

	PLATFORM	CONTENT	SEO/KEYWORDS	TIME(S)	OTHER INFO
SUNDAY					
MONDAY					
TUESDAY					
WEDNESDAY					
THURSDAY					
FRIDAY					
SATURDAY					

BUSINESS TASK LIST

DAILY:

Administration

- Check mail / E-mail

Production operations

- Review orders
- Prepare & send invoices
- Pull inventory
- Label / package
- Print: packing slip, postage
- Ship: drop off / schedule pick-up

Customer support

- Follow-up convos / comments
- Check social media

Accounting

- Review accounts for anomalies
- Review cash status
- Pay bills due
- Log any travel Log time worked
- Record daily transactions

Marketing

- Check / record analytics

WEEKLY:

Accounting

- Log expenses & sales
- Make necessary deposits
- Balance accounts
- Organize/file receipts
- Owner draw/pay employees
- Pay outstanding/current bills

Production operations

- Order inventory/supplies
- Review supply costs
- Clean/organize work area

Marketing

- Planning & Development
- Content Curation
- Budget analysis
- Content creation
- Write copy for posts, newsletters, sales promotions, email blast, social media
- Design graphics

- Post scheduling
- Track engagement
- Identify trends

MONTHLY:

Production operations

- Plan production / creation

Marketing

- Plan sales promotions
- Schedule vendor events
- New product development
- Product photography
- Organize stock
- Follow-up unpaid invoices
- Audit social media account
- Review / renew any ad campaigns

Technology

- Website maintenance Back-up files

Networking

- Reach out for collaborations
- Identify / follow new accounts

Accounting

- Reconcile
 - Vendor invoice Bank account
 - Inventory Tax assessment

- Run profit and loss
- Calculate taxes / deposit
- Review budget
- Review & set new goals

QUARTERLY:

- File taxes: State Federal

YEARLY:

- Year end inventory
- Purge inventory
- Prepare for taxes
 - Gather paperwork: Schedule C, 1099, etc.
 - Schedule appointment with tax preparer
- Review / renew insurance
- Renew any licenses
- Review & set new goals