



## F&TA How to Prep for the Holidays Worksheet

### Customers

Check in with your existing customer list and brainstorm your F.R.A.N.K. list.

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### Product Assortment

Core: \_\_\_\_\_

New: \_\_\_\_\_

Ready to Ship: \_\_\_\_\_

### Goals

Sales: \_\_\_\_\_

Product: \_\_\_\_\_

Marketing: \_\_\_\_\_

### Specials / Pre-Assortments

Pre Priced: \_\_\_\_\_

Pre Packs: \_\_\_\_\_

Best Sellers: \_\_\_\_\_

### Holiday Bonus or Special Packaging

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