

# WORKBOOK DAY #1

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## *Ramp Up Your Holiday Sales*

To Complete By End of August

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Sales	Online	Offline
Current Average		
Goal		
Gap / Difference		

How do you make money	Enjoyment 1-10

Notes

## PROJECT PLANNING SHEET

<b>PROJECT/NAME</b>	
<b>PROJECT TYPE</b>	
<b>PROJECT TIMELINE</b>	
<b>PROJECT PURPOSE</b>	
<b>PROJECT OVERVIEW + DELIVERABLE</b>	
<b>DESIRED OUTCOME + IMPACT</b>	

### GOALS

Must Haves	Nice to Have	Stretch Goal

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## HOMework

Planning out your holiday promotion calendar is a big undertaking and for most it won't happen in one day. Make a commitment today to think through ONE promotion or strategy for your holiday marketing calendar.

This can be to build your email list (recommended), promote your holiday collection launch, a cyber weekend promotion, planning an online (or offline event), etc.

**Pick ONE thing and fill out ONE sheet before the next workshop.**

Get creative. The extra sheets are just for your use if you want to go crazy and fill out more promotions. Block out 30 minutes to think through one strategy or project and bring it to class tomorrow. This will help with your social media and content workshop tomorrow.

## FINAL NOTES

If you'd like further help with your online sales strategy and holiday planning, enrollment is open for the Train Your Customers to Buy Online Program. For more information, go to [FlourishThriveAcademy.com/TYC](https://FlourishThriveAcademy.com/TYC)