

7 Steps to Gear Up for the Fall

As summer comes to a close, reflect on what the hot months taught you

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The temperatures in New York have lingered at an oppressive 90 degrees, and keeping your team motivated can be tough. Vacation schedules can disrupt business flow (and cash flow). How do you make sure that the last hazy days of summer do not put your business into a slump, but rather leave you poised to profit as projection tables replace pool chairs?

Don't get burned by ignoring your financials.

Review, in-depth, your P&L for the first half of the year. Make a date with an objective business advisor to ensure your second half projections make sense and include dollars for testing and marketing. A business cannot grow without an investment in innovation. [Here](#) is what our readers plan to invest in.

Chill out and use "quiet time" to develop a vision and plan for fourth quarter

Write down achievable and specific goals. You may find that your brain works better when you are relaxed and in a bathing suit or out in the garden.

If you are still dog-paddling through the social media waters, resolve to learn one new social media skill by the end of August

See Resources for a great basic social media "workbook." And, if you are already in the "deep end of the pool," you can fine-tune your social media etiquette with [my new book](#).

Take your team out to the ball game (or the beach or the tiki bar)

Combine play time with thinking, talking, and team-building. If you are a solopreneur, make plans with a trusted advisor to hang out and talk about your business to get an objective perspective and brainstorm.

Go "back to school shopping" for long lead time services

For example, if you are planning a new marketing campaign this fall, the time to line up your resources is now, if you want to make sure you get the best possible prices, services, and content. Avoid last-minute rush charges and the chance of errors.

Summer interns leaving? How about fall interns?

Students are already looking for ways to earn credit this fall. Check with your local schools about programs. But be sure to heed the regulations for unpaid internships (see Resources)!

Even if your business is in peak season during the summer months

Allow yourself a few minutes each day to rejuvenate and reflect. Heat stroke and fatigue are not good conditions. Your business, like your body during the summer months needs relaxation, sunscreen and good hydration in order to thrive!

What are YOU doing with the remaining days of August to prepare for fall? Please add your suggestions to these!

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