

# 2023 Holiday Calendar

Getting ready for the holidays  
at your fitness business

**mindbody**




# Introduction

Now's the time to prepare for the holiday hustle and bustle at your fitness business. The holiday season presents a huge opportunity to grow your clientele and increase revenue. Why not take advantage?

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 schedule. 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.



# 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 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 resolutions turn into long-term members. Still using sticky notes and spreadsheets to keep tabs of new clients? Implement a [lead management system](#) now so you can track and nurture sales leads when the [January rush](#) hits.

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

### Task dates to keep you on track:

- 5<sup>th</sup> – Set up your business software
- 12<sup>th</sup> – Start promoting your holiday special(s)
- 14<sup>th</sup> – Schedule your holiday email marketing
- 19<sup>th</sup> – Schedule a meeting with your team
- 26<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.

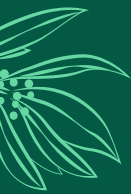
If you plan to run one-day-only promotions specific to Black Friday, Small Business Saturday, and/or Cyber Monday, use [text message marketing](#) to be front and center when it matters most. With [Marketing Suite](#), you can even schedule text messages to boost sales.

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

### Task dates to keep you on track:

9<sup>th</sup> – Create collateral for New Year's promotions

22<sup>nd</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	5	6	7	8	9
				Hanukkah		
10	11	12	13	14	15	16
				Hanukkah		
17	18	19	20	21	22	23
24	25	26	27	28	29	30
Christmas Eve	Christmas	Boxing Day				
31						
New Year's Eve						

### Task dates to keep you on track:

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



# mindbody

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

