

## Review, Review, Review



It's August and things slow down. Preparation is underway for fall conventions and Christmas. But it's also a great month to review your plan, your goals, your accomplishments, and your setbacks.

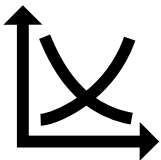
Review your Marketing plan. Does your action plan remain the same or does it need modification?

Did the first seven months go as planned? If it did, **Celebrate**, if it didn't, acknowledge the mistakes and work on plans for improvement for the future. Take time to check in with your leadership team and see if they are on track. How did your membership help or hinder your events? Do they need more buy-in?



How are you shaping up for the final four months of the year? Do you have a team in place? Is the Christmas show completed? Are you on track or behind? Perhaps you should check in with the Christmas and Singing Valentine chairs and encourage them to stay on task.

If you have a two-year term, look ahead to next year for improvements!



Review your SWOT report to see if your Strengths and Opportunities still are the same. Has there been a shift in the market? Does it look like all is well, or do you need to tweak it? Have your threats changed? Have you improved your weaknesses and made them strengths?

There are hundreds of trivial things to consider before they become MASSIVE. The end of July and the beginning of August are opportunities to see if you are on track, or if you need to adjust.

Building the Marketing Plan and the SWOT analysis is “upfront work”, once in place all you need to do is steer the ship. If you built a two or three-year marketing plan you can “cruise” for a little while, but you can never stop striving for innovative ideas.



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