

2018



by
Wendy Batten
THE PAINTPRENEUR

Holiday Sales Kickstart Plan

A MONTHLY TO-DO LIST TO KEEP RETAILERS
ON TRACK FOR A SUCCESSFUL & PROFITABLE SEASON

August

- o Start planning your holiday promotions calendar
- o Plan your marketing budget – do not wing this!
- o Check for local markets and events you want to be part
- o Book or register for any booth spaces/events
- o Remember Thanksgiving, Black Friday, Cyber Monday, Small Biz Saturday in your marketing plans
- o Schedule in-store events and open houses and vip sales/events
- o Contact any media re gift guides etc you wish to be included in
- o Order Holiday merchandise NOW
- o Schedule and plan anything you plan to make or create
- o Make lists of any new creatives, crafters etc you would like to bring into your store or collaborate with.
- o Plan and organize classes and workshops and special events and retreat days September through January
- o Order printed goods now, banners, signage etc.

Notes

It's a lot, I know, and there is so much more. But this will get your started on a focused path. Planning ahead will ensure a much smoother, stress-free and more profitable holiday season, I pinky swear. You've got this, if you plan for success.

Holiday Sales Kickstart Plan

A MONTHLY TO-DO LIST TO KEEP RETAILERS ON TRACK FOR A SUCCESSFUL & PROFITABLE SEASON



by Wendy Batten
THE PAINTPRENEUR

September

- o Order in merchandizing material
- o Prep for custom work – it will get crazy with requests if you do any kind of custom work in the next 2 months. Now is the time to have a system in place, contracts, product and a plan for extra staff etc.
- o Plan staffing for the season and start hiring o Now is the time to ensure you staff is motivated.
- o Seek out other businesses to collaborate your marketing with, reach out now.
- o Now is the time to approach any new vendors or crafters to sell new products in your store.

Notes

PS- NEED SOME EXTRA HELP AND WANT TO WORK WITH ME ONE-ON-ONE?
I'M TAKING ON A LIMITED NUMBER OF CLIENTS NOW THROUGH DECEMBER.
YOU CAN CHECK OUT MY SERVICES AT WENDYBATTEN.COM

Holiday Sales Kickstart Plan

A MONTHLY TO-DO LIST TO KEEP RETAILERS
ON TRACK FOR A SUCCESSFUL & PROFITABLE SEASON



by Wendy Batten
THE PAINTPRENEUR

October

- o Ensure you are emailing your customer list at least bi-weekly with upcoming events and specials and valuable topics. Remind them they are the vips
- o Double and triple check you have all supplies for all workshops and classes, order in and have everything on hand now.
- o Staff scheduling for the holidays should be in place.
- o Set your own priorities o Plan cut off dates EARLY for online shipping

Notes

PS- NEED SOME EXTRA HELP AND WANT TO WORK WITH ME ONE-ON-ONE?
I'M TAKING ON A LIMITED NUMBER OF CLIENTS NOW THROUGH DECEMBER.
YOU CAN CHECK OUT MY SERVICES AT WENDYBATTEN.COM

Holiday Sales Kickstart Plan

A MONTHLY TO-DO LIST TO KEEP RETAILERS
ON TRACK FOR A SUCCESSFUL & PROFITABLE SEASON



by
Wendy Batten

THE PAINTPRENEUR

November

- o Prepare social media plan, use scheduling tools, hire someone, etc.
- o Remember to man the phones, these are potential customers
- o Have a plan to man social media posts and questions as regularly
- o Don't panic
- o Check in on your staff, have a meeting, regroup, make sure they are ok and ready to keep going.
- o Make plans now for your Boxing Day sales. Graphics for social media, etc.

Notes

PS- NEED SOME EXTRA HELP AND WANT TO WORK WITH ME ONE-ON-ONE?
I'M TAKING ON A LIMITED NUMBER OF CLIENTS NOW THROUGH DECEMBER.
YOU CAN CHECK OUT MY SERVICES AT WENDYBATTEN.COM

Holiday Sales Kickstart Plan

A MONTHLY TO-DO LIST TO KEEP RETAILERS
ON TRACK FOR A SUCCESSFUL & PROFITABLE SEASON



by *Wendy Batten*
THE PAINTPRENEUR

December

- o Meal plan for the month – yup – you need to stay healthy, so big batch or hire a friend, or whatever it takes, make this a priority.
- o Offer limited time offers for January workshops.
- o Have a customer appreciation open house
- o Sell sell sell

Notes

Happy Holidays!

PS- NEED SOME EXTRA HELP AND WANT TO WORK WITH ME ONE-ON-ONE?
I'M TAKING ON A LIMITED NUMBER OF CLIENTS NOW THROUGH DECEMBER.
YOU CAN CHECK OUT MY SERVICES AT WENDYBATTEN.COM