## Busy-Season Checklist

### Findings
- [ ] Jump rings
- [ ] Clasps (variety)
- [ ] Extra chain
- [ ] Ear wires/posts
- [ ] Friction ear nuts
- [ ] Head pins
- [ ] Extra wire
- [ ] Ring sizing stock

### Tools
- [ ] Sawblades
- [ ] Files
- [ ] BurLife®
- [ ] Pliers/cutters
- [ ] Hammers

### Soldering/Welding
- [ ] Pickle
- [ ] Flow flux
- [ ] Anti-firescale coating (barrier flux)
- [ ] Soldering/Welding continued
  - [ ] Extra solder
  - [ ] Soldering tips
  - [ ] Metal sheet/wire

### Flex Shaft Accessories
- [ ] Quick-change handpiece
- [ ] Burs
- [ ] Polishing wheels
- [ ] Extra mandrels
- [ ] Polishing compounds
- [ ] Flexshaft maintenance kit
- [ ] Flexshaft arm accessories

### Bench Accessories
- [ ] Benchtop organizer
- [ ] Hammer organizing tray
- [ ] Sawblade/bur caddies

### Polishing/Buffing
- [ ] Compounds
- [ ] Wheels
- [ ] Filters (replace/recycle precious metal)
Busy-Season Checklist

Social Media & Website Updates
- Check Read Rio Blog: Business Savvy: The Ten Best Social Media Strategies for Jewelry
- Check Read Rio Blog: Business Savvy: Ten Steps to Facebook Success for Jewelers
- Is product photography current?
- Is load time fast enough?
- Are there any other areas of the ecommerce site that need attention? (About page, ordering information, etc.)

Client/Customer Outreach
- Visit craft fairs and holiday shows
- Attend in-store events
- Create advertising/promotion plan
- Order business cards

Display
- Check Read Rio Blog: Elizabeth Kirk Shares the Display Secrets Behind Her Pop-Up “Boutique”
- Add extra pieces or invest in a new line.
- Display Cards & Trays
- Sunshine® Cloths

Packaging
- Pouches
- Boxes
- Totes
- Jewelry Cards
- Impressions™ hot foil stamping (order no later than September)
- Zip closure bags

Are You Ready for Busy Season? Let Us Help! Call 800.545.6566.