

*The Essential*  
**HOLIDAY**  
**COUNTDOWN**  
*Checklist*

FOR ENTREPRENEURS + BLOGGERS  
WHO WANT TO  
ENJOY THE HOLIDAYS

ADVENTURE KNOCKS!  
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## The Essential Holiday Checklist

### 2 Months Before The Holiday

- Brief Team (you DO have some help to delegate... don't you?) on your holiday plans and your delegation needs
- What needs to be delegated? Social media? Email responses from an assistant? Do you need to hire anyone to help you with essential tasks?

**List them here:**

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- Recco: Hire a Virtual Assistant to answer emails for you, create images for you, schedule emails in MailChimp, get things printed or shipped, etc for other general essential tasks - for 1-hour per day while you're out. This can cost as little as \$100 so *why not?*
- Recco: Hire a Social Media Pro to handle your social channel engagement while you're out. Especially important if you have a very active Facebook Group or Page or Instagram account. Crucial, and can also end up helping you out hugely so you can RELAX on your vaca! This person could respond to messages, comments, make sure posts are scheduled to go out, and even create images for you (just make sure you have an approval process.)
- Double check your Editorial Calendar + plan out what blog posts, emails, social media posts, etc need to be written and scheduled ahead of time for your holiday.
  - SHARE that schedule with your VA and Social Media Pro (and anyone else who'll keep things running for you.)
- Begin drafting blog posts, social media posts, emails and any other content that will go out during your holiday that work into your editorial calendar

- Ensure Automation is set up for any Lead Magnet Follow Up Sequences that you have running or will have running over the holidays (you should always have this, but if you really want the time off, have this ready to go ahead of time.)
- Ensure Automation is set up for new Discovery session bookings while you're out (you should always have this ;))
- Ensure Automation sequence is set up for New Client Bookings (you should always have this as well ;))
- BLOGGERS: It's time to think about how you'd like to schedule posts and write while you're celebrating the holidays. Is it realistic to continue your current posting schedule? Do you need to schedule blog posts ahead of time and take the time off? Will you want to post during the holidays with some updates? DECIDE NOW so you're prepped later!

### **3-4 Weeks Before Your Holiday**

- UPDATE your Editorial Calendar if needed and SHARE with your team (You can create an Ed Cal as a Share Google Drive file in the first place so you don't save over each other's notes).
  - What's the status on each piece of content? What's drafted? Where is it? Are there any attachments or images to go with it that are elsewhere? What's already scheduled? What still needs to be done?
- TEAM MEETING: what is the status of everything and what do you need to prioritize to have done before you're out on holiday?
- Ensure Blog posts, Emails, Social Media Posts and other content are scheduled proofed, and ready to send out automatically so that you may enjoy your trip
  - In SquareSpace, you can Schedule Blog Posts that are in Draft Mode to send out on a specific day and time.

- In your email provider (I use MailChimp) you can schedule emails ahead of time and even create Automation sequences for your lead magnets or any new sign ups to your list
- For social media posts, use a free tool like Buffer or Hootsuite to have posts scheduled to send out ahead of time to the necessary Groups, Facebook Pages, Twitter Accounts, Instagram, LinkedIn, Google+
- Ensure Weekly Newsletter Emails are scheduled
- Schedule any other automatic posts to go out via social media OR have your SM manager that you hired or your Marketing gal cover
- Send reminder to clients about your vacation, with list of contacts for who they can contact for what while you're out
- Schedule appointments with clients for after you return, so they know that we will speak again very soon and can come prepared. Provide them with key takeaways for the trip
  - Do you plan to have some client meetings while you're on vaca? Make sure you have an international calling plan set up if needed and that your hotel has WIFI.
  - Ensure you've accounted for Time Zone differences
- Reminder to Team (if you have team members) with your emergency only contact info
- Wrap up any meetings or projects
- SLEEP! No one wants to be exhausted on a vacation. No one.
- Do some deep breathing exercises and stretch.
- Go for a walk, or several small walks to break up your day.
- EAT WELL. Let's not get sick before we leave, mmmk?

## **1 Week Before**

...I always find the week before heading out for a vacation to be super exciting... and often stressful. Here's some of what I've learned about how to combat the stress part of it.

- TEAM MEETING: what is the status of everything and what do you need to prioritize to have done before you're out on holiday?
- Meetings with clients or customers: talk about next steps to work toward over the next week or two while you're on vacation
- Reminder to clients or customers about your holiday, with list of contacts for who they can contact for what while you're out
- Wrap up any meetings or outstanding projects
- BLOGGERS: Do you have everything you need if you'll be blogging over the holidays? Any props? Cameras? Etc?
- SLEEP! No one wants to be exhausted on a vacation. No one.
- TAKE CARE of yourself. Stretch daily. Breathe and center your focus on how AMAZING it will feel to let go and take a little bit of time off to recharge! Go to a yoga class or spin class, or take a few walks.
- HIRE A CLEANING SERVICE. Trust me, this will feel SO good to hand this off.
- SCHEDULE A NANNY for just a few hours if you need to. The holidays are BUSY. Have an afternoon or evening to yourself. Clear your head. Recharge for a second. I'm giving you permission!
- EAT WELL. Let's not get sick before we go out on holiday, mmmk?
- PACK (if traveling.) It'll be easier to get your butt out the door if you do a little bit of packing beforehand. Even more essential if you have kids.
- DAYDREAM about your trip. Don't dread the work you won't be doing.
- IMPORTANT: Remind yourself that you deserve this vacation, and that it is essential to your happiness and ability to continue doing your best work that you take breaks and enjoy your life.

## **The Day Before**

- Wrap up what needs attention
- Set out of office responder or check in with VA on responses to answer your client or customer emails
- RELAX
- Make yourself a healthy meal.

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- Traveling? Make sure you have everything you need for your suitcase, flight + hotels: have you checked in online? Have you arranged a ride to/from the airport? Do you have your IDs, Passport and tickets in-hand?
- Make sure you have phone and laptop chargers and/or cameras ready.

**ENJOY YOUR TRIP!**