



## Essential Actions to Prepare Your Practice for a Strong September

### CPD & Professional Development

- ☐ Check how many CPD hours you've completed
- ☐ Identify new topics or skills to explore
- ☐ Book your next CMA CPD session or tutorial
- ☐ (Training Schools) Register eligible courses as CMA CPD

### Website & Online Listings

- ☐ Update your service list and contact details
- ☐ Add recent testimonials or client stories
- ☐ Check if your design/branding feels current
- ☐ Update your CMA Member Directory listing

### Pricing & Packages

- ☐ Review your current fees and income goals
- ☐ Plan seasonal offers (e.g. Back-to-School, Immunity Boost)
- ☐ Schedule any necessary price changes
- ☐ Let your clients know in advance

### Admin & Business Systems

- ☐ Organise your client records
- ☐ Streamline your booking system
- ☐ Automate reminders, forms, and follow-ups
- ☐ Back up essential files and check GDPR compliance

### Autumn Marketing Prep

- ☐ Choose a seasonal focus (e.g. stress, hormones, skin health)
- ☐ Draft seasonal blogs, newsletters, or reels
- ☐ Schedule posts ahead of time
- ☐ Email past clients to re-engage gently

### Community & Support

- ☐ Book your ticket for the CMA Global Summit + Awards (25 Oct)  
Early Bird ends 18 June – just £75!
- ☐ Join an upcoming CMA tutorial or webinar
- ☐ Reach out to another CMA Member to collaborate
- ☐ Submit a tip or testimonial to the CMA newsletter