

February

Welcome to February Planning Guide! February can be the best retail month for selling goods and services. It kicks off in the US with Groundhog Day when we hope there will be a short winter! Anything weather or garden related is a good start to February- seed starting to early planting. It's also a Heart Month, which includes Health- so anyone who has a business which improves health including emotional and mental wellness can promote their business. Super Bowl Sunday is also a time to celebrate Food, Fun and Fitness. There are various holidays to celebrate Love, including your friends and even your pets! And there's Valentine's Day which is a billion dollar business which doesn't have to be just chocolates and flowers! And, don't forget to 'Let the Good Time's Roll' on Mardi Gras, another food and fun day! So, let's get started!

First start with your calendar entries:

Weekly Events to pencil in are February 1-7 which is Women's Heart Week and February 14-20 which is Random Acts of Kindness Week.

Then, there's Groundhog Day – February 2, 2021

Facebook's Birthday is February 4

National 'Wear Red' Day is February 5

Super Bowl Sunday is February 7, 2021

Chinese New Year is February 12, 2021

Galentine's Day is February 13

Valentine's Day is February 14

Singles Awareness Day is February 15

Mardi Gras is February 16, 2021

Love Your Pet Day is February 20

*There are more if you choose to add any- though this month is so full, you shouldn't have any problems creating content with just that list! And, what you create now, will most likely appropriate in the UK for their celebration of Mother's Day in March.

****Remember, for all businesses- especially coaches and mentors- from January 18 which is Blue Monday through Valentine's Day**** – are difficult months emotionally for so many- during a pandemic? Even more difficult. It's important to send out gentle kind messaging and include some upbeat messaging too- just be sensitive. Humor is always a welcome message- though humor may need to be carefully crafted also.

February is a great time to launch a new product! Hopefully, if you have a new one or a new collection- you've given a few hints about it the last week or so in January! If not, start out by 'hinting' – move to telling your customers or clients about it- Create some buzz. If it's a physical product, package it with a nod toward Valentine's Day. It's also a great time to add a 'free gift with purchase'. Show some Love. Add a free inexpensive gift for the first few days of the launch. I love papermart.com or even a dollar store for a small additional gift- a muslin bag, a sea sponge, you'd be surprised what you can find at very reasonable prices. Go ahead and order your supplies, plan your props, gather your photos, plan your quotes- do a quick design of your posts and sales and you'll be ahead of the rest!

*Supplies- for product based businesses- I love to use natural wraps all year round, because? It's great all year round, saves time and money. I also keep clear cello wrap and bags in an assortment of sizes and small square boxes in white, waxed or natural paper. The place to put your money is in ribbon, ties, tags and good packaging for mailing. For course creators and coaches- update your content with color- Pinks are truly big this year in the Color Story- from raspberry to baby pink- all of those are wonderful for the 'heart' holidays. Also, natural greens, corals and sea tones- and the every present Gray are wonderful ways to add color!

* Remember this: Creativity is the newest and best business hack, in fact having an online presence is an opportunity to let your creativity shine..so! Update and refresh your online presence. A personal shopping experience is more important than ever, don't come off as *too salesy or *post too often. Posting only about what you offer multiple times daily is annoying. Instead, *Help them get to know you, get to know them- what works for them and what doesn't. Keep your posts focused on *how you want to help the reader, *how you got started, *why you chose the your products or services and *why they will enjoy the products or services you offer.

*Plan your props for photos- an updated or refreshed backdrop or background, green plants are always great and who doesn't love a cup of tea or coffee? Choose easy, low cost props and keep things minimal unless your aesthetic is abundance! (I hope to have My Favorite Props ready for you soon!)

*Gather your photos- your library of photos is your own personal *treasure chest- there's no shame in reusing photos- in fact it saves time and if it's great pic- why not? Also, use free stock photos if you're not camera confident. And remember- *free stock photos do not have to be 'credited'- the royalties have already been paid and acknowledged. If you take anything from Pinterest, you will have to credit and there may be rules about any editing, which don't apply to free stock photos.

* Those older photos of yours may just need a refresh of editing or using an app like Color Story to tint or add a bit of shine ... I've loved making some of my old photos into black and white pics. Sometimes that's all it takes!

*Plan your quotes. Quotes on white backgrounds open up your grid and help it 'breathe'. I personally think a short quote is very effective and plan to use them more often. Simple Quotes using your main grid colors for Instagram, though I really do like white for the negative space it creates. Keep those quotes simple and easy to read- you can restate them in your post!

I try to have a stash of quotes ready and if it's a favorite, there's no harm in using them more than once!

*Don't forget- you may be more 'quotable' than you think! Take a short phrase or sentence and make it into a quote. Use Canva or my favorite- Over – these are both great apps!

*Make it easy on yourself, content you create should remain consistent, even exactly the same across all media forms- I've had an epiphany! I write short blog posts using almost the exact same wording as an

Instagram post! I have my blog set to post automatically to Facebook and Twitter and a few other sites. The exception is Instagram where I enjoy creating content more often. Creating content is probably the most time consuming thing you do. Make it great, add a few really good photographs and you're set.

Don't forget – for Food Creators- February is your month to shine! There's amply holiday food this month- Valentine's Day, Mardi Gras and Chinese New Year all offer you a chance to show your skills.

Coaches and Mentors- this is the time to put your offers out there- even if it's a mini course or a quiz. We are living in a difficult time and this is your time to shine- to offer your help.

Health and Wellness- There's never a better time to help folks stay in shape, eat well and live whole. Offer folks a short guide or your full program.

Product based businesses of all kinds- here's a statistic you can't ignore- last year folks in the USA spent over \$27 billion on Valentine's alone- they bought not just for a partner, but for children, grandchildren, friends and family. Folks in the UK spent over !30 Billion pounds. And, believe me it wasn't all just chocolates and flowers (though those sellers made a lot too! I personally love it) All sorts of products were bought for this one day alone!

And! Gift Cards will be amazing this year, because of ongoing health concerns and ease of purchase. When you sell a gift card for a product or service- always add a small gift card to the purchaser- that keeps the sales going onto into the next month!

All the best planning your February businesses! You can do this!

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