# The Santa Cycle

By Shannon Settles, <http://www.thatssanta.com/helpers>

## December 26-29

1. Last-Minute Tax-Deductible Purchases:
   * 1. “Thank you" gifts for services that support your Santa (dry-cleaners, booking agents, hair-dresser, etc)
     2. Replenish supplies used in-season (clearance items especially, like candy canes)

## January

1. Dry-clean and launder all suit items
2. Note any needed repairs, alterations or additions needed for suit
3. Properly store suit items: heavily padded hangers, desiccant packs in garment bags
   * 1. If your fur is detachable, remove it and store in a cotton bag (no plastic)
     2. Clean boots and stuff with paper (don’t bother shining them now)
4. Write "thank you" notes
   * 1. Lead with successes of last event
     2. Raise issues casually (“some things we may want to address for next year…”)
     3. Note what date you have them penciled-in for (no obligation, to be confirmed in summer) and perhaps mention what dates their event would fall on if they were to perpetually repeat (see my Repeating Events article), for example, “I have penciled-in 11/21 for your event next year, which I have as repeating on whichever Saturday falls on 11/18-11/24 of any given year”.
     4. Include a short questionnaire. Shows you care about their feedback and improving your performance.
     5. Request a testimonial
5. Evaluate your materials and procedures and refine
6. Test all equipment before storing. Clean, repair, and replace as necessary NOW

## February

1. Gather new photos from recent season, sweeten.
2. Update website
3. Update and order new business cards.
4. If you hired contract help, mail out 1099-Misc

## March

1. Review financials, begin preparing for taxes
2. Hire a seamstress to make needed repairs and alterations to current suit so that it is ready for potential Christmas in July gigs.
3. Hire a seamstress to create any new suits, shirts, or accessory items to be ready by October

## June

1. Send reminders to book
2. Contact new potential clients, providing new business cards

## July

1. Contract writing season

## August

1. Evaluate glove supply, removing any that are stained or opening at the seams, order replacements
2. Order products that you need which are only available through the mail. Get enough to see you through the season (in my case this includes Trionics hair developer and media for my printers).
3. If you’ll need insurance or background checks for the coming season, start pursuing those
4. Good time to consider: skin-care regimen, vitamin regimen, and hydration

## September

1. Begin testing Halloween and Christmas décor so that installation later will be fairly effortless.

## October

1. Finalize business, secure all retainers, so you don’t have to think about business in season
2. Medical work-over:
   * 1. Physical. Talk specifically about your exposure to children and babies to be sure you are fully immunized and inoculated.
     2. Flu shots, pneumonia shots, and anything else due
     3. Make sure to have any prescription refills in place so that you don’t have to scramble to get replacements in-season.
3. Get vehicle ready for season:
4. oil change
5. inspections
6. rotation
7. cleaned and vacuumed, both to look professional and so your suit doesn’t pick up debris from a messy interior
8. Shine boots, polish brasses
9. Brush out fur and reattach to suit
10. Furniture polish and leather cleaner for Santa Chairs
11. Stock up on everything you will need for your Santa season: bleaching supplies, special shampoos, deodorant, hair styling supplies, new boxer-briefs, etc. You don’t want to run out of something just before an event, and probably don’t want to have to go shopping in-season.

## November

1. Go be Santa

## December

1. Keep being Santa, even though you’re tired!