

The Holiday Season Reset Checklist

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A one-page printable to plan a calmer, more profitable holiday season.

01 Choose Your Holiday Money-Makers

- ☐ Pick one quick refresh service, one signature facial, and one giftable upgrade.
- ☐ Cut anything from the spotlight that needs a paragraph to explain or leaves you fried.

02 Build a "No Guessing" Booking Path

- ☐ Write one simple note: glow before an event, real progress, or a gift — book this.
- ☐ Add that note to your booking link, emails, captions, and client messages.

03 Stop Hiding Your Gift Cards

- ☐ Offer 2-3 named gift card options instead of an open-ended amount.
- ☐ Name each one like an experience — "Glow Before the Party," not "\$100 credit."

04 Protect Your Profit With Small Boundaries

- ☐ Add buffers before and after your longest or most question-heavy services.
- ☐ Decide in advance what you'll say to a same-day add-on request.

05 Simplify Your Holiday Retail

- ☐ Build three small bundles from products you already trust.
- ☐ Give each bundle a clear job, a simple name, and who it's for.

06 Decide What You Will Not Do

- ☐ Write a "not this season" list — discounts, hours, services, or behaviors.
- ☐ Revisit it weekly through December to keep your boundaries in place.

Professional insight, translated for real life.



Robin Lee

esthetician • educator • writer

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