

Monthly Checklist

ONLINE

Create

- PLAN PRODUCTS 3+ MONTHS IN ADVANCE BASED ON SHOPPING EVENTS
- PREPARE NEXT MONTH'S STOCK
- TAG & PACKAGE STOCK FOR THIS MONTH TO PREP FOR SHIPPING
- CREATE PROTOTYPES FOR NEXT MONTH'S PRODUCT LINES
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Market

- PLAN BLOG & NEWSLETTER FOR 3+ MONTHS AWAY
- PLAN PRESS RELEASES FOR MAGAZINE ISSUES 4+ MOS AWAY
- PREPARE PRESS RELEASE FOR MAGAZINES ISSUES 3+ MOS AWAY
- PREPARE IMAGES, BLOG, NEWSLETTERS, ETC. FOR NEXT MONTH
- POST THIS MONTH'S SOCIAL MEDIA, BLOG, NEWSLETTER, ETC.
- SEND PRESS RELEASE FOR MAGAZINE ISSUES 3+ MOS AWAY

Sell

- START PLANNING FOR SHOPPING HOLIDAYS EVENTS 3+ MOS AWAY
- PHOTOGRAPH NEXT MONTH'S PRODUCTS, UPLOAD & EDIT
- UPDATE SHOP WITH THIS MONTH'S THEME/PRODUCT LINE
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EVENTS

Create

- PLAN PRODUCT FOR EVENTS 3+ MONTHS AWAY
- PREPARE PRODUCT FOR ANY EVENTS NEXT MONTH OR THE MONTH AFTER
- COMPLETE FINISHING DETAILS ON STOCK FOR EVENTS THIS MONTH
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Market

- PLAN EVENT MARKETING FOR EVENTS 3+ MONTHS AWAY
- PREPARE MARKETING MATERIAL FOR NEXT MONTH'S EVENTS
- BEGIN MARKETING FOR THIS MONTH'S EVENTS
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Sell

- RESEARCH CRAFT SHOWS 3+ MONTHS AWAY
- PLAN DISPLAYS FOR UPCOMING CRAFT SHOWS
- PREPARE SALES PITCHES FOR NEXT MONTH'S EVENTS
- SET UP & SELL AT THIS MONTH'S EVENTS
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RETAIL

Create

- PLAN RETAIL PRODUCT LINES FOR SEASONS 3+ MONTHS AWAY
- PREPARE PROTOTYPES FOR LOOK BOOKS COMING OUT IN 3 MONTHS
- PREPARE RETAILER'S ORDERS PLACED FOR NEXT SEASON'S STOCK
- SHIP PRODUCT TO RETAILERS TO MEET THEIR STOCK ARRIVAL SCHEDULE
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Market

- PLAN STORIES FOR LOOK BOOKS COMING OUT IN 3 MONTHS
- CREATE APPOINTMENTS WITH RETAILERS
- MARK FOLLOW UP DATES WITH RETAILERS IN CALENDAR
- INCLUDE TEASER FOR NEXT SEASON'S LINE W/ CURRENT SEASON'S SHIPMENTS
- MAIL LOOKBOOKS & LINE SHEETS TO NEW RETAILERS
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Sell

- LOOK 3 - 6 MONTHS AHEAD AT RETAILERS YOU WANT TO BE IN
- GATHER INFO OF RETAILERS YOU'LL CONTACT IN 3 - 6 MOS
- INVOICE RETAILERS YOU'VE SENT LAST/CURRENT SEASON'S PRODUCTS TO
- INVOICE NET 30, 60 OR 90 DAY ORDERS
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September 2019

AUGUST SALES GOAL

AUGUST SALES

SEPTEMBER SALES GOAL

Focus of September

SEPTEMBER OVERVIEW

WEEK 1

WEEK 2

WEEK 3

WEEK 4

To-do's

September

October

November

October 2019

SEPTEMBER SALES GOAL

SEPTEMBER SALES

OCTOBER SALES GOAL

Focus of October

OCTOBER OVERVIEW

WEEK 1

WEEK 2

WEEK 3

WEEK 4

To-do's

October

November

December

November 2019

OCTOBER SALES GOAL

OCTOBER SALES

NOVEMBER SALES GOAL

Focus of November

NOVEMBER OVERVIEW

WEEK 1

WEEK 2

WEEK 3

WEEK 4

To-do's

November

December

January

December 2019

NOVEMBER SALES GOAL

NOVEMBER SALES

DECEMBER SALES GOAL

Focus of December

DECEMBER OVERVIEW

WEEK 1

WEEK 2

WEEK 3

WEEK 4

To-do's

December

January

February