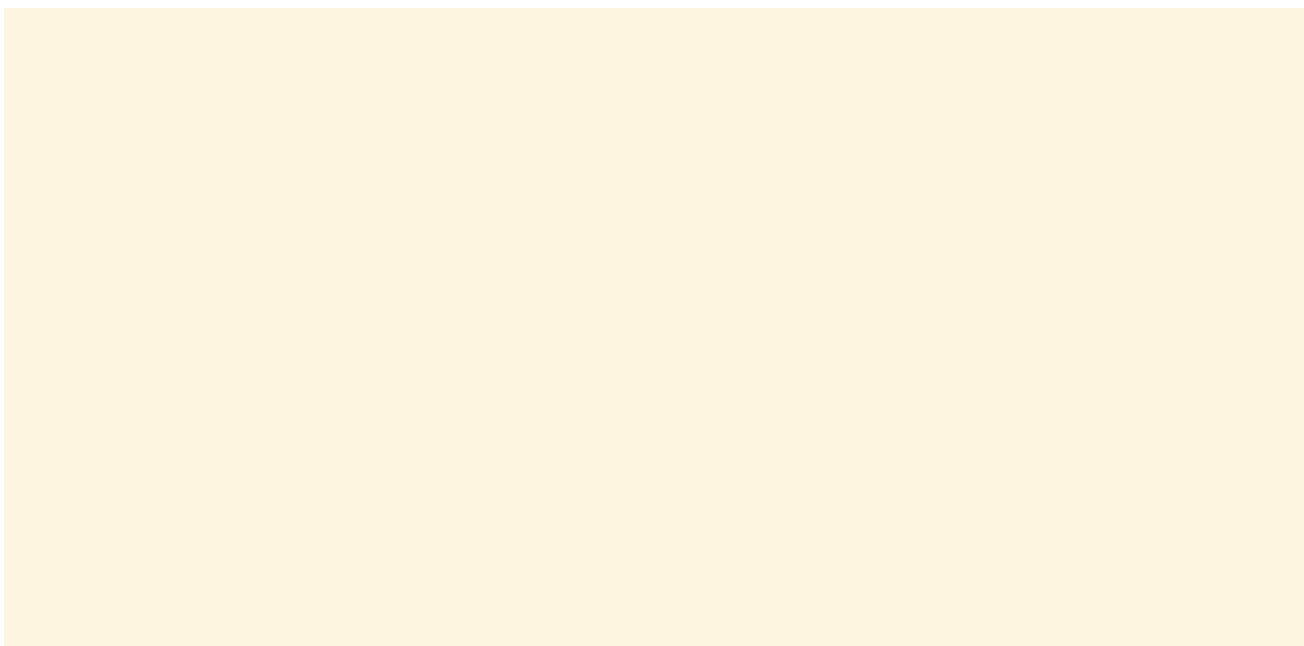


## OTHER THINGS TO CHECK



### QUESTIONS TO ASK YOURSELF:

- Looking back at what I sold last holiday season, what do I want to aim for this year?
- What do I want my business to look like on December 31st?
- What will be the biggest obstacles for my business success this holiday season?



# CREATING YOUR HOLIDAY PROMOTION PLAN

## HOW TO CREATE A HOLIDAY PROMOTION PLAN



### STEP 1:



### STEP 2:



### STEP 3:



**STEP 4:**

**STEP 5:**

**TYPES OF EVENTS TO INCLUDE IN YOUR PROMOTION PLAN**



## HOW DO I KNOW IF MY PLAN WILL ALLOW ME TO HIT MY GOAL?



## BEST WAYS TO PROMOTE YOUR HOLIDAY OFFERINGS



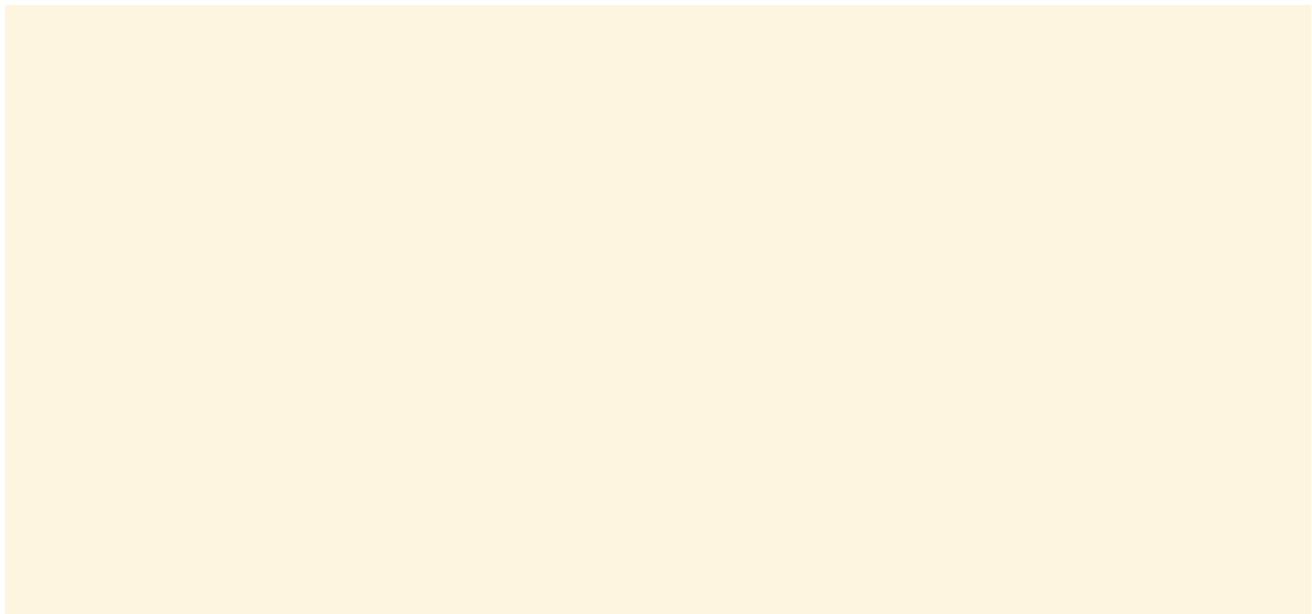


## WHAT TO DO IF IT LOOKS LIKE YOU WON'T HIT YOUR GOAL



### QUESTIONS TO ASK YOURSELF:

- What types of events would I enjoy adding to my holiday promotions this year?
- How have I missed the mark in my holiday marketing in the past?
- What one thing can I do differently this year to ensure that I hit my goals?



# BALANCING BUSINESS AND FAMILY DURING THE HOLIDAYS

## STEP 1:




## STEP 2:



## STEP 3:



## STEP 4:



**STEP 5:**

**STEP 6:**

**QUESTIONS TO ASK YOURSELF:**

- In what ways have I let my business take over my holiday season in the past?
- What can I do this year to make sure I hit my goals and also enjoy my family?
- What one thing will I do to celebrate my success at the end of the holiday season?