DOWNTIME STRATEGY CHECKLIST

Use quiet months to reset, refocus, and move your business forward.

AUDIT & REFLECT

- [ ] Review key workflows (sales, onboarding, reporting)
- [ ] Archive old tasks and clean up project tools
- [ ] Identify bottlenecks or inefficiencies
- [ ] Capture lessons from the last busy period

SYSTEMATIZE & STREAMLINE

- [ ] Refresh templates and internal docs
- [ ] Standardize naming and file structures
- [ ] Document repeatable processes (SOPs)
- [ ] Improve onboarding or client intake workflows

CREATE EVERGREEN CONTENT

- [ ] Draft FAQs, case studies, and how-to guides
- [ ] Update pitch decks, one-pagers, or sales scripts
- [ ] Build email sequences for future campaigns
- [ ] Outline blog or social media posts in batches

Dasha Randlett Consulting

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EVALUATE & OPTIMIZE

- [ ] Analyze recent campaign and channel results
- [ ] Refine CRM segments, tags, and automations
- [ ] Clean up your contact list and opt-ins
- [ ] Pinpoint where leads drop off in the funnel

RECONNECT & REENGAGE

- [ ] Reach out to past clients or warm leads
- [ ] Schedule social content to stay visible
- [ ] Pitch guest content, podcasts, or partnerships
- [ ] Re-engage with professional communities

TEST & UPSKILL

- [ ] Explore a new tool or workflow
- [ ] Take a quick course or finish a saved tutorial
- [ ] Run a pilot (offer, pricing, or message test)
- [ ] Block time for deep work on a stretch goal