



Get Your Business in Gear for Next Year

Here is your handy checklist to refer to while you finish strong in Q4 and kick off 2017 with a bang! Follow these five steps for success:

1. Clean House - Physically & Electronically

Physically

- Schedule any necessary repairs or renovations
- Keep storefront neat and clean

Electronically

- Archive old accounts, contacts and emails that are no longer relevant
- Ensure appropriate use of branding
Update website (correct hours and contact info, responsive design)
- Enhance social media channels and make sure they accurately reflect the branding
- Verify online listings and update as needed

2. Reflect on the Year - Revenue & Customers

- Determine the most profitable and least profitable product/service
- Identify the ideal customer and most frequent type of customer (were they the same?)
- Pinpoint new markets for the new year

3. Determine Budget - Planning & Spending

- Make a list of priority purchases for the new year (store enhancements, inventory, new hires, marketing)

4. Update Goals - Vision & Mission

- Revisit the mission statement and realign if necessary to the future vision of the company
- Create short term goals from vision statement
- Create long term goals from vision statement

5. Strategize - The Foundation of Success

- Determine the specific tactics that will help achieve the outlined goals

Ready to take the next step in prep? Contact us for a free [marketing consultation](#) and we'll help you end this year as strong as possible and put together an effective plan for next year.

