

# 2021 Holiday Calendar



Getting ready for the holidays  
at your fitness business

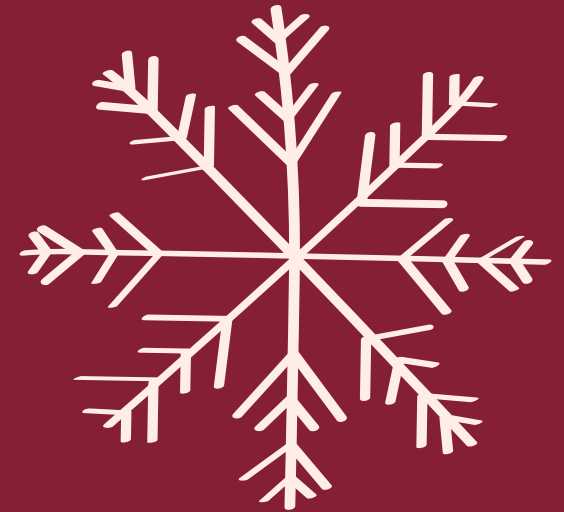


# Introduction


Now's the time to prepare for the holiday hustle and bustle at your fitness business. This season, there's a huge opportunity to grow your clientele, retain members, and increase revenue.

And with so much to do—stock inventory, create holiday offers, purchase gift cards, market your promos—you'll need all the time you can get to ensure your business is profitable during the most wonderful time of the year.

With that in mind, we've created a step-by-step calendar to keep you and your team on track. Happy planning and happy (almost) holidays!



## Want help staying on track?

Click the  on the upcoming pages to add our suggested dates to your personal calendar.





# September

## Tasks

### Create goals for your promotion(s) so you know what holiday success looks like.

- How many new members will you acquire?
- How much retail will you sell?

### Determine the promotion specifics.

- Will you offer a promo on class packages? Gift cards?
- Will you bundle retail products together?
- Will you have one-day-only promotions (for [Black Friday](#), [Small Business Saturday](#), or Cyber Monday)?
- When will each promotion launch and expire?

### Order retail products and supplies.

Take inventory and decide if you need to purchase:

- Additional inventory (apparel, water bottles, equipment, etc.)
- Gift cards and gift cardholders
- Gift bags, tissue, ribbon, etc.

### Plan your holiday promotion marketing strategy.

After confirming your promotion(s), decide how you'll spread the news via Facebook, Instagram, email marketing, text messages, in-studio flyers, etc. [Download our marketing budget and plan template to outline the costs.](#)

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
	Labor Day				+	
12	13	14	15	16	17	18
			+			
			Yom Kippur			
19	20	21	22	23	24	25
					+	
26	27	28	29	30		
			+			

### Task dates to keep you on track:

- 10<sup>th</sup> – Create goals for your holiday promotion(s)
- 15<sup>th</sup> – Determine promo specifics
- 24<sup>th</sup> – Order retail products and supplies
- 29<sup>th</sup> – Plan your holiday promo marketing strategy



# October

## Tasks

### Set up your business software.

More than [half of consumers start shopping before November 1](#), so you'll want to be ready as early as possible. Set up your promotions within your [fitness software](#). If you're a Mindbody customer, this might include creating a promo code, selling online gift cards, and logging and adjusting inventory.

### Start promoting your holiday special(s).

Put up signage and flyers around your space and share on your website and social media profiles.

### Schedule your holiday email marketing.

This is a great task to delegate to your staff. Give them a copy of our [Complete Guide to Email Marketing](#) for outlined email best practices.

### Schedule a meeting with your team.

Go over scheduling and make any necessary substitutions, discuss promo details, and answer any questions they might have. If you've been thinking about adding an AI assistant to your front desk, now might be the perfect time to implement. The more supported your team is, the less stressful (and more successful) the holidays will be.

### Prep for January.

Whether you plan to add extra classes, extend your hours, create special offerings (like a virtual series for beginners), or all of the above, now's the time to prep for and market your New Year's offerings. Finesse your [sales process](#) to ensure the influx of resolutioners turn into long-term members.

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
	Thanksgiving (Canada)		+		+	
	Indigenous Peoples' Day (US)		+			
17	18	19	20	21	22	23
	Mawlid al Nabi		+			
24	25	26	27	28	29	30
			+			
31						
Halloween (US)						

### Task dates to keep you on track:

- 6<sup>th</sup> – Set up your business software
- 13<sup>th</sup> – Start promoting your holiday special(s)
- 15<sup>th</sup> – Schedule your holiday email marketing
- 20<sup>th</sup> – Schedule a meeting with your team
- 27<sup>th</sup> – Prep for January



# November



## Tasks

### Create collateral for your New Year's promotions.

You're well ahead of your holiday promotions happening this month. Now, work on your New Year's promotions. Design and print any promotional and/or welcome collateral for new members. Store these away for January.

### Use text message marketing to support promo deadlines.

If you plan to run one-day-only promotions specific to Black Friday, Small Business Saturday, and/or Cyber Monday, use [text message marketing](#) to be front and center when it matters most. With [Marketing Suite](#), you can even schedule text messages to boost sales.



SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
	Día de los Muertos			Diwali		
7	8	9	10	11	12	13
			+			
14	15	16	17	18	19	20
21	22	23	24	25	26	27
			+	Thanksgiving (US)	Black Friday	Small Business Saturday
28	29	30				
	Cyber Monday					
	Hanukkah					

### Task dates to keep you on track:

- 10<sup>th</sup> – Create collateral for New Year's promotions
- 24<sup>th</sup> – Use text message marketing to support promo deadlines



# December

## Tasks

### Make your space (and marketing) festive.

Why not deck the halls at your studio or gym? Make it fun, and inclusive, by sticking with twinkly lights and metallics at your front desk, on the wall, and/or in your locker room. Consider theming your social media, flyers, and website to reflect the holidays as well.

### Check in with your team.

Take time to check in with your staff frequently to see how they're doing and to thank them for their hard work. With so many other events and obligations during this time, it's best to wait and schedule any team celebrations for January or February.



SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
			+	Hanukkah		
5	6	7	8	9	10	11
Hanukkah						
12	13	14	15	16	17	18
			+			
19	20	21	22	23	24	25
					Christmas Eve	Christmas
26	27	28	29	30	31	
Boxing Day					New Year's Eve	

### Task dates to keep you on track:

- 1<sup>st</sup> – Make your space (and marketing) festive
- 15<sup>th</sup> – Check in with your team





To learn first-hand how Mindbody can position your business for success, [schedule a guided tour today.](#)

