

# The Business Owner's Summer Checklist

Is your business busy in the summer?

Yes

**Outsource anything you don't need to do yourself**

Let someone else answer the phone, upload your event pictures to Facebook, keep up with admin and much more besides.

**Automate what you can**

Use apps for accounting and invoicing, and ask your web designer to create an online booking or ordering system.

**Identify needs and prepare for changes**

Check in with suppliers and contact last year's seasonal staff promptly in case you need to make other arrangements.

No

**Get ahead with your marketing**

Revisit your marketing plan and check it against your goals. Schedule social media posts in line with your strategy.

**Do the jobs you've been putting off!**

Review your HR policies, update risk assessments or make repairs to your premises or vehicles.

**Connect with your network**

Catch up with contacts who never got beyond an initial inquiry, or reach out to clients you haven't been in touch with for ages.

Get >  
Ahead  
your virtual agency

