



LET'S MAKE

**CHRISTMAS  
2024 YOUR BEST  
CHRISTMAS YET!**



## DEFINE YOUR GOALS, INSPIRE YOUR TEAM AND TOGETHER WORK TOWARDS THEM

### **SOME OF THE MISTAKES I SEE:**

#### **NOT PLANNING AHEAD**

and when I say ahead, I mean until February

#### **NO DEFINED TARGETS ARE PUT IN PLACE**

Go back to the revenue accrued through Nov - Jan of the previous year and add 25% = Setting this years target.

Plan for what that looks like? How many vouchers/gift packs/ services/ retail sales will it take to reach this target?

#### **LEAVING THINGS TO THE LAST MINUTE**

Being so busy we are not nurturing and leading our teams

#### **NOT MAKING THIS A FUN TIME**

for team and our amazing clients





# OCTOBER IS PLANNING

**Whats your theme for Christmas? Look at your numbers**

- ☐ Ours in my La Bella clinic is INSPIRED BY COUNTRY SUNSETS. This theme will filter through all your marketing and your client Christmas events
- ☐ Book client event either in clinic or off site.  
We have been having our client Christmas party off sight for years now. Our La Bella Christmas parties are something our clients really look forward to. Some salons have VIP events on certain days to invite clients in to do their shopping and take advantage of special offers only available that day
- ☐ Send a save the date or invitation to clients for Christmas events
- ☐ Book your team Christmas party and KrisKingle allocation for team
- ☐ Order all your Christmas packs ready to launch them November 1st it might seem a little early but people have already started their shopping so why not put your business front of mind
- ☐ Christmas decorations ready to go staying with your theme you have chosen
- ☐ Book your training/development dates and holidays for 2024-2025
- ☐ Social Media TEASER released
- ☐ Social Media plan mapped out for Christmas Roll Out (Nov-Dec)
- ☐ from November, December and January last year and look for opportunities missed and see where you can grow your business- I think 25% growth on last year
- ☐ Lost client re-engagement plan
- ☐ Team rosters sorted until February
- ☐ Team training
- ☐ Booked to go through all things:
  - Christmas dates
  - Packs
  - Packages
  - Teachers gifts
  - Stocking fillers
  - Targets

...so they're is no confusion. ALSO sharing how to start conversations to help clients with their Christmas shopping and follow up appointments in Jan-Feb:

  - Vouchers
  - Gifts packs
  - Rebooking for Jan-Feb scripting
- ☐ Book clients through to February Plan
- ☐ Create an enticing prize draw (worth \$500) to encourage rebooking through till Feb.
- ☐ Order Clients Christmas gifts  
(we spend around \$15 and also do a \$50 gift voucher to be used by the end of January this really increases our facial number in January and our clients feel really appreciated with their gift)
- ☐ Planning day with team for a unstoppable 2025



# NOVEMBER EXECUTION

- ☐ Christmas gift boxes out
- ☐ Printed brochures &/or posters are out in the reception, breezeways and rooms
- ☐ Start email sequence to:
  1. Share gift ideas
  2. Re-engage lost clients
- ☐ Christmas gift table out in reception
- ☐ Team having conversations with every client on gifts, stocking fillers, teachers presents, vouchers special, offers
- ☐ Client Gifts  
Offer a \$50 voucher towards a facial in January. (We are fully booked as we have booked clients in when we give them their voucher)
- ☐ Launch Christmas events
- ☐ Set your team challenge for December making them lots of fun
- ☐ Book in your personal appointments for Dec  
Your Christmas shopping time, self-care practices, your own hair, nails, etc...

# DECEMBER ACTION

- ☐ Advertise your open dates for december including extended hours
- ☐ Dress ups for December
- ☐ Launch your 12 days of Christmas
- ☐ Launch your first team challenge and each week have a new one involving your team with a team reward and lots of fun
- ☐ Socials launched for the month sharing vouchers, gifts, skin and hair tips
- ☐ Breakfast with team and KrisKringles gifts
- ☐ Christmas Team Party
- ☐ Glass of champagne and team gift giving
- ☐ Check in on clients skin care so they don't run out on holidays
- ☐ RELAX, RELAX, RELAX and enjoy family time!



## JANUARY RECALIBRATE

- ☐ Train team on how to upsell treatments and products
- ☐ Team meeting rhythms back in full swing
- ☐ Set clear SMART outcomes for the next 12 months
- ☐ Vision board activity with your team with their professional and personal goals that they want to achieve
- ☐ Marketing plan done ✓ for 2025

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