

# january

## CHECKLIST

- Write down your 2022 short term goals.
- Write down your 2022 long term goals.
- Jan. 5th - With a little less than 6 weeks until Valentine's Day, be sure you've added the Valentine's Day keywords you brainstormed last month to your listings!
- Jan. 6th - Are you planning to change your shop banner for January? If so, do that asap!
- Jan. 7th - Now that Christmas is over, be sure to remove any Christmas keywords that you added to your listings. If you can replace them with upcoming holiday keywords, do so now.
- Jan. 10th - Did you update your shop details to reflect your holiday processing times last month? If so, be sure to update those to your normal processing times now.
- Jan. 16th - With three months until Easter, you'll want to start brainstorming your Easter keywords if you have any that are applicable to your listings.
- Jan. 19th - With the holiday season now over, sit down and look over the past year. If you were overworked, try and brainstorm new ways you can make changes in 2022 to allow you time to breathe and to take care of your mental health.

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Thank you! Your awesome tools help me reach people I'd never be able to reach otherwise.

- Holly

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