



## 5 Ways to Prep for Holiday Sales Season Right Now

THRIVE BY DESIGN WITH TRACY MATTHEWS

*As you grow in business, you'll be faced with a new set of problems. The problems never go away unless someone is just going to be the person to handle problems for you, and you just get to be in the creative space.*

*You're listening to Thrive-By-Design business marketing and lifestyle strategies for your jewelry brand to flourish and thrive. Let's get started.*

Tracy: Welcome to Thrive-By-Design, Episode #99. Today I am going to talk about something. I always talk about this time of the year because it's an important thing to prepare for. For those of you who don't know me, I thought I would introduce myself. I'm Tracy Matthews, the Chief Visionary Officer over at Flourish and Thrive Academy, and the host of this podcast. Specifically for jewelry designers and makers who are trying to grow their business and create unforgettable brands.

I'm super stoked to be here today because it's June. We are at Episode #99. Wait for it, obviously, our next episode is going to be Episode #100. It just so happens that serendipitously it lands on Flourish and Thrive's 5<sup>th</sup> birthday, actually the day before because it will be released on July 4<sup>th</sup>, but our 5<sup>th</sup> birthday is July 5<sup>th</sup>. So it's technically landing on our birthday week, which is very exciting. We're five years old, and we're thrilled. Also we're 5 years old on July 5<sup>th</sup>, so 5 and 5, as Robin likes to say.

Today I want to talk about Five Ways to Prep for the Holiday Sale Season right now. It's really important for most jewelry designers and makers, for most jewelry business in general, with the exception of a very few niche market. The busiest time of the year is the last four months of the year, September through December. We can wrap that into last quarter, but it's really in September it starts, so it's the last four months technically. It's really important that when you're entering this busy sales season that you start to prepare now, because there is so much to be gained by being prepared in advance for the holiday





season.

I remember when I had my reproducible line. Fifty percent or more of my sales came in the last four months of the year, which was great and crazy. I always really looked forward to the holiday season because I knew I was going to have a cash injection in my business, which was always super bonus, because I like those time where there is a cash injection. I have to say honestly my business now is a little bit reversed. I'm busier at the beginning of the year, but that's technically because I'm designing more engagement rings and wedding bands, and that's not as much of a holiday purchase as traditional jewelry is.

There are some exceptions to the rule, but for most of you right now is a very important time to prepare. I'm going to walk you through five things, [3:00] or five ways, I should say, that you can prep for that right now. If you don't start prepping now, you're going to be behind and then you're not going to get the impact that you really want. I'm going to dive in in a moment, but before I do, I would love to take a word from our sponsor.

Today's sponsor for the podcast is [www.halsteadbead.com](http://www.halsteadbead.com). You've heard me say it before, and you'll hear me say it again. I just love Halstead for a variety of reasons. First of all, Hillary Halstead Scott is amaze balls. She's been on the show a few times. You probably heard her, I usually have her on in May because they release a really amazing opportunity for emerging designers who are trying to grow their business. They release an opportunity for you to apply for the Halstead Grant. Applications close at the beginning of August this year. I highly recommend that if you are a U.S. based company and you've been in business for seven years or less, that you apply for this grant.

It's a really amazing opportunity, not only for you to get extra exposure for your brand, but to also potentially win thousands of dollars that you can use to either develop new collections, to get more PR, to get more exposure for your brand, to put into your sales efforts, maybe hire your first worker. Who knows, there's lots of things you can do with that grant. It's just a really amazing opportunity for you to take a look at your business and step back. Regardless of where you are, if you are a U.S. based company and you've been in business for seven years or less, I would really love for you to go check it out over at [www.flourishthriveacademy.com/halsteadgrant](http://www.flourishthriveacademy.com/halsteadgrant). When you fill out that application you're going to take a deep dive into your business and really think





deeply about where you are and where you want to go because in addition to this opportunity being amazing, it's a really great opportunity for you to set back and evaluate and take a hard look at where you are in business and what your goals are in the future. Highly recommended, go apply.

Last year we had several Flourish and Thrive members become runners up. They won money. They won other things. They won credibility and press opportunities. It was a really awesome experience to see so many F&TA-ers be on that Halstead shortlist. You have an opportunity too. Go do it. Then [www.halsteadbead.com](http://www.halsteadbead.com) is super awesome too because it's a wholesale jewelry supply company. They're offering Flourish and Thrive members, if I can get that out of my mouth, \$10 off their first order of \$100 or more by using the discount code FTA2017. We'll definitely have notes on the discount over in the show notes. Make sure that you definitely check out this amazing company because they are rad. I love Halstead. You can go to Halstead, get your \$10 off your first order of \$100 or more **[6:00]** when you're prepping for that holiday collection and getting all that ready. This is the perfect time to go shopping.

Let's dive into today's episode, Five Ways to Prep for Holiday Sales Season Right Now. There's a couple of things that I want you to be thinking about way, way in advance. If you listened to last week's episode, actually it's the episode from two weeks ago, Episode #97, and it had Andre (6.25 unclear), as I mentioned, talking about how to triple your media leads. Right now is a great time to be focused on that, but we're going to get to that momentarily. Make sure you listen to that episode. I also have it linked in the show notes.

First things first. Here's what you need to do in order to prep for a Holiday Sale. The first thing you want to do is review your numbers from last year and set goals. This is really important that you take a look at where you've come from or where you've come or where you were. Evaluation is really key in setting solid goals in your business. This is a practice that we do on a regular basis in our Diamond Insiders community. It's really important for all designers, regardless of where you are in business to know where you're coming from, to know what that basis is of what you did last year.

If for some reason this is your first year in business, no biggie, you just make it up. You'll make up the next piece as you go along. If you do have any numbers at all to look at, take a look at what those numbers were. If you're not documenting





your numbers, start documenting them now because these metrics are really important for you to understand and measure growth. It's like trying to steer a boat without a rudder. If you don't know where you're going, you can't get there. The rudder is what sort of helps turn the boat and move you in different directions when you're sailing on the ocean. Whatever analogy you want to use, but you get the picture. You need to know where you're going in order to get there.

We want you to take a look at your last year sales, review your sales from last years. If you have two years to compare, make sure that you compare two years. You can go back two years. Check out what you did two years ago, see what you did last year and then from there you can measure how much you grew in between those years. If you didn't grow, if you had a decrease or if you ended flat, great, that's good information. Regardless of what it is. It's not an opportunity for you to get down on yourself or something if it's not what you expected. It's just a great way to take a look at what you've done so that you can get really clear on what's working for your business. Because I feel like, I don't know if you feel the same way, is that sometimes when we don't have clarity we end up focusing on the wrong things in business.

For many years I had this passion for designing private label, and I had it as an offering on my website. People would come to me. I would design for brands. I would design for entrepreneurs, and I would do this whole brand design thing. I have since dropped that offering. I occasionally will do it if someone comes to me and the project [9:00] is easy. I realized that I was spending a majority of my time on those projects and it was the least profitable. A lot of times we need to think about is this really a business venture or a revenue stream that's going to work for us. That's why looking at your numbers and sort of taking a look at what you did last year is really important.

You want to make sure that you're analyzing all the events that you did last year. Were they worth your time? If they were, do you want to repeat them? Do you want to replicate the same thing? Take a look at your revenue streams. Then I would try to narrow down what you're doing to three key things. That's a really important thing. It's one of the deciding factors that we help you walk through in one of our amazing courses called Supercharge Your Jewelry Sales. We walk you through this entire process, analyzing your metrics, analyzing your





numbers, understanding where your revenue streams are coming from. Then also measuring your excitement level so that you can double down on the things that are working and you're really excited about and start to cut out all the extra stuff that's not really bringing in the most revenue and also sucking your time and making you feel bad.

This is a really important exercise. Do not blow it off. Make sure you do this. You can get a little spreadsheet out, or you can actually check out our Supercharge Your Sales course. It's a really great opportunity for you. We give you all the tools and spreadsheets and everything that you need to track it real easily. It's awesome. Then you want to set goals.

You want to make sure that you decide on a percentage of increase that you would like to have. Let's say, you want to grow your sales by 20 percent over the previous year. That's how you would set your sales goals. You would take your last year's sales numbers and add 20 percent on those sales numbers, and you could do it month by month, depending on when you were busy. There you go. You got your goal. Decide on your percentage of increase or if you want flat. I mean, hopefully you don't want to have a decrease, but that might be possible. Maybe you know you're not going to have as much time, so you're going to set lower goals than you had in your sales the previous year. Maybe there's a life circumstance that's getting in the way. There's a lot of reasons, maybe it's not getting in the way, but there's a life circumstance that might not give you the bandwidth to actually grow your sales.

That's all fine and dandy. You just want to have an understanding of where you want to go. Make sure that you review your numbers, evaluate what's working, decided on what you're going to move deep in. Try to only pick three things. Check in on your excitement level. Then create goals by deciding on what percentage of increase you want to have. It could be 10, 20, but make sure that it's realistic. A good way to measure this is by measuring those two years in the past. How much did you grow, and what's actually possible. When you're first starting out it's real easy to double and triple your sales, if your sales figures aren't really high. It's when you start to actually build your business, and you're doing tens of thousands of dollars a month or five figures or multiple five figures maybe a month, then it becomes a little bit easier. Once you start getting in the tens of thousands a month and higher, [12:00] it becomes a little bit





---

harder to have rapid increase without infrastructure. So, keep that in mind.

Number two, the next thing that you want to do is to make sure that you get your collection designed, completed and photographed and then any marketing materials or line sheets or catalogues completed and ready to go. You want to make sure that this done by the middle of July. I know that seems really early, but especially if you are in the wholesale realm of things. Most wholesale buyers, people who are buying for retail stores, are buying actually all their holiday product in August and latest September. July, if you have it done and you're selling to stores, this gives you an opportunity to get into more accounts from a retail perspective. If you're not selling to stores, it just allows you to be a lot more prepared and to plan in advance.

If you think about it, and your holiday season is where you're making the most sales, this is a great opportunity for you to really expand and grow because you're fully prepared. Think about it that way. If you're struggling on where to start with getting your collection ready, we have a really great resource called Creating Collections that Sell. You can grab that over on the show notes over at [www.flourishthriveacademy.com/episode99](http://www.flourishthriveacademy.com/episode99) or you can just go straight to the resource [www.flourishthriveacademy.com/collectionsthat sell](http://www.flourishthriveacademy.com/collectionsthat sell). Don't worry about writing all of this down. I have them all over at the show notes. Episode #9 is another episode that I talk about how to develop really strong collections that sell. So, if you haven't listened to that episode yet, make sure that you go check it out on the podcast. You want to make sure you have a statement gateway and upsell and add on item in your collection, and you're designing collections that have a minimum of 12 pieces or more so that it's not too small and that it makes sense.

You want to also make sure, I mentioned this before, that you have your line sheets or catalogues completed. If you haven't downloaded our line sheet templates, I highly recommend that you go grab that because it's a really amazing resource, super low cost, plug and play, where you can literally take your images, put them into a catalogue, change the details and you're ready to roll. It will save you so much time. Then you want to make sure that you have beautiful photography, of course. Make sure that you check out our blog post on how to photograph your jewelry really beautifully. We recommend for catalogues and stuff, primarily on a white background because you can also use





those images for press and exposure opportunities, but then you might also want to take some lifestyle shots for your look book, which is a different resource, and have those things ready to go so that you can have a bunch of images to use on social media and other places. We also have a graphic design template that I'm going to list in the show notes as well, because it's a really amazing plug and play resource.

Okay, moving on to number three. You want to start to plan out your events online and offline. I'm sure after you've analyzed and evaluated **[15:00]** everything that you're doing, super important to start to plan out what you want to do for this holiday season. A lot of times those events start in September. Let's say you're thinking of online. Maybe you're doing a monthly item promotion or some sort of item of the week promotion or some sort of monthly offer that you're delivering. You want to map all that out on your marketing calendar.

You also want to prepare and plan out any trunk shows. Also your Black Friday, Small Business Saturday and Cyber Monday sales. I have some really great resources that I'm going to link here on the episode podcast blog post over at [www.flourishthriveacademy.com/episode99](http://www.flourishthriveacademy.com/episode99). I have some great resources that I would love to share with you, if you haven't downloaded them before. It's 25 Ways to Boost Your Summer Sales, which it has some great techniques. We also have a really great Holiday Sales Guide, 151 Ways to Boost Your Holiday Sales. These are really great techniques and things that you can think about that include how to map out and plan monthly promotions. How to think about your Black Friday promotion. How to keep your momentum going. These are really great resources that we've developed a couple years ago, but they are things that we come back to over and over again, and we reshare with you every year, because they're really powerful strategies that are timeless that you can use over and over again.

Think about those, if you're going to plan any sort of social media events. If you're going to have a Facebook sale, if you're going to do a sample sale closer to Christmas and Hanukkah, that's a great opportunity for you to get in front of people and get rid of all your extra inventory. People love to buy gifts during the holidays and stock up for the entire year. It's a great opportunity for you to take advantage. Make sure that you plan out all your events, whether they're online





or offline.

When you start to plan out your events you need to map your marketing and PR plan, which is really important. You're definitely going to want to make sure that you jump on and grab or set up a marketing calendar. You can do this on your own by using a Google calendar. You could use a spreadsheet. There's lots of ways to do it. Make sure that it's mapped out by date. You know exactly what you're going to do, and you have all those promotions mapped out in that calendar in your trunk shows. So, you can start to think and create a project plan for everything that needs to happen while you're doing that. Let's say you're going to be doing a trunk show. You know you're going to need 200 pieces of jewelry for the trunk show. You can map out a timeline for creating those pieces so that you're prepared well in advance and the night before you're not sitting at your bench until 4 in the morning sauntering pieces and trying to get enough inventory for the trunk show.

Think it through. It's a great opportunity for you to start to plan now about what you're going to need later. This is also the time to reach out for holiday gift guides. If you haven't listened to it already, make sure that you jump back to Episode #97 with Andrea (17:57 unclear). We talk about how to triple media leads, **[18:00]** right now, in 30 days or less. It's a really great opportunity for you to get into holiday gift guides and to really prepare for all the PR opportunities that surround the holiday season. Because there's a lot more than you're thinking of. There is just tons out there. Keep your eye on the prize and focus on it. Andrea on the Episode #97, she also gives away a really amazing resource that you can keep basically forever, that will help you grab or know what to actually pitch every single month of the year and how to cater what you design in your product towards what editors are looking for. A really great resource. Make sure that you grab that.

Then you want to start building your email list, which is part of mapping out your marketing and PR plan. I did a really amazing episode on this a few months ago. You can head on over to [www.flourishthriveacademy.com/episode87](http://www.flourishthriveacademy.com/episode87) and it's all about things you can do to build your email list, especially if you're trying to grow your business online. Really great episode, make sure you listen to it. I mentioned creating a marketing plan. That episode was backed up by another one, Episode #88, which is all about mapping out your marketing plan. Don't





worry, I'm going to have all these episodes and everything I'm mentioning linked in the show notes so you don't have to remember to think about it.

I mentioned this as the first bullet, but I'm going to mention it again is that you want to make sure that all this stuff gets on your marketing calendar and that you create a really strong marketing calendar that you can follow throughout the season and that's easy to edit and update and keep you on track.

The final piece, the final thing that you can do now to prep for the holiday season is to really keep your vibe high. That sounds so cheesy, if you're not like a spiritual person or whatever, but positive energy, gratitude, building momentum, staying in a great head space is the most important thing that you can do that will impact your sales in a positive way on an ongoing basis basically forever. Right now you need to really get your energy high about what it is that you want to map out and for holiday. Make sure that you're working on your affirmations, that you have goals set, that you're stating your affirmations every single day that incorporate your goals potentially. That you are doing things to keep your energy up because it's intense.

When we jump in to that last quarter or those last four months, we are all getting run ragged for one reason or another. This is a really important time for you to focus on self-care and to make sure that you are staying in a space of gratitude and that you're focusing on the things that self-sabotage you from actually having the sales that you want. We call them sales killers. A lot of this is mindset driven. I have a couple of episodes I'm going to tell you about. Great episode on gratitude. You can check that out over at Episode #12 on the podcast. **[21:00]** I'll link it here. If you're feeling like you're always thinking about the things that are going wrong in your business, listen to this episode so you can focus on the things that are going right in your life and business. Then if you're someone who has a fear of sales or putting yourself out there or you feel like you're self-sabotaging yourself with your sales efforts, make sure that you head on over to Episode #51. It's one of the best episodes that we've done. It's about all the sales killers that are self-sabotaging your sales efforts. This is going to help you shift that and get into a different headspace.

Also I know that a lot of you are afraid to sell, so of course I did an episode on overcoming your fear of selling. Check out Episode #54. If you feel lost or stopping in your tracks and you're really struggling to get that sales momentum





going. Of course these will all be linked in the show notes. So don't worry too much about that. We're going to have them all there. Keep your vibe high, focus on your affirmations, focus on your mantras, take care of yourself. Epic self-care is important. Make sure that you're working in a space of gratitude. I like to journal every morning and write a full page of things I'm grateful for in my life, in my business. When I'm really stuck and I can't think of anything to be grateful for, I'm grateful for things like I am so grateful to have a roof over my head. I'm so grateful to have teeth that my parents gave me braces for. Really thinking outside of the box, because there are things that we take for granted at times that you got to dig deep sometimes when you're in a dark place.

Make sure that your affirmations, gratitude, that you're doing self-care, meditating and that you're really understanding what the sales killers are that are keeping you from reaching your full sales potential and that you're doing what you can to overcome any fears of selling that you might have, so that by the time August and September roll around, you're good to go and you're ready to supercharge and move forward.

I mentioned a ton of resources in this podcast. I know that you're probably overwhelmed, like ah, there's so many things here. Sometimes we need to do kind of a roundup in a way, and I've done a lot of episodes on things that you can do to boost your summer sales, and things that you can do to prepare for a holiday. Today I wanted to mention some of my favorite episodes and some of my favorite resources that we've developed over the years so that you're fully prepared, so that you're ahead and on track for your best holiday season ever, and that you're really killing it. Because at the end of the day what we want for you over at Flourish and Thrive Academy is to get results, because without results, none of this matters.

All this hard work, all this effort, all this putting ourselves out there and putting our art into the world. It doesn't matter if we're not being financially rewarded for it. If you want to have a business, I should say. Because a lot of you, some of you might be just wanting to keep it a hobby and that's totally cool. If you're someone who really wants to build a jewelry brand, and you want to have a **[24:00]** strong, solid business, these things are things that you need to be working on, on a consistent basis. It doesn't end.

I tell our mastermind students this all the time. I remember when we were





doing our mastermind one day, before a live event last year in September, that we had a really interesting experience with the masterminds because a lot of them were talking about things that were coming up for them. A lot of those things were things that I was still dealing with in my business. What I want to remind you is that a lot of the struggles that we face in business might never go away completely. What will happen is that your ability to handle them gets much better and you have the tools to be able to get so much more done and to really move the needle in your business, and to detach from some of those struggles.

They're going to be there and over time really what makes you more resilient and able to move forward is your ability to adapt and grow and move through those struggles as they start to come up. Not to end on a down note, I didn't mean to do that. That's not why I'm here. I just wanted to remind you that as you grow in business, each stage of business is going to be like you'll be faced with a new set of problems. The problems never go away, unless someone is just going to be the person to handle all your problems for you, and you just get to be in the creative space. If you're lucky enough that that happens, I'm happy for you. That's amazing.

For most of us, we're going to still be partially in some of the day to day of running our business while we're becoming our Chief Visionary Officer and building our companies and growing this vision that we have for our businesses. I just wanted to remind you of that. Super awesome today. I hope you enjoyed this episode. Remember I'm going to walk you through the 5 Ways to Prep for Your Holiday Sales Season Right Now. You want to make sure you review your numbers from last year and set goals. That you get your collections designed, completed and photographed, that you start to plan out your events online and offline. That you map out your marketing and PR plan. That you keep your vibe high. All really important. Let's do this, you guys. Let's create some momentum and ride on that wave of holiday sales to have the best year ever.

I mentioned some really great resources. They're all going to be linked over at [www.flourishthriveacademy.com/episode99](http://www.flourishthriveacademy.com/episode99). A couple of the highlights that I want to remind you of are our Supercharge Your Jewelry Sales course, which is an amazing course that's fully designed to help you do a bunch of the things that I talked about in this episode. I mentioned several episodes that I've already





---

done about designing collections, about photography, about mindset, sales killers, all that stuff. Those are all going to be linked. Then I have a couple of great resources that I think are really going to help you. If you haven't downloaded these before, make sure that you grab them now. 25 Ways to Boost Your Summer Sales and 151 Ways to Boost Your Holiday Sales because these are epic resources that you're going to want to grab for sure.

Guess what? Next week is Episode 100. I have a special guest on the show. It might be Robin, and we're going to party a little bit. We're going to give you a little recap of how awesome these last five years have been and some of our biggest insights. It's going to be a really fun episode. As usual, we're giving away birthday gifts because it's birthday month here at Flourish and Thrive. My birthday was in May. Robin's just happened June 1<sup>st</sup>, and July 5<sup>th</sup> is the Flourish and Thrive birthday so get excited.

Alright you guys, thank you so much for listening today. Make sure that you check out our sponsor, Halstead Bead, grab your discount over at [www.halsteadbead.com](http://www.halsteadbead.com). Enter the code FTA2017 to get \$10 off your first order of \$100 or more, and apply for the Halstead Grant. Alright you guys, have an awesome day. Take care. Talk to you soon.

