

Things to Do When It's Slow at Your Wellness Business

No matter what part of the wellness industry your business operates in, we've all experienced the occasional slow day when the phone doesn't seem to ring, the waiting area isn't as busy as usual, and the appointment book is relatively clear. During these days, you and your staff may find yourselves with some free time. Instead of sitting around waiting for things to pick up, you can make the most of those slower, "rainy" days.

Here are a few ideas to help you maximize the downtime:

Deep clean:

A slow day is a great opportunity to do some cleaning in areas that don't get as much regular attention:

- Appointment rooms
- The back office, kitchen, or lunch room and other employee areas
- Stock rooms, closets, and other storage areas
- Retail area, including racks, shelves, and glass cases

Organize:

Downtime is also ideal for getting rid of clutter and putting things in order:

- The waiting area, including behind and under seating and displays
- Stock and inventory, including upcoming orders and first-in-first-out (FIFO) practices for perishable items—here are a few tips on [logging and adjusting inventory](#) in MINDBODY
- Upcoming appointments and employee scheduling
- Your inbox or mailbox
- Throw away dated magazines and make sure current reading materials look appealing

Get ahead:

You and your staff can put this time to great use by setting yourselves up for the future:

- Plan for upcoming seasonal offerings, including any product ordering and advertising
- Review and revamp employee training and onboarding
- Consider your welcome process for new clients—it could be time for a refresh

Client outreach:

In addition to supporting your internal staff, you can also leverage this time for customer-facing matters:

- Brainstorm and plan for your next marketing campaign, including the overall theme and associated messaging—[here are a few ideas to consider](#)
- Check up on your [social and other channels](#)—consider planning out future posts
- Send out a text/email message to clients who haven't returned in a while—MINDBODY lets you [set up automatic text and email messages](#) to keep connections with clients strong
- Review and analyze past client interactions; what did your team do well, and what can be improved?

Explore new opportunities:

Extra time on your hands can allow you and your staff to look into new areas of your industry and better support your business:

- Check up on the competition—take inspiration and leverage it for your own business and customers
- Research new industry strategies, training opportunities, etc.
- Learn about the latest trends in wellness in our report, [Integrative Health in America](#)



Turn your lull into an opportunity to continue your business education.

To find out more about maximizing your down time on slower days, and how MINDBODY software can help, check out our other resources at business.mindbody.io/education.