SEPTEMBER

Typically one of the slowest times of the year, Sept and early Oct are the perfect time to get samples made and plans solidified for Nov and Dec activities.

Events and classes - samples needed

Adults

Kids/Family

Mobile field trips and children's outings

Marketing - and batching

❏ Website: is it mobile-friendly? Look at your site on your phone. Pretend to be a new customer: can you find your location easily? Hours? How the studio works? Will your site bring in a new customer or leave them with more questions? *Do you need help making your site phone-friendly? Please ask!*

❏ Social media: take a morning and schedule Sept's posts on your social media channels. Connect your IG account through Meta (FB) and you can post/schedule to the two platforms simultaneously

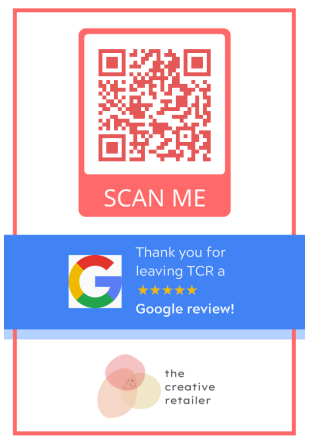
❏ Email sign-ups: review sign-ups from Aug. Continue to remind staff of the importance of adding new customers to your list at the POS (if they had a great visit, they will very likely share their email!)

❏ Emails: schedule two emails around the 1st and 15th; highlight the month's events, classes (with sign-up links) and new seasonal inventory

***TIP**: Batching means greater productivity, like knocking out a couple weeks of posts or two emails in one sitting. I've written about batching social media posts and my guru Tim Ferriss even put out a video on batching*

❏ Google reviews: keep asking for reviews from your happy customers. A QR code takes your customer directly to the review page where they leave their 5-star review, no written review needed. Need help with a QR code? Just ask!

***TIP**: Why are Google reviews so important for SEO? Read a little about how Google rewards businesses with high engagement, especially reviews!*



Don't feel like you have to plan too many events; keep it manageable. You're going to have increased walk-in/ gift-making traffic and you don't want to be thin on staffing, supplies - and patience!

Fliers go out ASAP. Drop them off with sample handprint plates/ornaments at local preschools. **(Where do your customers send their kids?!)** Sched the visit no later than early Nov, to give you time to get all of the painting and firing complete

Schedule posts two weeks at a time

List three email topics for each of your 2-3 emails this month

SEPTEMBER NOTES

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