

The Seasonal Staffing & Ramp-Up Plan

For Long Island landscaping, home service, retail, and hospitality businesses whose staffing needs swing hard between peak and off-season.

How to use this plan: the businesses that handle their busy season well aren't reacting to it, they're staffed and ready weeks before demand actually arrives. Work through this at least 6-8 weeks before your typical ramp-up begins.

What's inside

- Seasonal Demand Forecast
- Staffing Timeline
- Ramp-Up Checklist
- Off-Season Retention Plan

1. Seasonal Demand Forecast

Before staffing up, get specific about the actual swing. A vague sense that "spring gets busy" doesn't tell you how many extra hands you need or when to bring them on.

Question	Your Answer
Peak Season Months	
Off-Season Months	
Peak Season Weekly Job/Order Volume (est.)	
Off-Season Weekly Job/Order Volume (est.)	
Core Year-Round Staff Needed	
Additional Seasonal Staff Needed	

Lead Time Needed

How many weeks does it take to find, hire, and get a seasonal worker productive, from the day you start looking to the day they're doing real work unsupervised?

Estimated Lead Time (weeks):

2. Staffing Timeline (8 Weeks Out to Peak)

Mark which week each milestone needs to happen by, counting backward from your peak season start date. Working backward from the deadline, instead of forward from today, is what keeps a ramp-up from becoming a scramble.

Staffing Timeline	Wk -8	Wk -7	Wk -6	Wk -5	Wk -4	Wk -3	Wk -2	Wk -1	Peak Start
Job Posts Live									
Interviewing									
Offers Out									
Onboarding / Training									
Equipment Ready									
Fully Staffed									

3. Ramp-Up Checklist

People

- ☐ Job posts written and live (see the Soundview Job Post Builder pattern: role, expectations, and a simple interview guide)
- ☐ Returning seasonal staff from last year contacted first
- ☐ Interviews scheduled and completed
- ☐ Offers out and confirmed
- ☐ Onboarding packet ready for each new hire (see the Soundview New Hire Onboarding Packet)

Operations

- ☐ Equipment inspected, serviced, and ready
- ☐ Additional inventory or supplies ordered with enough lead time
- ☐ Scheduling system updated for peak-season hours or shifts
- ☐ Key SOPs reviewed with returning staff, taught fresh to new staff

Marketing & Customer-Facing

- ☐ Google Business Profile hours and services updated for the season
- ☐ Booking or scheduling capacity confirmed to match expected demand
- ☐ Any seasonal offer, promotion, or campaign ready to launch on schedule
- ☐ Team briefed on any seasonal offers so they can speak to them confidently

4. Off-Season Retention Plan

Rehiring and retraining a full seasonal crew from scratch every year is expensive and slow. A little effort during the off-season toward your best seasonal people pays for itself the next time peak season starts.

Who You Want Back Next Season

List your strongest seasonal performers from this year while it's still fresh.

- 1.
- 2.
- 3.

How You'll Stay in Touch During the Off-Season

- A short check-in message partway through the off-season, not just a cold "want to come back?" message right before peak season starts.
- First right of refusal on next season's schedule, communicated clearly before you post the job publicly.
- If your business has any off-season work available, even part-time, offering it to top seasonal performers first.

What Changes Next Year Based on This Season

Soundview Marketing Group helps Long Island's seasonal businesses build the marketing that fills the staffing plan with paying jobs. [Get Your Free Growth Plan → soundviewmarketinggroup.com/free-growth-plan](https://soundviewmarketinggroup.com/free-growth-plan)