



Foreword

SEASONAL CHECKLIST



These seasonal planning prompts are designed to help small business owners pause, reflect, and prepare before each phase of the year. Rather than reacting to busy periods, use these prompts to think ahead and make intentional decisions that align with your brand and capacity.

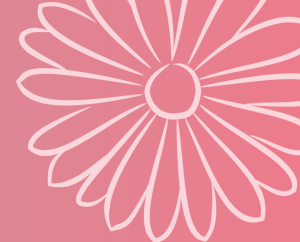
Use it to:

- step back from day-to-day activity
- identify seasonal opportunities and priorities
- reflect before committing time or budget

Wishing you clarity and confidence as you grow your small business.

The KBM D3signs Team

If you're looking for practical marketing tools, templates, or branded items, you're welcome to browse the [CocoonIt store on Zazzle](#).



Seasonal Checklist

WINTER - SPRING



Winter January, February & March

<input type="checkbox"/>	Holiday appreciation gifts	
<input type="checkbox"/>	Schedule January reminders	
<input type="checkbox"/>	Post-holiday recovery offers	
<input type="checkbox"/>	Promote services clients neglect in cold months	
<input type="checkbox"/>		



Spring April, May & June

<input type="checkbox"/>	Seasonal: Clean, Prep the Lawn, Renew Services	
<input type="checkbox"/>	Promote "start of season" services	
<input type="checkbox"/>	Share maintenance tips	
<input type="checkbox"/>	Schedule reminders	
<input type="checkbox"/>		



Seasonal Checklist

SUMMER - AUTUMN



Summer July, August & September



Promote outdoor or travel-related services



Prep for back-to-school rush



Engage with local events



Mid-year check-in offers



Autumn October, November & December



Pre-holiday service prepping



"Last chance before winter" messaging



Loyalty or renewal incentives



Launch year-end promotions

