WOMEN IN BUSINESS RVA

confident, creative & candid.

SUMMER BUSINESS GROWTH & OPPORTUNITY PLANNER

Making the Most of Summer: Aligning Your Goals with Seasonal Opportunities

Take some dedicated time to reflect and plan. Think about what you truly want to achieve this summer and how the unique aspects of the season can help you get there.

How to Use This Planner:

- Print it out or use it digitally.
- Dedicate focused time to fill it out thoughtfully.
- Keep it visible and refer to it regularly throughout the summer.
- Be flexible! This is a guide, not a rigid contract. Adjust as needed.
- Share your goals with an accountability partner or fellow WIBRVA member for support.

1. Summer Vision & Big Picture Reflection

My Summer Business Vision:

- If this summer is incredibly successful for my business, what does that look like by end of August 2025? Describe.
- How do I want my business to feel at the end of the summer? (ex: more organized, higher visibility, more connected, profitable?)

Reflection – Looking Back to Look Forward:

- What were my biggest wins or lessons learned in the past few months?
- What momentum can I carry into the summer?
- What challenges do I anticipate this summer, and how can I proactively address them?

2. Pinpointing Your Top Summer Goals (max 3)

Be SMART (Specific, **M**easurable, **A**chievable, **R**elevant, **T**imely**)**

- **Goal #1:**

- Specific Outcome:
- Why this is a priority for summer:
- How I'll measure success:
- Target Completion Date:

- **Goal #2:**
  - Specific Outcome:
  - Why this is a priority for summer:
  - How I'll measure success:
  - Target Completion Date:
- **Goal #3:**
  - Specific Outcome:
  - Why this is a priority for summer:
  - How I'll measure success:
  - Target Completion Date:

3. Unlocking Summer Specific Opportunities

- For each goal (or overall), brainstorm how the summer season can work to your advantage.
  - **Seasonal Shifts & Customer Behavior:**
    - How does my target audience's behavior change in the summer? (ex: travel, more family time, different spending habits, etc)
    - Are there summer holidays, events, or themes I can leverage for promotions or content? (ex: back to school, summer travel, outdoor activities)
    - Does the "slower pace" of summer for some industries offer me a chance to catch up, innovate, or do deep work?
  - **Networking & Connection Opportunities**
    - What summer-specific networking events (WIBRVA or otherwise) can I attend?

- Can I use the more relaxed summer vibe for more informal coffee connects or follow-ups?
- Are there opportunities for collaborations that are more feasible in the summer?

- **Marketing & Content Angles:**
  - What summer-themed content can I create (blog posts, social media, videos, newsletters)? (ex: "Your Summer Guide to X," "Beat the Heat with Y")
  - Are there any summer promotions or special offers that would resonate with my audience?
  - How can I use visuals that evoke the summer season in my marketing?
- **Operational Improvements & Skill Development**
  - Is summer a good time to tackle back-burner projects, system updates, or professional development?
  - Are there any courses or workshops (online or in-person) that are particularly relevant or more accessible during the summer?
- **My Top 3 Summer Opportunities to Leverage:**

1. _____
2. _____
3. _____

4. Action Plan & Milestones

Break down each of your Summer Goals into actionable steps. Assign deadlines and identify key milestones.

- **For Goal #1 (Restate Goal)**

Action Step	Resources Needed	Person Responsible	Deadline	Milestone Achieved (Y/N)	Notes / Adjustments

- **Repeat table for Goals #2 and #3**

5. Essential Summer Resources

What tools, support, budget, or knowledge will you need to make your summer goals a reality?

- Tools & Technology: (e.g., CRM, social media scheduler, project management software, design tools - refer to your "Essential growth tools list" if you have one)
    - _____
    - _____
- Support System: (e.g., mentor, accountability partner, VA, WIBRVA community)
    - _____
    - _____
- Budget Allocation: (e.g., for marketing, training, events)
    - _____
- Skills/Knowledge to Acquire:
    - _____

6. Summer Progress Check-Ins

Schedule time to review your progress and adjust your plan.

- **Mid-Summer Check-in (e.g., Early August):**
    - Date for Review: _____

- What's working well?
- What challenges have I faced?
- What adjustments do I need to make to my goals or action plan?

- **End-of-Summer Review (e.g., Early September):**
  - Date for Review: _____
  - What did I accomplish? Celebrate your wins!
  - What lessons did I learn?
  - How will this summer's progress set me up for the next season?