

# SEASONAL EVENTS MAPPING WORKSHEET



Use this worksheet to help you identify the fixed-date events that shape the rhythm of your year, so you can plan intentionally, protect your energy, and create a sustainable flow of work.

## 1. Seasonal Events in Your Area

List the key seasonal events that are celebrated where you live.

*These are the moments when demand typically spikes because many people are celebrating the same occasion at the same time.*

Event	Date	Notes
<i>Example: Mother's Day</i>	<i>15<sup>th</sup> March</i>	<i>People usually look to collect items on the Friday and Saturday before. Bookings peak about two weeks out.</i>
<i>Example: Christmas</i>	<i>25<sup>th</sup> December</i>	<i>Demand is lower for higher value gifts but teacher's gifts seem really popular for the end of this school term</i>



## Reflection Time

### What Are Your Seasonal Events Really Showing You?

- Which events bring the most into your business — enquiries, orders, visibility.
- Which ones feel chaotic or draining, even if they're profitable.
- Which events actually align with your work, and which you've been offering out of habit.

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## 2. Personal Boundaries & Blackout Dates

Identify any dates you choose not to work — birthdays, family commitments, rest days, or anything that helps you maintain a sustainable pace.

Date/Period	Boundary	Notes
<i>Example: Abigail's Birthday</i>	<i>14<sup>th</sup> March</i>	<i>Mother's day is often proximal and so need to be mindful of too many orders and not impacting on her birthday celebration</i>
<i>Example: My birthday</i>	<i>21<sup>st</sup> December</i>	<i>Like to allow myself not to work on my birthday meaning I can't accept orders for the 22<sup>nd</sup>. Collections only on 20<sup>th</sup>, 23<sup>rd</sup>, 24<sup>th</sup></i>

## Reflection Time

### How Willing Are You to Compromise on Your Blackout Dates?

Think honestly about how flexible you are — or aren't — when it comes to the dates you choose not to work. These boundaries exist for a reason. They protect the people and moments that matter, and they protect your energy.

Consider:

- Which blackout dates are non-negotiable for you
- Where you've compromised in the past, and how that felt
- Whether saying "yes" on those days genuinely serves your business, or simply erodes your capacity
- How your personal life, family commitments, or wellbeing shape these decisions
- What you're no longer willing to trade for a sale or a booking

## Insights

Your blackout dates are part of the structure that keeps your business sustainable. Not every opportunity is worth the cost, and protecting key moments — birthdays, rest days, family time — is a strategic choice, not a weakness. Clarity here helps you plan seasonal events in a way that supports both your business and your life.



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## 3. Your Seasonal Rhythm at a Glance

Use this space to summarise what you've noticed:

- Which events create the biggest spikes
- Which ones you want to focus on
- Where you need clearer boundaries
- Any gaps or opportunities

## 4. Your Initial Insights

A few prompts to help you reflect:

- Which events feel most aligned with your creative work
- Which ones drain you or create unnecessary stress
- Where you might simplify, streamline, or shift your approach
- What you want the next seasonal cycle to feel like



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We'll take these insights into the next part of the course, where you'll start shaping seasonal events in a way that works for you — creating offers that feel considered, profitable, and manageable. You'll learn how to show up with confidence, build visibility in a way that feels natural, and make the most of the moments in the year that matter to your business.