



# CHRISTMAS LIGHTS

## Calendar of Operations



### PRE-SEASON

- Prepare and send "Christmas in July" estimates to clients that don't currently have Christmas lights service



### PRE-SEASON

- Start advertising job postings for seasonal workers and secure subcontractors
- Make cost of living price increases for current light clients
- Place order for crew apparel
- Order install leave behind materials (door hangers, yard signs, welcome kits etc.)



### PREPARE

- Schedule existing client installs
- Hire seasonal workers
- Get trailers and vans ready
- Buy supplies
- Training meeting for all office staff
- Training meeting for all crew members
- Start commercial light installs



### INSTALLS

- Start residential light installs
- Monitor crew productivity to reach goals
- Hire photographer and drone videographer for Nov shoot



### INSTALLS

- Continue with light installs
- Monitor crew productivity to reach goals
- Order takedown leave behind materials (door hangers, flyers etc.)
- Photograph light installs at early dusk at the end of the month before winter weather



### MAINTAIN

- Maintain lights
- Prepare upsell summer services estimates
- Send client survey



### TAKEDOWNS

- Christmas light takedowns
- Distribute summer upsell estimates at takedowns
- Organize and store tubs
- Office checks takedown notes with office notes



### POST-SEASON

- Brainstorm and document improvements and goals for next season
- Inventory leftover light supplies
- Prepare and submit early order reservation for next season