

January

Overview of January-

Look at the calendar and mark the major holidays. In the U.S. -MLK day is January 18. You may want to highlight fellow business folks or inspirational people who are African American or mark this day in a special way, perhaps a sale or dollar off for that day only.

Internationally, don't forget, the 3rd Monday of the month is designated as Blue Monday also 1/18 as well. This is said to be the most 'blue day' of the year. Don't forget that post holiday blues is a real thing, and you can help by sending out positive messages from 1/1/21 throughout the month. January is the perfect month to project positive messages, to sympathize and help others look forward to better and brighter days- just don't go overboard with it. Coaches, mentors and writers- this is your time to shine!

Other lesser holidays you might want to make use of-

Jan.3 is Women Rock! Day Jan 5 is National Bird Day Jan8 is Bubble Bath Day Jan 10 is Houseplant Appreciation Day Jan 11 is National Hot Toddy Day Jan 14 is Organize Your Home Day Jan 18 is National Gourmet Coffee Day Jan19 is National Popcorn Day Jan 21 is National Hugging Day Jan 23 is National Pie Day Jan 29 is National Puzzle Day Jan 31 is Eat Brussels Sprouts Day *Of course there are all kinds of crazy days you can find too- If one suits you business, I say use them- if not? It's just an option!

Make it your business to know what the Color Story is. You can find this through a google search of Spring/Summer fashion and home color story for 2021. Pantone is my favorite. Think you don't need this? Even your blog, your Instagram grid, your products will thank you for this! Pick out a few of your favorite colors, believe me this will help you look update and refreshed!

Personalize your message, Add a bit of 'you' in there. Folks are looking for a personalized shopping experience now more than ever! It never hurts to let them know your struggles too, just don't get too morbid or overshare. Tell them what your resolutions are. Getting healthier, clearing clutter, creating a work/life balance, what you're reading, how you keep yourself inspired.

Take a quick look at your stock levels. Jot down some notes of holiday stock, low stock and slow stock. These items need to be put on sale as soon as possible. If you offer coaching, services- start updating and renovating as soon as possible. Just like everyone else it's time to clean out the old, so you can refresh and renew!

You will surely be launching new products or services- just wait until the middle of the month. While everyone else might be doing this right away- it's a mistake to do it when folks are still mentally overwhelmed with holidays. You can certainly give your audience a heads up that new products or lines are coming, just a peek will do! New

products introduced a few weeks before Valentine's Day will have a bigger and better impact.

Most large retailers will do a Buying Trip during January. This year may see changes in how they buy- going to large markets may give way to online or even virtual displays. For your buying trip, it might be for new technology- adding a blog to your website for instance. Or doing away with a large bulky website and just adding a product page to your blog. Keep it simple. for you and everyone else! Make their checkout experience as smooth and easy as possible.

As soon as possible, jot down what worked and what didn't in 2020. Take a look at your analytics of which posts worked, you may be able to make a few edits and use them again! While you're making those resolutions- Plan new Content. It's best to sync your content so it can be used across your social media. This saves time and sends a consistent message. *Don't over plan content, if 2020 taught us anything it's this: Life can change quickly- be ready with a content outline. Just be flexible enough to tweak it!

So, here's to a New Year! I have a few tips to get your January started:

1. Post or email message- 'Time to Treat Yourself.' Offer discounts on gift cards.
2. Do a quick inventory of low or slow stock. Offer a '5 Things for under \$50' sale.
3. Start your Post Holiday Sale or Clearance.
4. Think about your customers, most are making resolutions, setting goals and organizing. What do you offer that could help? Don't overthink this- for example - if you sell Bath Salts- it could set the tone for 'Taking care of Yourself'.
5. Post or email message- Clearance. Pre-Inventory Sale.
6. Brainstorm adding a service to your product based business. Add a product to your service based business. This could be very simple, selling more depends on 'add on's' . Keep these add-on's low in price. Example: If you create custom jewelry- you could add on a cleaning cloth or a tip sheet on how to care for the jewelry. Even a short styling sheet is a welcome add on. You're adding extra value to your custom or valuable products!
7. Thank your customers! Offer a limited 'Free Shipping' – no more than 7 days. Send out Thank you! Often. Especially during January. You want folks to know you appreciate their business which is why you'll often see a Customer Appreciation Day from time to time.
8. Play up the 'cozy and comfort' theme in January. Tell your customers- 'Enjoy Winter Nights' and offer them Books you're reading, winter movies you enjoy, even TV shows that lift your spirits in winter. If you have products that are comfy and cozy offer those now. If you have a service business or do coaching- empower folks now to enjoy being inside! Perhaps with meditation, gentle yoga, even a ginger detox bath! That's what I'm trying next!
9. Send out the message- 'You gotta see this sale!' An upbeat message with your offer.

10. Have a 'Discount Day of the Week' (this can be used to plan your content!)
11. Encourage folks to see this New Year in a whole new light. We all know we aren't out of this crisis yet- give them generous doses of Hope.
12. Send out inspirational messages or journal prompts. Ask- What do you want to think, feel or achieve this year? Dreaming big may have a whole new look now.
13. Offer a special on 'Unique Items' if you stock them- especially if they are low or slow stock. Moving out inventory is your sales goal, just don't over discount this type of item.
14. Decide now if your business needs to pivot- Do you need a blog? Do you need to concentrate more on online sales? Businesses that pivoted as soon as possible after the pandemic have done better regardless of size than any other. You must have an online presence now. If you need to re-brand, update your brand- January is the perfect time to do it, while sales are generally low and slow. Don't fixate on this- just do it!
15. You may need to shift to online advertising- consider Instagram and Facebook Ads.
Reasonably priced, these ads not only boost sales, these ads also build your brand!

Our free gift to you- is Brenda's January's Tips for heading into the New Year! Here's wishing you great success! I know you can do most of these! I'd love to hear from you, what you're doing and how it's going. Let us know if these are helpful, we are considering offering these printable Tips often, at least once a month for \$5 each. More details to follow! It's New Year and we're filled with Hope for all the good things life can bring!

Love y'all,

Brenda