

# Your Early Planning Checklist for a Stress-Free Holiday Season

- Order **gift cards**
- **Plan out sales and promotions** and **start email marketing** early
- Make sure you've **customized booking limitations** and **enabled the waitlist feature**
- Make sure you've got **automated email responses** set up to handle holiday volume email queries
- Send out bi-weekly holiday **pre-booking reminders**
- **Use social media** to remind clients about pre-booking for the holidays, holiday product deals, service promotions, gift cards, and any events your business will hold during the holidays
- **Add pre-booking links to automated confirmations** for appointments and classes scheduled in September, October, and November
- **Use down time for holiday busy work**, like wrapping client Thank-You gifts and prepping gift card packaging
- Create **holiday product bundles and packages** and start **displaying them early**
- **Prep online store** for holiday sales
- **Pull sales, services, and gift card sales reports** from last year, then add 10% to project inventory and staffing needs
- **Set up iPad** for holiday use
- **Order any additional POS hardware** you'll need to cover your needs
- **Interview seasonal staff** for front end and to cover walk-in traffic
- **Reward loyal customers** with small Thank-You gifts
- Make sure you **reward your staff** for their hard work, too!