Season Planning Calendar

LoftyBiz 102 · Plan for Your Busy Season (and Your Quiet One)

These are examples, not promises. This is general business education, not financial, legal or tax advice. Figures you write in are your own. Results vary.

1. Mark your year

Open last year's sales and mark your busiest and quietest months on the calendar below. A peak is often a few weeks, not a whole quarter. Circle the weeks that actually make the money.

2. Count back lead times

For your top five products or services, write the supplier lead time, then add two weeks of buffer. The order date is the peak date minus that total, not the day the shelf looks empty.

3. Set the dates

Pick the date you will order, the date you will advertise (before the crowded week) and the date you will hire or book extra help. Write a small top-up option you can place if sales run ahead.

4. Give the quiet months a job

Write one product or offer that brings customers back in the slow months — a care plan, a refill, a check, a class — and a cap your team can actually deliver. Keep the plan, the order dates and the follow-ups in one list.

Worksheet (print and fill)

Item	Peak week	Lead time (weeks)	Buffer (weeks)	Order by	Advert date	Notes
Top item 1						
Top item 2						
Top item 3						
Top item 4						
Top item 5						

Quiet-month offer idea: _____

Who will deliver it, and what is the cap? _____

Keep every seasonal customer, order date and follow-up in one list with Systex (our own product) at loftybiz.net. Click the link in the description.

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