

Planning for Christmas and the New Year

by Karen Nankervis, My Beechworth Secretary



It's October and before we know it Christmas will be upon us and then the New Year. If you have found the holiday season has been slow for your business and you'd like to ensure that this year you are kept busy, now is the time to get organised and bring business to you when you want it.

Plan your diary – put in all your commitments for holidays, family, friends, etc. There will be festivities to be part of during December, then school holidays in January and you need to allocate your time sensibly. While you may want to be busier than last year, you also need to have the time and energy to perform the work to

your usual high standard. It's important to be realistic during this time rather than burning yourself out working and playing!

Is your database up to date with a full list of all your customers/clients? If you've been piling up those customer cards and order forms, now is the time to record them into whatever database system you have.

Plan a promotion – think about your quiet times over the next two-three months and put on a special offer e.g. two for one, discounts, free freight, extras for January

Hostesses, etc. Be very specific about the timing of your offers; you want to fill up the quiet time, not make the busy times busier.

Contact your customers/clients – remind them about what you have to offer by sending out a newsletter, email or vouchers now. Make sure that you send out the offer at a time that is appropriate; don't leave great ideas for Christmas gifts until the middle of December, or ask for January bookings just before Christmas.

Send Christmas Cards in early December. This is another great way to let customers/clients know that you are thinking of them and that they are valued. This could also include a special offer or a gift. If you are unsure if Christmas Cards are appropriate, look at 'New Year' cards or 'Thank You' cards to acknowledge their support of your business over the last 12 months.

As Christmas approaches, you may be looking forward to a few weeks of doing nothing and recovering from a busy year. Or, you may be thinking back to the slow start you had in January this year and how hard it was to get things happening in February and March.

Either way – decide what you want – plan for it – and then take action!!

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