

## Prep List

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|---|--|
| <input type="checkbox"/> Recipe Creation            | <input type="checkbox"/> Inventory/Order Supplies and Hardgoods  |
| <input type="checkbox"/> Prebook Fresh Cut          | <input type="checkbox"/> Order Add-Ons + Last minute Merchandise |
| <input type="checkbox"/> Prebook Containers         | <input type="checkbox"/> Plan out sales incentives               |
| <input type="checkbox"/> Order/Make Add-ons & Gifts | <input type="checkbox"/> Schedule Drivers and Seasonal Help      |

## Supplies Checklist

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|---------------------------------------|---|--|
| <input type="checkbox"/> Floral Foam  | <input type="checkbox"/> Water Tubes/Bag    | <input type="checkbox"/> Receipt Paper                 |
| <input type="checkbox"/> Card Picks   | <input type="checkbox"/> Printer Paper      | <input type="checkbox"/> Printer Ink                   |
| <input type="checkbox"/> Liners       | <input type="checkbox"/> Enclosure Cards    | <input type="checkbox"/> Bindwire/Wire                 |
| <input type="checkbox"/> Floral Food  | <input type="checkbox"/> Envelopes          | <input type="checkbox"/> Wood Picks                    |
| <input type="checkbox"/> Floral Spray | <input type="checkbox"/> Recipient Insert** | <input type="checkbox"/> Tape                          |
| <input type="checkbox"/> Leaf Shine   | <input type="checkbox"/> Bags               | <input type="checkbox"/> Flower Food                   |
| <input type="checkbox"/> UGlu         | <input type="checkbox"/> Delivery Boxes     | <input type="checkbox"/> Seasonal Accents + Containers |
| <input type="checkbox"/> Chicken Wire | <input type="checkbox"/> Cellophane/Tissue  |  |
| <input type="checkbox"/> Ribbon       |   |  |

## Supply Notes

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Check/Clean Tools

## Systems Checklist

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| <input type="checkbox"/> Website Price Audit                   | <input type="checkbox"/> Order Management                    |
| <input type="checkbox"/> Visual Inventory System Set           | <input type="checkbox"/> Upsell/Cross-Sell Active on Website |
| <input type="checkbox"/> Designs on Website                    | <input type="checkbox"/> Point of Sale Updated               |
| <input type="checkbox"/> Backroom Recipes + Design Assignments | <input type="checkbox"/> Sales Training Review               |
|  | <input type="checkbox"/> Wrapping Station                    |
|  | <input type="checkbox"/> Delivery Processes                  |

## Systems

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## Marketing Checklist

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| <input type="checkbox"/> Email Sequences Scheduled     | <input type="checkbox"/> Pre-Record/Schedule Video  |
| <input type="checkbox"/> Radio or TV Ad                | <input type="checkbox"/> Local Marketing  |
| <input type="checkbox"/> Social Media Posts Scheduled  | <input type="checkbox"/> Point of Purchase  |
| <input type="checkbox"/> Google - Ads or Profile Edits | <input type="checkbox"/> Print Advertising  |
|  | <input type="checkbox"/> Recipient Marketing**<br>- Review Request, coupon or flower care |

## Holiday Promotion Ideas

## Notes

- ☐ Open House
- ☐ Workshop/Classes/Demonstrations
  - Wall/Door Decor
  - Centerpieces
  - Outdoor Planters
- ☐ Business Collaborations
  - Product Bundling
  - “Receipt Rebate” exchange
- ☐ Progressive Sale
  - Several locations with different specials
  - Progressive discounts at your location
- ☐ Discounts
  - Buy One, Get One % Off
  - Spend \$X, get \$X rebate

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## Marketing Timeline

**August:** Finalize marketing plan, draft content, take photos and start creating promotional materials.

**September:** Launch pre-holiday teasers, pre-schedule emails and finalize promotional materials. Finalize social content and assign photos/posts.

**October:** Finalize in-store event plans, load your website with holiday designs, order print materials. Post social content as far out as possible.

**November:** Ramp up Thanksgiving and Black Friday promotions, increase ad spend, and push sales with cross promotions.

**December:** Focus on Christmas promotions, emphasize last-minute shopping, and offer special deals.

## Content Ideas

- Announce holiday specials and new products.
- Go behind the scenes and show your team’s skills
- Gift guides and recommendations.
- Offer exclusive discounts and early access to sales for subscribers.
- Story telling! Feature heartwarming memories, family recipes or highlight staff
- Educate on plant or flower care
- Demonstrate! Share “how-tos” and decorating tips

Pencil in your Topic + Post Type. For example, Candle "H" would be a behind the scenes look at your product - an unboxing, how to trim the wick, scent profiles

## CONNECTION:

- A. Testimonial
- B. Community Highlight
- C. Inspiration
- D. Lifestyle
- E. Storytelling
- F. Audience Poll
- G. Staff Highlight

## INFORMATION:

- H. Behind the Scenes
- I. How-To
- J. Product Use
- K. Styling Tips
- L. Service Focus
- M. Education
- N. Blog
- O. Partner Product

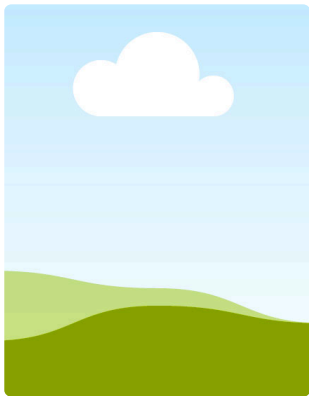
## PROMOTION:

- P. Discount
- Q. Value Added Promo
- R. Pre-Books
- S. Website
- T. Album Sale
- U. Product Feature
- U. Bundle Buy

Sun	Mon	Tues	Wed	Thur	Fri	Sat

**Holiday Greetings**  
**\$89.95**

Red Cube  
3 x Red Roses  
3 x Carnations  
2 x Mini Carns  
3 x Hypericum  
3 x White Poms  
3 x Ornaments  
Winter Greens



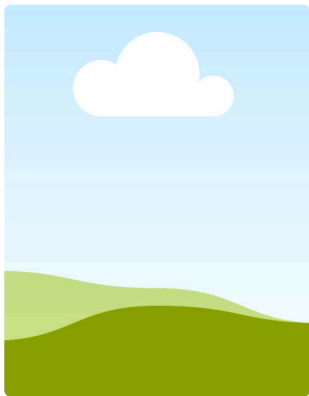
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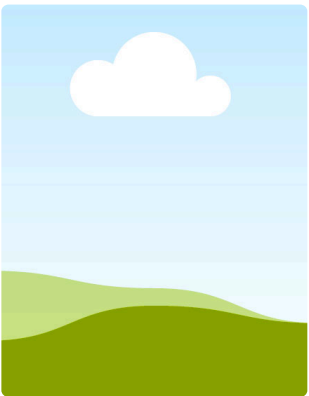
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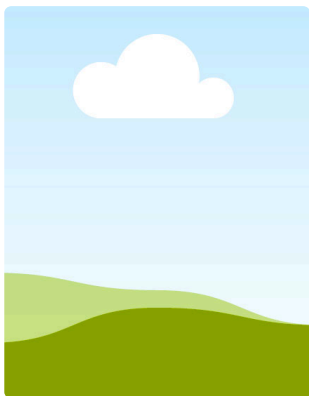
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