

15
WEEKS
OF TIPSTO HELP YOU
**SURVIVE
& THRIVE**
THIS HOLIDAY SEASON

FIRST EDITION. 14 MORE WEEKS TO GO!

Hi CONTACT.FIRSTNAME,

We're excited to deliver the first edition of "[15 Weeks of Tips to Help You Survive and Thrive This Holiday Season](#)," your companion in preparing for, managing and succeeding during your busiest time of year.

We all know that prepping for the holidays is important, but that's easier said than done when you're a small business owner. Every year we plan to get an early start on seasonal planning, but before we know it, pumpkin lattes and Halloween decor appear, signaling that the holiday season has begun. Where does the time go?

Rest assured, it's not too late to get ahead of the holiday rush. We asked dozens of Kabbage customers for their tips on holiday season planning and will share them with you throughout these 15 weeks, along with advice from some of our favorite business leaders and advocates.

Kabbage customer and business owner Emmanuel, from eCommerce site [Satin Lined Caps](#), gave us a seasonal planning starter checklist. When it comes to planning ahead for the seasonal rush, Emmanuel

abides by five rules:

1

Overbuy. Emmanuel advises to stock up on inventory that you know sells quickly rather than relying on ordering later in the season.

KABBAGE TIP

You can automate your entire inventory process with [inventory management software for as little as \\$29/month](#).

2

Hire Early. Hire your seasonal employees before you need them, Emmanuel warns, because other retailers will snap them up quickly, and you may have difficulty finding help that suits your needs.

KABBAGE TIP

[Hiring military veterans as your seasonal help](#) is not only a great way to find high-quality employees, but qualifies you for several tax credits.

3

Be ready for customer service challenges. As prepared as you are, shipping and returns issues are unavoidable. Emmanuel recommends planning for the increased customer service volume by making sure you have ample, trained customer service staff. Also, be prepared for systems and technology to go down by making a list ahead of time of whom to contact for help.

KABBAGE TIP

Be sure your customer staff is trained to address customer feedback on your social media channels. [Fresh Desk](#) offers customer service management solutions at affordable rates.

4

Prepare your marketing themes now. Emmanuel suggests small business owners start looking at holiday themes for email newsletters, social media channels and packaging. This will be one less thing to worry about when the holiday rush hits.

KABBAGE TIP

Need inspiration? Check out our [“Holiday Planning Inspiration for Small Business Owners” Pinterest board.](#)

5

Have cash on hand. Emmanuel stresses that no matter how prepared you are, unplanned issues will arise, necessitating rush purchases and other expenses. “Having enough cash on hand to deal with surprises will go a long way to preventing stress!”

KABBAGE TIP

It’s smart to think about getting a line of credit or loan to help with holiday planning and budgeting. Check out this [quick comparison of 10 small business funding options.](#)

BONUS TIP

Love the tips from our Kabbage customer? You might also love [these tips from 21 eCommerce experts that eTail gathered.](#)

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