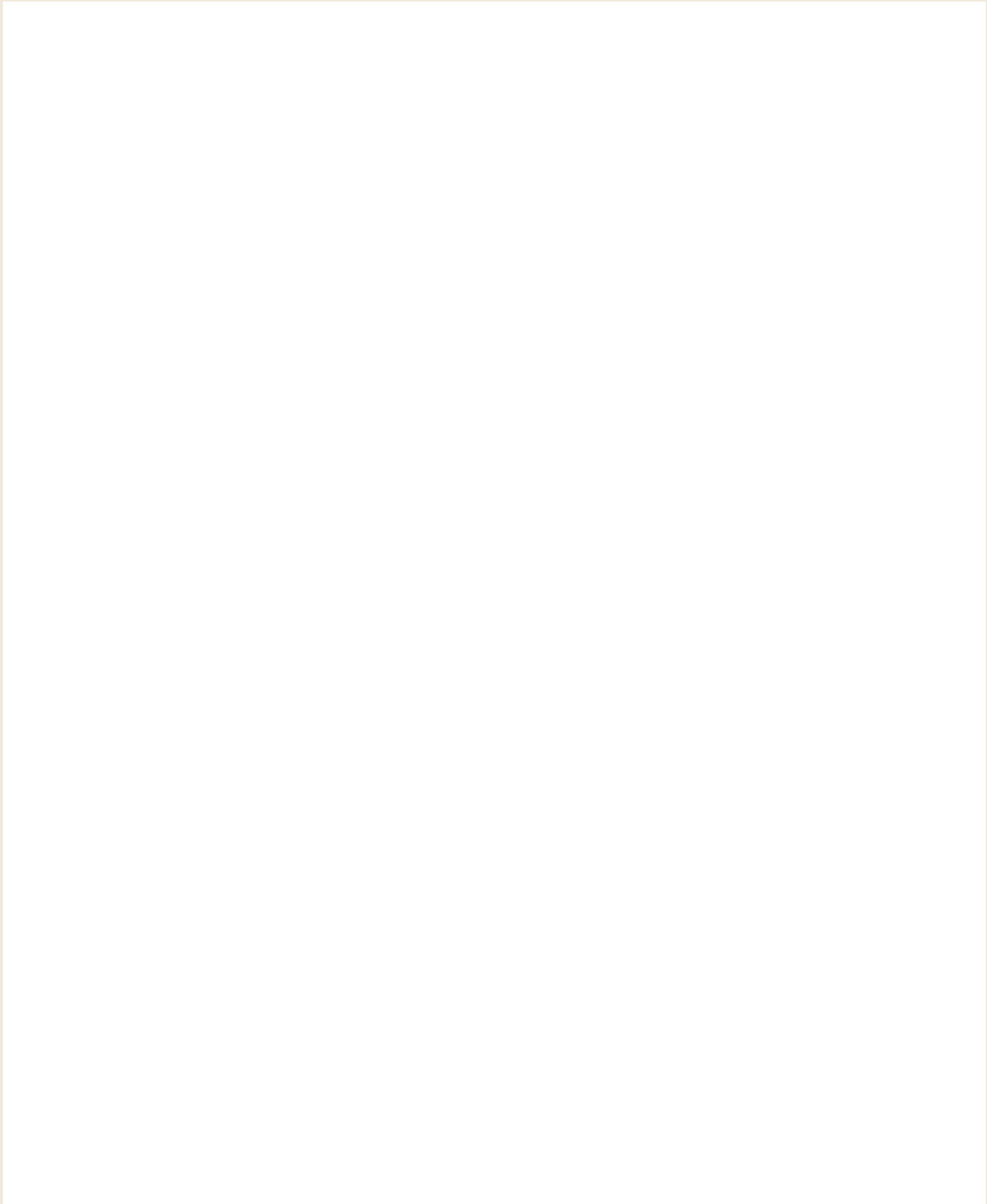


**1. HOW ARE YOU CONSISTENTLY SOWING SEEDS IN YOUR BUSINESS IN THIS SEASON?**

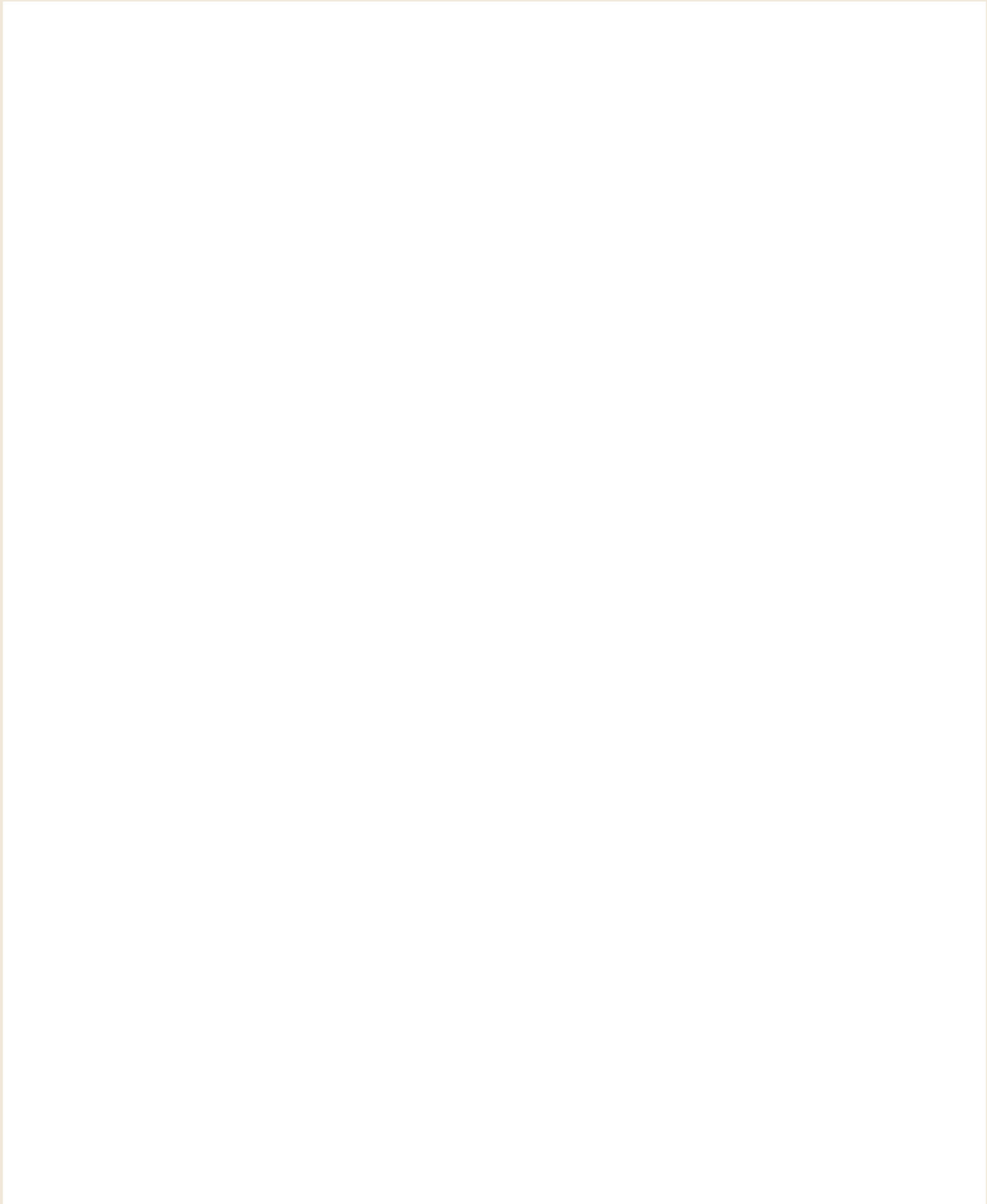
**What ways are you making it easy for your client and customer base to find and connect with your work?**



**2. WHAT LIGHTS DO YOU WANT TO BE PUTTING ON IN THIS SEASON?**

**What launches do you have coming up? When are you next booking clients for?**

**What products do you want to share and prioritise in this season?**



**3. HOW DO YOU WANT TO BE PUTTING YOUR LIGHTS ON IN THIS SEASON?**

**If you're unsure of the ways you could put your lights on, do a little market research. Think of 3-5 people or brands who market their business in a way that resonates with you. Map out how each of them put their lights on, the different avenues and platforms and approaches they use, and see if it can spark some ideas for you too.**

**4. LOOK BACK OVER YOUR LIST OF THE LIGHTS YOU WANT TO BE PUTTING ON IN THIS SEASON AND GENTLY OUTLINE A PLAN FOR EACH**

**Fill in as many or as little as you need**


**Light One**




**Light Two**



**Light Three**



**Light Four**



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