



Professional Wrapper's HOLIDAY TIMELINE

PRESENTED BY:
Mia Canada, MBA
for Unwrap Your Gift™

THEE
WrapLAB

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A NOTE FROM MIA...

WELCOME, MY BEAUTIFUL FRIEND.

My name is Mia Canada, and I empower women to achieve their career and financial goals through entrepreneurship by teaching them how to successfully turn their love for gift wrapping into a sustainable and profitable business. For more than 20 years, I have built a successful gift wrapping business from the ground up, and today I teach and mentor aspiring and established gift wrapping professionals.

When I started my business, there were no courses, no roadmaps, and very few people willing to share the information needed to succeed. Everything I learned came through trial and error. Some lessons were small inconveniences, while others were expensive mistakes that cost me time, money, and opportunities. Looking back, many of those mistakes could have been avoided if someone had simply shared their experiences with me.

Fortunately, my passion for gift wrapping, design, and entrepreneurship kept me moving forward. Today, after two decades in business, I have built a thriving company with footprints across several states, an impressive client roster, and the freedom that comes from being my own boss. Beyond the joy of creating beautiful gift presentations, one of the most rewarding parts of my journey has been helping others build businesses of their own through education, coaching, and consulting.

Most importantly, I hope my past failures contribute to your future success. Every mistake I made taught me something valuable, and my goal is to pass those lessons on to you so you can move forward with greater confidence, clarity, and strategy than I had when I began.

The holiday season is one of the busiest—and most profitable—times of year for a gift-wrapping business, but success requires preparation long before the first gift hits your table. The Professional Wrapper's Holiday Timeline walks you through what to prioritize from September through December, helping you plan your services, pricing, staffing, supplies, sales, production, and client experience at the right time. Use this timeline to stay ahead of the holiday rush, protect your capacity, and operate your business with greater confidence and control.

Your success matters to me. If you need additional guidance, support, or personalized business advice, I am available for consulting and coaching. Whether you need help with pricing, client acquisition, branding, proposals, or scaling your business, I would be honored to help you navigate your next steps.

For those who are ready to accelerate their growth, I also invite you to join my Business Intensive, where we take a deeper dive into building, pricing, marketing, and operating a profitable gift wrapping business. Together, we'll focus on creating systems and strategies that help you generate revenue and build a business that supports the life you want to live.

Thank you for allowing me to be a part of your journey. I am excited to see what you create, and I look forward to celebrating your success.

Mia Canada, MBA

Gift Wrapping Business Strategist | Entrepreneur | Educator | Founder of Unwrap Your Gift™

Professional Wrapper's Holiday Timeline



Purpose: A practical planning tool for gift wrapping business owners who want to enter the holiday season prepared, profitable, and operationally ready.

September-December Business Planning Checklist

PLAN	SELL	PRODUCE	DELIVER
September	October	November	December

HOW TO USE THIS WORKSHEET

- ☐ Work through each month before the month begins.
- ☐ Check off completed tasks and write down your decisions.
- ☐ Use the capacity, pricing, staffing, and inventory sections to make decisions with numbers—not guesses.
- ☐ Keep this worksheet with your holiday operations plan and review it weekly during peak season.

Client: _____

Client Contact: _____

Holiday Season/Occasion: _____

Remember: Professional standard: The holiday rush should not create your business strategy. Your strategy should prepare you for the holiday rush.



HOLIDAY BUSINESS SNAPSHOT

Complete this before you begin the monthly checklist.

Primary holiday service(s) _____

Ideal holiday client(s): _____

Target holiday revenue: _____

Maximum # of gifts you can fulfill: _____

Peak dates you'll accept bookings: _____

Dates you won't accept bookings: _____

Cut-off date for the season: _____

YOUR HOLIDAY CAPACITY

- ☐ Average packages one wrapper can complete per hour: _____
- ☐ Number of productive wrapping hours available per day: _____
- ☐ Number of wrappers available: _____
- ☐ Estimated weekly production capacity: _____
- ☐ Maximum holiday capacity: _____

BOOKING BOUNDARIES

- ☐ Minimum order of gifts: _____
- ☐ Minimum \$ amount per order: _____
- ☐ Standard lead time: _____
- ☐ Rush lead time/ fee: _____
- ☐ Deposit/fee required: _____
- ☐ Final intake deadline: _____

Professional Wrapper's Holiday Timeline cont'd



SEPTEMBER

PLAN + PREPARE

September is your strategy month. Your goal is to make the major decisions before holiday demand starts competing for your attention.

SERVICES

- ☐ Finalize holiday service menu
- ☐ Define what is included in each service
- ☐ Set minimum orders and lead times
- ☐ Define specialty/oversized/rush services
- ☐ Set pickup, delivery, mobile, or on-site options

PRICING

- ☐ Review labor costs and target hourly rate
- ☐ Calculate material costs
- ☐ Account for overhead, payment processing and marketing
- ☐ Set profit targets
- ☐ Establish specialty, rush, delivery, and volume pricing

SALES + MARKETING

- ☐ Identify priority corporate and business prospects
- ☐ Contact past holiday clients
- ☐ Prepare pitch/proposal materials
- ☐ Schedule holiday announcements and outreach
- ☐ Create a follow-up schedule

SALES + MARKETING

- ☐ Audit current inventory
- ☐ Forecast supply needs based on projected volume
- ☐ Order specialty materials
- ☐ Organize storage and workspace
- ☐ Create client intake, sorting, labeling, and production workflows

STAFFING

- ☐ Determine what the owner will personally handle
- ☐ Identify tasks to delegate
- ☐ Estimate seasonal staffing needs
- ☐ Set hiring and training dates
- ☐ Create quality and confidentiality standards

Professional Wrapper's Holiday Timeline cont'd



MONTHLY GOAL

By September 30, you should know what you are selling, what you are charging, who you are targeting, what you need and who will be doing the work.

PRO CHECK IN: WHAT DECISION AM I STILL AVOIDING THAT COULD CREATE A PROBLEM IN NOVEMBER?

SEPTEMBER DECISIONS:

My #1 holiday revenue opportunity:

My #1 operational risk:

The type of client I will prioritize:

The task I will stop doing myself:

Professional Wrapper's Holiday Timeline cont'd



OCTOBER

SELL + SYSTEMIZE

October is where preparation turns into active selling and operational execution. The goal is to fill your calendar strategically—not indiscriminately.

BOOKINGS

- ☐ Send proposals and contracts
- ☐ Secure deposits/payments
- ☐ Confirm holiday production dates
- ☐ Confirm client design direction
- ☐ Set final intake deadline

SALES

- ☐ Follow up with September prospects
- ☐ Continue corporate outreach
- ☐ Pitch retailers, hotels, event planners, and businesses
- ☐ Re-engage past clients
- ☐ Promote remaining availability

SUPPLIES

- ☐ Purchase remaining core supplies
- ☐ Order client-specific/specialty materials
- ☐ Confirm vendor lead times
- ☐ Create a reorder list for fast-moving supplies

TEAM

- ☐ Hire seasonal staff
- ☐ Train wrappers
- ☐ Teach production standards
- ☐ Practice workflow and quality control
- ☐ Establish schedules and supervision

SYSTEMS

- ☐ Set up order tracking
- ☐ Create labeling/sorting system
- ☐ Create production schedule
- ☐ Create quality-control checklist
- ☐ Establish client communication cadence

OCTOBER BOOKINGS TRACKER

[illegible]

Professional Wrapper's Holiday Timeline cont'd



NOVEMBER

PRODUCE + MANAGE

November is production mode. Your systems should now move gifts through the operation without requiring the owner to personally touch every package.

CLIENT INTAKE

- ☐ Confirm gift counts
- ☐ Confirm recipient names and labeling details
- ☐ Confirm design/material selections
- ☐ Confirm deadlines and delivery/pickup details
- ☐ Document changes and approvals
- ☐ Confirm client approval/sign off on all changes

PRODUCTION

- ☐ Receive and organize gifts
- ☐ Sort by client and recipient
- ☐ Match gifts with materials
- ☐ Wrap and finish packages
- ☐ Label immediately
- ☐ Track completed orders

QUALITY CONTROL

- ☐ Inspect seams, visible tape or tears
- ☐ Check ribbon and embellishments
- ☐ Verify labels and gift tags
- ☐ Confirm recipient/client grouping
- ☐ Complete final inspection before pickup/delivery

TEAM MANAGEMENT

- ☐ Monitor production speed
- ☐ Track completed volume
- ☐ Coach quality issues
- ☐ Adjust schedules as needed
- ☐ Protect standards during peak volume

OWNER'S ROLE

- ☐ Manage the operation
- ☐ Direct the team
- ☐ Handle high-value/VIP work
- ☐ Communicate with clients
- ☐ Solve problems and protect the client experience

PRO CHECK IN: WHAT % OF PRODUCTION CAN MY TEAM COMPLETE WITHOUT MY HANDS-ON INVOLVEMENT?

[illegible]

Professional Wrapper's Holiday Timeline cont'd



DECEMBER

EXECUTE + DELIVER

December is not the month to create your strategy. It is the month to execute it, protect deadlines, and deliver a polished client experience.

PRODUCTION

- ☐ Complete remaining orders
- ☐ Prioritize approaching deadlines
- ☐ Maintain quality-control standards
- ☐ Keep finished gifts organized
- ☐ Track completed orders

CLIENT EXPERIENCE

- ☐ Confirm pickups
- ☐ Confirm deliveries
- ☐ Communicate delays immediately
- ☐ Manage last-minute requests strategically
- ☐ Keep clients informed

OPERATIONS

- ☐ Monitor remaining supplies
- ☐ Schedule staff carefully + appropriately
- ☐ Maintain an organized workspace
- ☐ Track final production numbers
- ☐ Close out completed orders

TEAM MANAGEMENT

- ☐ Monitor production speed
- ☐ Track completed volume
- ☐ Coach quality issues
- ☐ Adjust schedules as needed
- ☐ Protect standards during peak volume

OWNER'S PRIORITIES

- ☐ Protect time for VIP/high-value clients
- ☐ Manage team and production
- ☐ Handle client communications
- ☐ Perform quality control
- ☐ Solve problems without disrupting the entire operation

Professional Wrapper's Holiday Timeline cont'd



MONTHLY GOAL

Deliver a polished experience—not just a wrapped gift. Your client should remember how professionally you handled the entire process.

PRO CHECK IN: WHAT MUST BE PROTECTED ON MY CALENDAR SO I CAN FINISH THE SEASON WELL?

DECEMBER CLOSEOUT

- ☐ All client orders completed
- ☐ All pickups/deliveries completed
- ☐ Outstanding balances collected
- ☐ Final production numbers recorded
- ☐ Supplies counted
- ☐ Vendor/team obligations completed
- ☐ Client follow-ups sent
- ☐ Notes captured for next holiday season