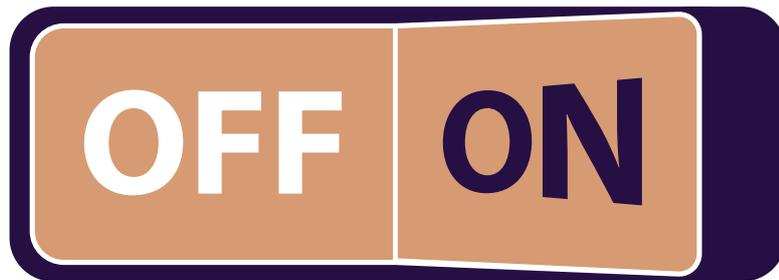


THE CHRISTMAS SWITCH OFF



Your no bullshit guide to actually switching off these holidays.

LET'S BLOODY DO THIS!

Switching off from your business has never been more important after such an epic and challenging year.

To make it easier for you this Christmas, we've put together this compilation of tips and templates that we invite you to make your own – or just copy and paste! Each one is designed to give you more time to enjoy the holidays, so you can calm your body and brain, and go into 2022 properly energised and ready to make some good shit happen.

I'd like to take this opportunity to thank you for doing what you do, and for taking this first step to making yourself more of a priority. As female business owners we're all in this together, and together we can create important change for ourselves and those around us.

Here's to doing sweet FA and having a bloody good time this Christmas!

Yours in Uppyness,
Laura x

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ALLOCATE TIME

As lovely as it would be to completely switch off for the entire Christmas break, we do live in the real world here at Uppy (when we have to), so we know that's not realistic.

So we recommend allocating specific times to check in on your business - it could be an hour a day or perhaps a morning a week. Whatever you choose, block it out in your calendar.

The key though, is to be disciplined and stick to whatever time you choose. And in the other times if something pops into your brain, simply write it down and know that you can deal with it during your next allotted time slot (we use our iPhone notes app for this)...

...Unless you're a surgeon or paramedic, no-one's going to die if you don't attend to it straight away. But your family will want to kill you if you're constantly distracted and not present with them.



LET YOUR LOVED ONES IN ON IT

Speaking of - to make this even more effective, let your family in on it. Let them know when you'll be in work mode and when you'll be ready to play. Set expectations:

- Ask them not to disturb you during that little window, so you can focus and get things done more quickly
- Give them permission to call you out if you get distracted during play time

Set yourself up with a list of necessary tasks for your check-ins, so you can ensure you get the important stuff done and don't waste time on tasks that can wait until you're officially back on the clock.

The aim of the game in these times is to get in and get out as quickly as possible. They're simply an opportunity for you to keep things ticking over so you can put your mind at ease and get the most out of your down time - so when you go back you're re-energised and have the headspace to get some serious shit done.

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FOCUS ON THE IMPORTANT STUFF

I know you had big plans for this year and if you don't get it all done you'll feel like you failed - we're all in that same boat. But it's important to remember that shit always happens. So the chances of everything going to plan, especially when you're in business, is pretty much impossible.

So now is the time to make peace with the fact that you're not going to get it all done, and start prioritising so you can at least get to the most important stuff - the stuff that will have the biggest impact on you and your business.

HOW TO PRIORITISE LIKE A BOSS

Create a list of all the things you need to do and rank them in order according to which ones will have the biggest impact. So it might look something like this:

1. Contact and follow up leads
2. Create and test funnels and automations
3. Ensure processes and expectations are clear for employees and suppliers
4. Schedule social media for Christmas period
5. Schedule autoresponders
-
17. Clean up database
18. Reconcile transactions
19. Organise emails
20. Filing

Once you have your exhaustive list, identify the top 20% of tasks. This is where you'll get the most return on your efforts (at least 80%) and where we recommend you focus your time.

The other 80% of tasks will likely only give you 20% return (i.e. have little impact on you and your business), so we recommend only getting to these once the important tasks are complete, or better yet - delegate them!

The key to getting maximum return on your effort, and therefore moving your business forward as quickly and efficiently as possible, is to be disciplined at working through the list in order and not moving on to the next task until the current one is complete.

Check this article out for extra tips on prioritising: [How to make your to-do list your bitch](#)



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STEP BACK TO MOVE FORWARD

The mindset around Christmas tends to be PUSH, PUSH, PUSH! We go hard trying to fit everything in before the end of the year (even though the new year is literally just the next day) and then we crawl across the finish line and spend a lot of the holidays trying to recover before we start pushing again. Am I right?

Well how'd you like to do things differently this year? How would you like to cross the finish line with a little spring in your step - knowing that you can switch off and enjoy some time doing the things you love with the people you love, because you got heaps of shit done without working yourself into the ground?

The way to get this is luckily quite simple. First let's quickly go over some stuff about the brain so you can understand why our strategies work:

HOW YOUR BRAIN WORKS

Your brain's number one priority is survival. So everything you think and do is all a strategy devised by your brain to keep you safe. When your brain senses danger, it triggers fight or flight mode in your body to help you survive.

Unfortunately however, your brain doesn't understand the difference between real and perceived - so all your thoughts and worries, and constant pushing, are communicating danger to your brain and setting off this same physical response.

Over time this can cause challenges such as:

- Low energy
- Difficulty sleeping
- Poor digestion
- Hormonal imbalances
- Sickness
- Erratic moods
- Anxiety

As I'm sure you can appreciate, none of these things are conducive to working effectively. So it's important to factor in moments throughout your day to communicate safety to your brain, so you can keep your body out of fight or flight mode and working with you rather than against.



"I just want to keep you safe babe"



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COMMUNICATE SAFETY TO CALM THE HECK DOWN!

The easiest way to communicate safety to your brain is to “step back”. Remember how we said all the pushing causes your brain to think you’re in danger, well it makes sense then that you can achieve the opposite effect if you go in the opposite direction.

When we say stepping back, this is largely mentally rather than physically. The key is to do little things that make you feel calm and content, and that give you a quick break from the thoughts and worries.

Here’s some examples:

- Breathe
- Meditate
- Rock out to a favourite song
- Watch a funny video on YouTube
- Go for a quick stroll
- Shoot the breeze with your local barista
- Call a loved one
- Do some sudoku
- Doodle
- Play a quick game of Tetris (if you can find a time machine to take you back to the 80’s)

While these things might seem insignificant, when you do them consistently throughout the day you’re essentially hitting ctrl-alt-del on your brain, so you’re getting constant little resets that keep your energy, motivation and mood topped up – meaning you can work more efficiently...and have fun in the process!



PLAN FOR COMING BACK NOW

Nothing makes you more stressed than the feeling of uncertainty. The brain often sees it as danger and triggers fight or flight mode to keep you safe.

So the more certainty you can give your brain, the easier it will be to switch off.

Take some time before the end of the year to plan for next year, so your brain knows what to expect coming back in. The plan doesn't have to be perfect at this stage (we know you already have a lot of other shit to do), just know the following at a higher level:

- What you want to achieve in business next year
- What you want to achieve in life next year
- What you need to focus on to make that happen
- What needs to change to make that happen

Here's a sexy worksheet to make this process easier for you.

FREE

Download

It's _____
and I...

Ultimate Life

Ok, let's think big. Think 10 - 20 years into the future and pick a significant date (perhaps a big birthday or anniversary) and write it in the centre of the page: e.g. "It's 8th May 2032, my 50th birthday, and L."

Next, write down everything you want to have in your life by that date and everything you have achieved. Write as if you have it now and it's already done. Write in as much detail as possible. E.g:

- I have a 4 bedroom house with a garden and water views on the Central Coast of Australia's East Coast
- I have sold my business for \$2M
- I take 2 overseas holidays per year - one to Europe and one scuba diving
- I have a dog - a Boston Terrier called Dave
- I have 5 investment properties
- I have a strong social network
- I am happily married

Refer to your values to ensure your goals are in line with what's important to you, and you have included the things that bring you joy



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COMMUNICATE & SET EXPECTATIONS

So we know that you're taking some time off, however long that may be for, but what are the other stakeholders in your business doing? Are they taking time off too, or is your business relying on their continued operations?

Here's some things to consider:

When are the following operating?

- Your business
- You (will you be contactable at certain times)?
- Your employees & contractors
- Your suppliers & supply chain

Ensure this information is clearly communicated throughout all parties, and most importantly to your clients.

What needs to get done in your absence?

If your business will still be operating, ensure everyone involved (employees, contractors, suppliers, logistics, clients etc) knows the following:

- The correct processes and protocol
- Their individual responsibilities and KPIs
- Their point(s) of contact and their availabilities

Again, the key here is communication:

- Document: Write lists, use project management software (we use Trello, which is free and is very user friendly), create process manuals
- Clarify: Chat with each stakeholder to ensure they understand everything and give them opportunities to ask questions and raise concerns
- Make it easy: Ensure everyone knows how to communicate with the appropriate people, use communication/messaging software (we use Slack, which is also FREE!)



Uppy Media



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AUTORESPONDERS

As we're sure you'll agree - there's nothing worse than sending an email to someone and getting nothing but radio silence back. It can diminish trust and respect - which you really don't want to do if you've put in time and effort to build it in the first place.

Luckily, all this can be solved with a simple autoresponder that lets your recipients know where you're at and manages their expectations. It's also another cheeky chance to build rapport by adding a little personalised touch.

Since you're undoubtedly under the pump, here's an example to inspire you - or for you to copy and paste, and add your own flavour to.

Be sure to include info such as opening hours, emergency contacts etc if relevant.

And don't forget to turn them off when you return!

New message



To teamuppy@uppy.com.au

Subject RE: BRB eating Turkey

Hi there,

Oh look! You got this message immediately, which means we're currently out of the office enjoying a little holiday time. It's been a hell of a year, right?

Don't worry though - we'll be checking in on our customer service lines during our allocated work windows over the holiday season (sorry in advance if we are full of Christmas ham when we speak), so we'll get back to you ASAP.

If anything is urgent, please reply with the word 'URGENT' in the subject line, otherwise we look forward to chatting with you when we return on Jan 5th.

Happy Holidays!
Team Uppy

Send



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STAY ON TOP OF SOCIALS

We all know that socials can be a pain in the arse at the best of times, so you definitely don't want to be scrambling around trying to find something to post while you're attempting to switch off.

Sure it takes a bit of time in the short-term, but scheduling your socials takes away so much stress and gives you back so much headspace in the long-term. Not to mention the fact that your posts and feeds will be a lot more cohesive and likely encourage greater engagement - meaning more return on your effort baby!

Here at Uppy we have a few tools we simply couldn't live without. And since we exist to make your life easier, we're gifting them to you. 😊

SOCIAL MEDIA CALENDAR

This allows you to create a structure to your posts and collaborate easily with others to get everything approved and ready to schedule as quickly as possible. You can make a copy of our social calendar [here](#).

	Date /Time	Topic/Theme	Image Thumbnail & link	Copy	Who's responsible for this post and comment section?	Approval status	UPPY CANVA TEMPLATE FOR YOU
 FACEBOOK	Dec 1 @8am	Advent Calendar Day 1		It's the first of December! To celebrate we are launching our advent calendar - Keep an eye on our socials as we are giving away a tips, prizes & surprises	Tony	Approved by Laura	Download here

CANVA TEMPLATES

We apologise to any designers out there, but for us business owners Canva is a dead set life saver. It makes everything so much easier. Especially for your socials, as you can create templates that can simply be tweaked for your regular posts - giving your feed that continuity and ensuring it stays on brand.

P.S - on the above social calendar and images below you can find some free Uppy Canva templates that you are welcome to use as your own. Just change the colours to your brand.

Advent calendar



Christmas Posts



Boxing Day Sales



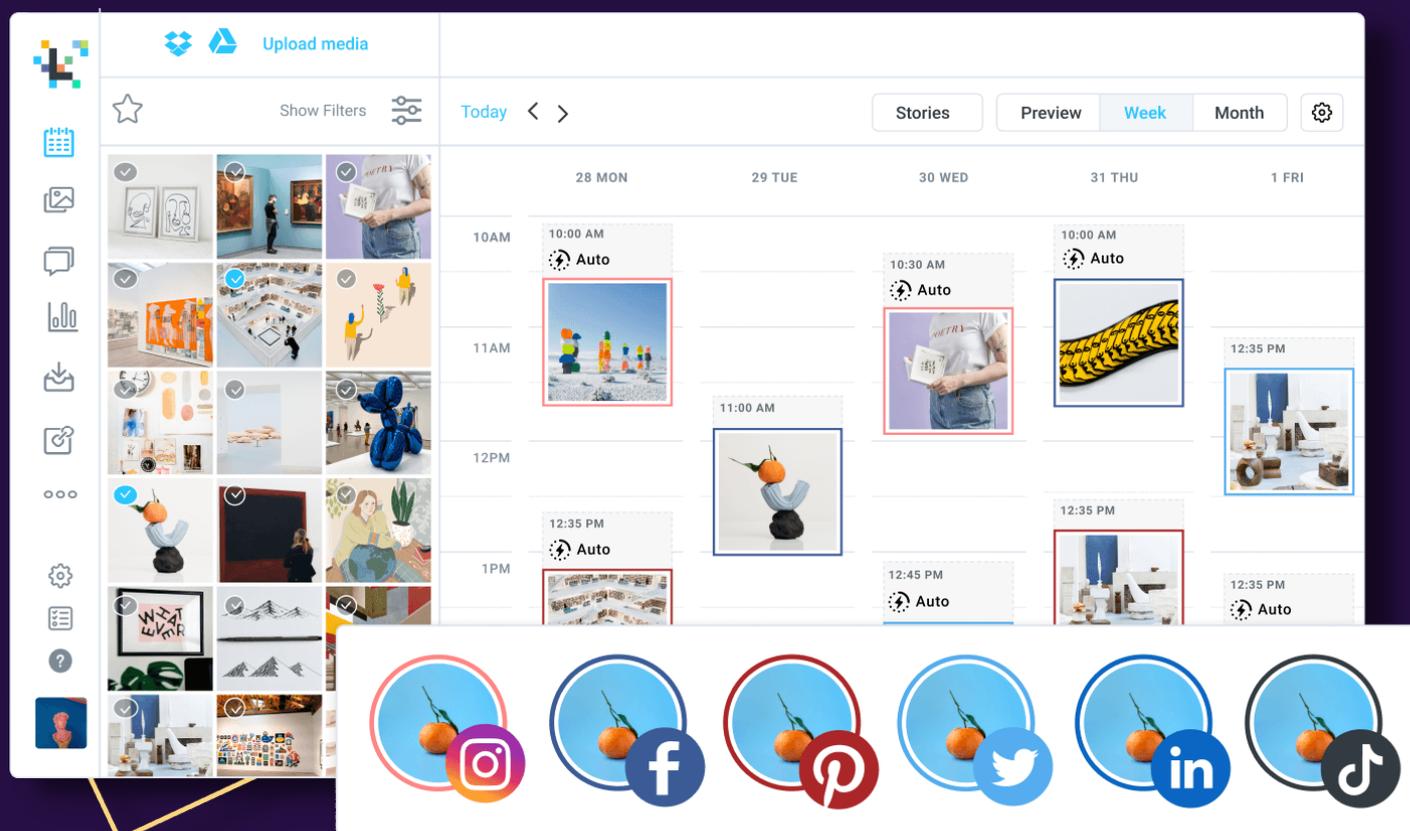
POST SCHEDULER

Putting your posts into an automated scheduler means you can literally set and forget. There's nothing better than seeing your posts go out while you're enjoying a glass of vino in the bath (or binge watching Netflix on the couch).

Our preferred scheduler is Later. It's super user friendly and allows you to visually see what your feed will look like before finalising everything. It also has some amazing analytics, which allows you to post even more intelligently in the future because you can see what your audience responds to (and as we've learned, it's not always what you would expect!)

Oh, and the best bit is - Later is free! Of course with the paid versions you get extra features, but you can get all the scheduling with the basic plan, so it's a great place to start.

Just don't forget your customer service! Keep an eye on the comments section under each live post and ensure you respond to any engagement - this task can easily be delegated, or you can use your allocated time slot to do a quick sweep of your posts.



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Oh shit thats a lot of words! Don't have time to read? Listen to this page here.

NURTURE YOUR CUSTOMERS & AUDIENCE

Thanks to the wonders of technology (yes we know that makes us sound ancient, but we're always amazed at what's possible with tech nowadays!) you can continue to nurture and build relationships with your customers and prospects while being switched off and eating turkey!

Again, with a little prep in the short-term you can save an abundance of time and headaches in the long-term...not only because you don't have to physically send emails at a specific time, but also because you're continuing to put the leg work in to move them along their customer journey with you.



This is us "nurturing" the cat - do you see what we did there?!

There are some fantastic software options out there to make this easy for you. Mailchimp is a good place to start as they offer a free plan, however if you want to create some more complex automations (which allows you to highly personalise different journeys for your customers) we recommend having a look at something a little more technical like Active Campaign - which you can test drive with a free trial.

In terms of what to say in your communications, check out a few examples on the next page. The key is to always remember exactly who you're talking to and what they need to hear at each step of their journey. Keep it simple, but be specific. Saying the right thing at the right time builds incredible rapport and therefore trust with you and your brand.

TO CUSTOMERS or COMMUNITY

New message

To

Subject We would be nothing without you.

Thank you for being part of our community this year. Without you, we wouldn't be able to do what we love. Every purchase supports our business and family, and allows us to continue to deliver the very best products and services to you.

As a special thank you to our loyal community, please enjoy **<insert a discount or special offer just for their mailing list>** as a special holiday gift.

We hope you have the best holiday season and stuff yourself silly with all the turkey.

Yours truly,
<your name>

Send



TO SUPPLIERS

New message

To

Subject You're the best!

Dear **<Supplier name>**,

Without you, Christmas wouldn't be very merry. Thanks so much for everything this year. It's sure been a wild year living through this crazy pandemic, but we've made it to the other side (again!)

Thank you for **<insert a personal touch - a moment from the year where they helped you>**

We would be bloody lost without you.

Looking forward to working with you again in 2022.

Cheers,
<your name>

Send



TO EMPLOYEES

New message

To

Subject You bloody rippa

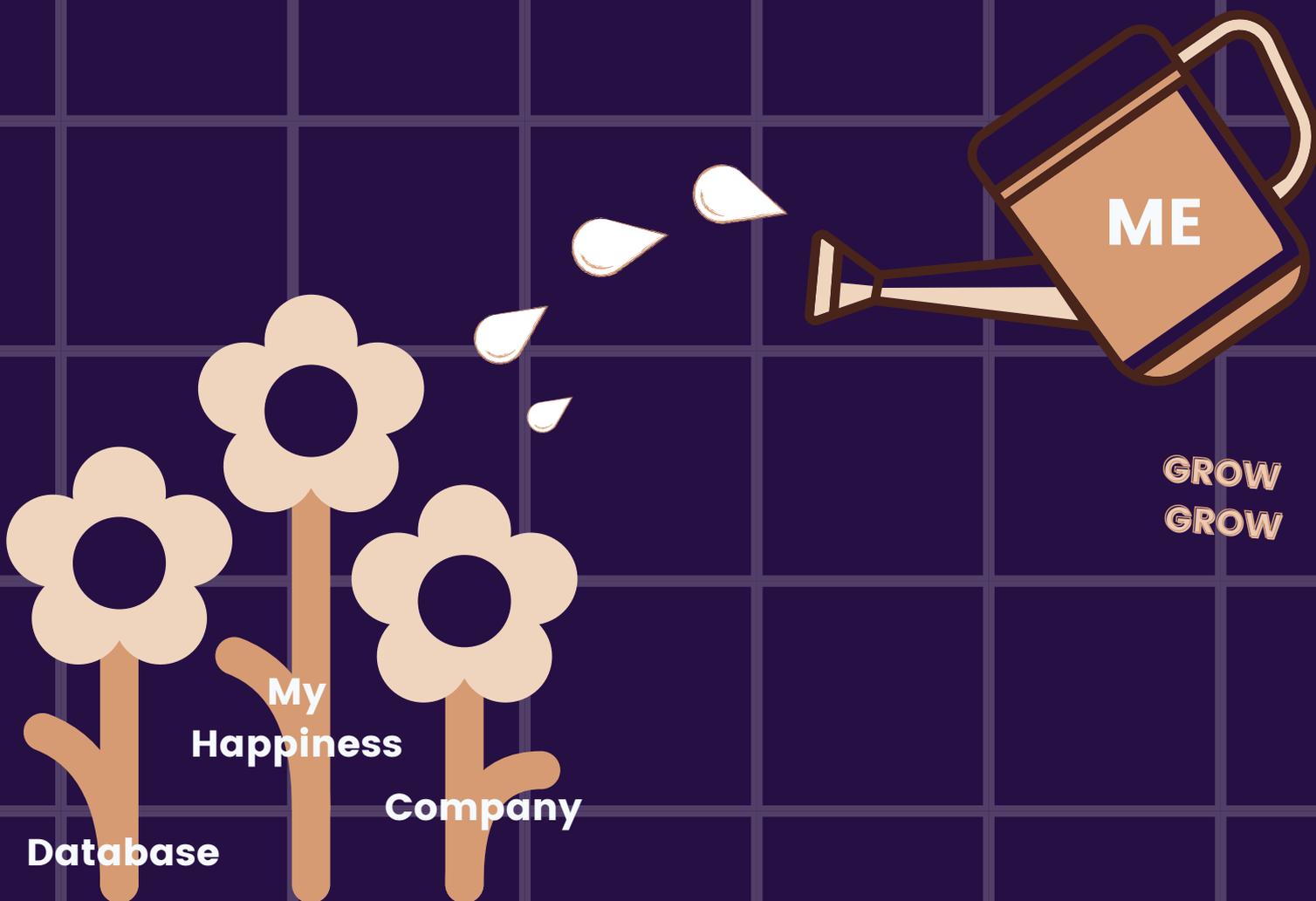
We did it. We made it through 2021! Your diligence, self-motivation and dedication have been a real source of inspiration for me. Thank you for being an integral part of our little empire 😊

Here's to 2022 and making even more good shit happen!

As a special thanks, here's a little something just for you < if possible provide something that will help their wellbeing or development such as a yoga discount, massage or special subscription >

Yours in overindulgence,
<insert name>

Send



LIST OF REMINDERS

So now you know what to do, here's a couple of checklists to make it even easier for you to action that shit! Good luck!

Before the holidays

- Set autoresponders
- Add Christmas message to website - including opening times, ordering times, emergency contact details
Close ordering system to ensure orders can't be made when they can't be fulfilled
- Send thank you and well wishes emails to all stakeholders
- Test automations
- Check social media schedule is set
- Put your business check-in times in your diary

After the holidays

- Turn autoresponders off
- Re-open ordering system
- Take Christmas message off website
- Send "We're back" emails to all stakeholders



MERRY BLOODY CHRISTMAS



**AND CONGRATS ON
MAKING IT THROUGH
THE YEAR!**