



Summer Business Boost Checklist

- Launch a “summer” special
- Host a summer Sangria & Tapas party for existing clients
- Invite clients to bring a friend to the Sangria & Tapas party
- Do a summer sale of previous home-study programs
- Invite clients to a 30-day challenge with you
- Write your marketing articles/blogs for the next 60 days
- Shoot a series of video tips
- Schedule “get to know you meetings” with new potential business collaborators
- Follow up on all leads from the past 4 months
- Make a one time special offer for a new program
- Book events & conferences to attend for the fall/winter season

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- Get yourself booked to speak or sponsor events in the next 6 months
 - Attend local networking events (serious business owners are still out there!)
 - Invite your business buddies into a summer brainstorming session
 - Calm the chaos in your workspace – de-clutter, re-organize and re-energize it
 - Develop your “finish the year strong” plan
