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FACT SHEET

Summer-Ready Business Toolkit. Plan, Promote and Profit

Introduction

Summer is one of the busiest times of year for visitor-facing businesses in Greater Lincolnshire. But success doesn't happen by chance. Planning ahead gives you more control, better results and a more enjoyable season for you and your team.

This simple toolkit will help you prepare step-by-step. It's designed to help businesses of all sizes get the basics right, explore new opportunities, and find the right support before the season starts.

Your summer prep checklist

Take a moment to work through the following areas. You don't need to tick every box straight away, just start where you are.

Your offer



- Have you reviewed what you'll be offering over summer?
- Could you create a new deal or event to attract repeat or new customers?
- Have you checked that your prices, availability and descriptions are clear online?



Your people



- Have you reviewed what you'll be offering over summer?
- Could you create a new deal or event to attract repeat or new customers?
- Have you checked that your prices, availability and descriptions are clear online?



Your customer journey



- Can people find you easily online? Have you updated Google and social media pages?
- Is your signage, website and booking system clear and easy to use?
- Have you followed up with past customers to encourage them to return?



Your business operations



- Are you confident that your suppliers, stock and systems can handle peak season?
- Do you have a backup plan in place if something goes wrong?
- Have you taken time to reflect on what worked well last year and what didn't?



Your next steps

Use this space to write down your three top priorities for the next four weeks:



Need support?

Business Lincolnshire offers fully funded support to help you plan ahead and improve performance. From digital tools and skills training to recruitment and growth advice, there's something available for every kind of business.

Visit **businesslincolnshire.com** to explore programmes, workshops and 1-to-1 support.



Need more support?

Get in touch!



For more information visit **www.businesslincolnshire.com** where you can request support from one of our advisers by filling in the online contact form.

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