



*Christmas Sales
Masterclass
with Laura Furiosi*



THE BUSINESS MOTHERS

Collective

GLOBAL NETWORK

Bossy Mummy Christmas Sales

Masterclass



hosted

by Laura Furiosi

Bossy Mummy Christmas Sales Workshop

1. Let's analyse last years christmas data

- What were last years best sellers at christmas?

- What days were your epic christmas sales days?

- What days fell flat on sales, what went wrong?

- What were your sales numbers? Do you have enough stock to cover it this year?

-Where is your traffic and leads coming from at christmas... sometimes its different from the rest of the year.

- If you advertised in any publications or with any influencers, which ones worked and which ones didnt?

2. Advertising for the silly season

- How can you make your products or service evoke the christmas vibe and emotion.

- How much can you budget for your christmas advertising.

- Plan out the emails you will send leading up to christmas: eg. do your customers need reminders of how many days til christmas?

- What influencers, publications and platforms can you use this year to market your product or service?

3. Website ready to rock around the christmas tree

- Check that your server can provide you a stable service with increased traffic over the christmas period and boxing day sales.

- Can you create a landing page specific to Christmas to evoke that emotion to increase buying potential?

- Are you upselling and cross selling your products? Can you add some specific christmas things to upsell during this period?

- To consider for your website to increase sales - a gift wrapping option - gift vouchers - discount codes

- What is the cut off date for shipping for christmas and cut of date for services at christmas. Be clear and give yourself a buffer, nothing is more dissapointing then missing a christmas gift.

4. Systems check

- What could you automate over the season to make it easier for you? eg. Emails for marketing, Auto responder during busy time at christmas.

- Have you done a run through of your website (as a pretend customer) once all the christmas upgrades have been done to make sure there are no bugs.

- Is your returns policy crystal clear and legal? What is it? How can a customer return an item or get a refund. Make it super clear to avoid dramas after christmas.

- How will you make sure you don't collapse being santa for your brand. What is your self care plan? What can you commit to, to ensure you survive the season in tact.



Laura Furiosi
Bossy Mummy

Single Mum of three Laura Furiosi started her business in 2008 with her first child at home. As a previous primary school teacher Laura had no business experience but wanted to do something to keep her mind occupied whilst she was at home with the baby. An idea for a swimsuit and an attachable hat sent her on a journey with Rashoodz Swimwear that started from drawings on napkins, markets, trade shows to then having her swimwear sold in the USA, Thailand, Taiwan, China, Japan, New Zealand, UK and Australia. She managed to create a business that was sort after and sold in David Jones, House of Fraser, Walmart and the big online stores in China.

Her biggest success was being able to run her business from home up until the second last year, where once all her three children had become school age, she was able to work from a warehouse and office of her own. Whilst doing this she created a second business called Squad logistics that helped distribute other peoples products as well. Laura attributes her success to not giving up, learning as she goes and business karma.

Currently having a gap year, in her spare time, Laura is an Endometriosis Champion for the charity Endo Australia, and helps other women in business through her business consulting company Bossy Mummy . Nothing is more important in the world to her than helping women break barriers in business so that her own daughters and others like them can achieve their dreams easier in the future.

Laura was named Top 50 Small Business Leaders 2018 (Inside Small Business), our AusMumpreneur of the Year 2017, one of Top Entrepreneurs in QLD under 40 (Courier Mail) 2016 and Winner Australian Small Business Champion Award Fashion 2016

Learn more about Laura here:

Website

<https://www.bossymummy.com.au/>

Instagram

<https://www.instagram.com/bossymummy/>

Facebook

<https://www.facebook.com/bossyandfriends/>