CHECKLIST OF IDEAS FOR LEAD UP TO XMAS....

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| **DONE?** | **HAVE YOU...?** | **PRIORITY? H, M, L** |
|  | Planned, designed and ordered your Xmas marketing materials or ads?  Remember it takes time to confirm the copy, layout, get it printed and delivered. |  |
|  | Brainstormed Xmas specials or packages you can offer? Rather than discount the first item, create offers that encourage customers to buy more - 2nd item at $X or include complimentary items as a bundled package. Don't forget gift cards! Think outside the square. Ask your staff and customers for ideas. |  |
|  | Planned end of year (or new year) customer reviews to find out how well you are doing, what you can do better or what they would like you to offer?  This is gold. And don't forget to ask how much work they have for you in the new year. This can be done via online surveys, phone calls, face to face lunch or coffee chats. If you get some negative feedback, accept it, don't start arguing and defending yourself. |  |
|  | Planned staff interviews to check-in and see how they are travelling, are they moving towards their goals, what they would like to be doing next year, and what improvements they suggest for the business? |  |
|  | Planned cards and hampers for clients? It's a time to just give. Don't include any sales speak or offers in your gift...otherwise it's not a gift! |  |
|  | Planned cards and hampers, bonuses etc for staff? |  |
|  | Put sufficient money aside to cover a slow down in Jan? This can make your Xmas hols a lot more enjoyable if you aren't stressing about bills. Start putting money away now if you need to. |  |
|  | Scheduled a business review during the quiet time to reflect on the past year and goals and what to do better this new year? When it comes to goals, make sure they are aligned with your values and vision. |  |
|  | Scheduled a review of profit margins and material costs and if you can get better pricing from suppliers?  And it's not just pricing...you can ask for better terms, or one of my clients asked for new carpet in one of his offices and got it. So think outside the square. |  |
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