# 6 Tips to Help Small Business Owners Survive the Holidays

For many small business owners, the holidays are the busiest and most stressful time of the year. PayPal online payments system has tips, tools, and checklists to help maximize your sales during the busiest time of the year, and trade holiday stress for holiday sales. Here are 6 holiday checklists to help you stay organized.

1. CASH: Your successful holiday season will depend on one thing: cash. To make everything work - marketing, investments, hiring, processes - you'll want to make sure there's cash available to fund these activities. Start tackling the items below to make sure you're well financed through the holidays. Free Download: Financing Checklist https://www.paypal.com/us/brc/article/cash-flow-planning-checklist

2. TECHNOLOGY: Invest in some tech upgrades so you can be holiday-ready before shoppers start streaming through physical and virtual doors. Free Download: Sales Tools Checklist https://www.paypal.com/us/brc/article/business-technology-checklist

3. MARKETING: For many small business, holiday sales will either make or break their entire year. Many small business owners get 30% or 505 or even more of their year's revenue during the 6 weeks from Thanksgiving through New Year's. Entice holiday shoppers with campaigns that capture the spirit and spending of the season. Free Download: Marketing Checklist https://www.paypal.com/us/brc/article/marketing-checklist

4. STAFF: Your team is critical to the success of your business. Even if you are a 1 person business, during the holidays you may need to hire staff to help out - and minimize your stress. Full-time staff, part-time employees, remote workers, virtual assistants, outsourcing projects - all are a good way to meet your holiday workforce needs. Finding, hiring and training people who can support your business during the holidays can ensure your holiday success, and build a support team to help you year-round as your needs change. Free Download: Staffing Checklist https://www.paypal.com/us/brc/article/holiday-workplace-checklist

5. ONLINE SALES: Its easy to get lost in the world of online businesses. There are strategic steps you can take to assure your website stands out online, is prepared for the rush of holiday sales and holiday shopping events, and that you are using the best social media selling strategies. Free Download: E-commerce Checklist https://www.paypal.com/us/brc/article/ecommerce-trends-for-the-holiday-season

6. AFTER THE HOLIDAYS: Running a successful holiday marketing campaign that generates new customers and increased

sales is important to the growth of your small business. You can leverage your new customers into loyal customers to increase profits in the coming year - and plan for next year's holiday. Free Download: Post-Holiday Checklist
https://www.paypal.com/us/brc/article/post-holiday-sales-checklist

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