



ENTREPRENEURS DON'T JUST SURVIVE THE HOLIDAY SEASON

The holiday season is upon us. While there's plenty to look forward to, most of us will find ourselves overwhelmed, short-handed, and scrambling to end the year on a high note. For entrepreneurs and small business owners, this time of year offers unique opportunities to connect and thrive, personally and professionally. Here's how you do it .



#1 PLAN A HOLIDAY CAMPAIGN

Prepare a tight campaign for the season of giving – and plan to give back yourself. The holiday season, like none other, encourages people to connect and be generous.

Now is the time to build up your relationships, make new client connections, and foster a real sense of community in-person and online through social media. Your campaign doesn't have to be about pushing sales – it can be about awareness, engagement, lead generation, or any other goal you have in mind.

#2 REACH OUT TO CLIENTS

Now is the prime time to let your clients know how much you appreciate them. Write a thoughtful holiday card to each client expressing your gratitude and hopes for the new year. It would be a good time to publicize a year-end report, too, but focus on the personal connection. Gifts are not necessary, but a small token of your appreciation would not go amiss.

#3 SPREAD CHEER TO YOUR TEAM

Your team is by your side through good times and bad. Reward them for their efforts! You can give back by decorating the office, planning a holiday office party, or giving out year-end bonuses. At the very least, do the same for your team as you do for your clients – write sincere notes of appreciation for all that they do for and mean to you and your business.

#4 LET YOURSELF CELEBRATE

The entrepreneur's curse is to be constantly connected to the business. It's difficult, if not impossible, to unplug when you're an entrepreneur. You may find yourself feeling guilty for taking time off for the holidays or for going to that holiday party. While sacrifices are par for the course in entrepreneurship, allow yourself to celebrate. Make time for family.

You will have to make compromises for the good of your business, but don't get so bogged down that you are unable to enjoy all that the season has to offer. If anything, it's a prime opportunity to refresh and recharge going into the new year. Don't feel guilty for taking a break to indulge in the festivities.



#5 PREP FOR THE NEW YEAR

Enjoy the holidays while looking ahead to the new year. Now is the time to get your year-end numbers in, assess your performance, and plan for what's next.

Assess your finances, get tax documentation in order and prepped. Make sure you know where all your important documents are, review insurance and policy beneficiaries, plan to make year-end charitable donations. Check your investments and retirement accounts for their performance.

Identify gaps that need to be filled, be it a need for new hires or a tech upgrade. Set the stage for a productive and fruitful 2022!

#6 MANAGE YOUR TASK LIST

During the holidays, delegation is essential. Entrepreneurs often fall into the trap of trying to do it all. Recognize that you can't. Get help from a virtual assistant. Leave party prep to the family. Utilize delivery services and convenience-driven communications. When you take on too much unnecessarily, all you do is create room for stress to take over.

What tasks are non-negotiable? Where are you most needed and best utilized? Focus on these first, then allow others to ease your burden.



#7 ORGANIZE YOUR GOALS

As entrepreneurs are busy people, you no doubt have too much to do in too little time. Take a breath. Step back. Look at your goals. Where are your essential year-end musts? What can be pushed back into the new year? It's not just about managing immediate goals, either. Now is the time to assess your progress, chart your growth, and set or adjust goals for the future.

When you step back from the weeds of entrepreneurial work and clarify these big-picture goals, you will be more focused, on task, and prepared to tackle what's around the corner.