



2019 Calendar: Getting Holiday-Ready at Your Wellness Business

Introduction

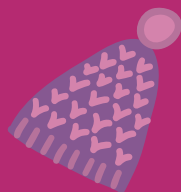
Now is the time to get ready for the holiday hustle. Your clients will be busier than ever, which means they'll be looking to get (and give) wellness services.

With so much to do—restock inventory, create holiday gift packages, purchase gift cards, decorate your space, and market seasonal offerings—you'll need to prepare ahead of time to ensure your clients are relaxed and your business is profitable during the most wonderful time of the year.

With that in mind, here's a step-by-step calendar to keep you and your team on track for your best holiday season yet. Happy planning and happy (almost) holidays!

Want help staying on track?

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





August

Tasks:

Brainstorm your holiday promo(s). Which of your promotions has succeeded in the past? Use these as inspiration for your holiday offering(s).

Outline goals. Be specific so you can gauge how successful your holiday promotion(s) are. How many new customers will visit your business this season? How much revenue from gift cards/retail will you earn?

Determine the specifics. Will you discount services or gift cards? Bundle products together? Offer a gift with purchase? What about 24-hour promotions (for Black Friday, Small Business Saturday, and/or Cyber Monday)? When will each promotion launch and expire?

| SUN | MON | TUES | WED | THURS | FRI | SAT |
|-----|-----|------|---------------------------------------------|-------|---------------------------------------------|-----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 <small>+ Add task to calendar</small> | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 <small>+ Add task to calendar</small> | 17 |
| 18 | 19 | 20 | 21 <small>+ Add task to calendar</small> | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

Pro tip: Need more help getting your holiday promotions off the ground? Tune in to our webinar on [launching an effective holiday campaign](#).

Task dates to keep you on track:

- Aug 9:** Brainstorm your holiday promo(s)
- Aug 16:** Outline goals for your holiday promo(s)
- Aug 21:** Determine holiday promo specifics



September

| SUN | MON | TUES | WED | THURS | FRI | SAT |
|-----|------------------------------|------|------------------------------|-------|------------------------------|-----|
| 1 | 2 Labor Day | 3 | 4 | 5 | 6 + Add task to calendar | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 + Add task to calendar | 19 | 20 | 21 |
| 22 | 23 + Add task to calendar | 24 | 25 | 26 | 27 + Add task to calendar | 28 |
| 29 | 30 Rosh Hashanah | | | | | |

Task dates to keep you on track:

- Sept 6:** Order holiday retail products and supplies
- Sept 18:** Make sure you're set up in your business software
- Sept 23:** Plan your schedule
- Sept 27:** Confirm your holiday promo marketing strategy

Tasks:

Order retail products and supplies. Look at the inventory you have on hand (if you're a MINDBODY customer, pull the [Inventory on Hand report](#)). Decide if you need to purchase:

- Seasonal inventory
- [Gift cards and gift card holders](#)
- Gift bags, tissue, ribbon, etc.

Set-up your software for success. [Almost half of holiday shoppers start before November.](#) It's important to have systems in place as soon as possible. If you're a MINDBODY customer, this might include creating a [promo code](#), [selling online gift cards](#), and [logging and adjusting inventory](#).

Plan your schedule. Long before your appointments fill up, make sure you're fully staffed. Your regular staff will want to spend time with their families too, so hiring additional help may be necessary.

Confirm your holiday promotion marketing strategy. Use our [marketing budget and plan template](#) to help you budget accordingly.



October

Tasks:

Update your service menu. This time of year, clients are busier than ever. Consider adding express services—at least for a limited time.

Schedule your holiday email blasts. This task can be easily delegated to a member of your team. Give them a copy of our [ultimate guide to email marketing](#) for email marketing best practices.

| SUN | MON | TUES | WED | THURS | FRI | SAT |
|--------------|-------------------------------------------------------------|--------------------|------------------------------|----------------------|-----------------------------|-----|
| | | 1 Rosh Hashanah | 2 | 3 | 4 + Add task to calendar | 5 |
| 6 | 7 | 8 Yom Kippur | 9 | 10 | 11 | 12 |
| | Customer Service Week | | | | | |
| 13 | 14 Thanksgiving (Canada) Indigenous Peoples' Day (US) | 15 | 16 + Add task to calendar | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 Diwali | 28 | 29 | 30 | 31 Halloween (US) | Dia de los Muertos | |



Don't forget: October is Breast Cancer Awareness Month. Consider offering donation-based service add-ons or participating in an awareness event with your team to support the "pink" cause.

Task dates to keep you on track:

- Oct 4:** Start marketing your holiday promo(s)
- Oct 16:** Schedule your holiday email marketing blasts



November

| SUN | MON | TUES | WED | THURS | FRI | SAT |
|-----|---------------------|------|------------------------------|-------------------------|----------------------------------------------|-------------------------------|
| | | | | | 1 + Add task to calendar | 2 Día de los Muertos |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 Mawlid al-Nabi |
| 10 | 11 Veteran's Day | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 + Add task to calendar | 28 Thanksgiving (US) | 29 Black Friday + Add task to calendar | 30 Small Business Saturday |

Tasks:

Schedule a meeting with your team. Go over your holiday schedule, explain promotion specifics, and answer any questions they may have. The more prepared your team is, the less stressful the holidays will be.

Use text message marketing to support deadlines, especially if you plan on running one-day-only promotions for Black Friday, Small Business Saturday, and/or Cyber Monday. With the [MINDBODY Marketing Suite](#), you can use two-way text messages to promote your holiday offerings.

Set the holiday mood. The day after Thanksgiving (a.k.a. Black Friday), put up decorations like snowflakes, velvet accents, glitter, and lights to resonate with clients, regardless of their background.

Remember: November, aka "Movember" is dedicated to raising awareness of men's health issues.



Promote the benefits of wellness services for men and/or donate a portion of the proceeds from a specific service to a men's health organization.

Task dates to keep you on track:

Nov 1: Schedule a meeting to prep your team

Nov 27: Use text message marketing to support holiday promo deadlines

Nov 29: Set the holiday mood



December

Tasks:

Check-in with your team. Thank your staff for all of their hard work this season and throughout the year. With so many other events and obligations during this time, wait to schedule any team celebrations until after the new year.

| SUN | MON | TUES | WED | THURS | FRI | SAT |
|----------|-------------------|----------------------|-----------------|------------------|--------------------------------------------|-----|
| 1 | 2 Cyber Monday | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 Add task to calendar | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 Christmas Eve | 25 Christmas | 26 Boxing Day | 27 | 28 |
| Hanukkah | | | | | | |
| 29 | 30 | 31 New Year's Eve | | | | |

Task dates to keep you on track:

Dec 13: Check in with your team



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