

# BUSINESS ACTIVITIES FOR EACH SEASON

## Four Phases

### Winter



#### MENSTRUATION

THEME: RESTING, REFLECTING, AND EVALUATING

#### BUSINESS TASK EXAMPLES:

- MAKE DECISIONS (BLEED ON IT!)
- JOURNAL ABOUT THE NEXT RIGHT STEP FOR YOUR BUSINESS.
- RESEARCH AND BE CURIOUS ABOUT DOWNLOAD
- REFLECT ON WHAT'S WORKING AND WHAT'S NOT

### Spring



#### FOLLICULAR PHASE

THEME: NEW BEGINNINGS. PLANNING & BRAINSTORMING. INITIATING

#### BUSINESS TASK EXAMPLES:

- BRAINSTORM TOPICS FOR YOUR CONTENT
- PLAN YOUR SOCIAL MEDIA CONTENT FOR THE MONTH
- INITIATE A PROJECT

### Summer



#### OVULATION

THEME: COMMUNICATE COLLABORATE, CONNECT & BE VISIBLE (ATTRACT)

#### BUSINESS TASK EXAMPLES:

- BATCH VIDEO CONTENT
- WRITE SALES COPY
- HOST WORKSHOP
- REACH OUT TO POTENTIAL COLLABORATORS

### Autumn



#### LUTEAL PHASE

THEME: FOCUSING ON DETAILS, COMPLETING PROJECTS, PUTTING IN LAST EFFORT.

#### BUSINESS TASK EXAMPLES:

- FINISH UP LOOSE ENDS
- ANALYZE DATA
- WORK ON DETAILS LIKE FINANCE AND PROJECTIONS
- CREATE SOPs



PRINT THIS CHEATSHEET AND KEEP IT  
HANDY WHEN PLANNING YOUR WEEKS!