

Small Shop Holiday Prep Checklist

Brainstorming:

- What worked last year?
- What didn't work last year?
- What trends make sense for your shop this year?
- What new products can I promote?
- What were my sales last Holiday Season?
- What is my growth rate this year?
- What is my sales goal for this Holiday Season?
- Write down any other goals you may have for the season (features in magazines, etc.).

Marketing

- Think about your target customers and decide how you can solve their problems.
- Come up with a list of interesting ways to get your solutions across to your audience.
- Figure out where your target audience is spending time online.
- Determine your advertising budget by source (Facebook, local print magazine, etc.).

Optimize Your Shop

- Review your branding, including the "unboxing" experience.
- Add new products.
- Refresh your FAQs and return/exchange policies.
- Update photography and descriptions if needed.
- Update SEO, keywords and tags.
- Ensure your website is mobile friendly.

Inventory

- Using your sales goal, decide what inventory you will need to reach the goal.
- Keep a spreadsheet of sales your main suppliers have so you can place large orders during a sale.
- Set up an inventory syncing system like Trunk if you use more than one platform.

Get the Word Out

- Contact bloggers, influencers and publications you are interested in working with.
- Send out a summer email to stay on people's minds.
- Start pinning content on Pinterest.

Automation & Streamlining

- Research social media scheduling services like Tailwind, Hubspot, Hootsuite, and Later and start scheduling content.
- Set up shipping profiles for common box sizes and weights.
- Create and stock your shipping station.

Staying on Track

- Reference your calendar.
- Revisit your scheduled social media posts regularly to ensure they are complete and relevant.

Create a Calendar and Include:

- Ordering deadlines for various shipping methods.
- Set aside family time and personal time.
- Dates you'll send out email offers.
- Any craft shows and events.
- Sale and discount dates and durations.

2019 Holiday Calendar

Oct 31, Thursday	Halloween
Nov 11, Monday	Veteran's Day
Nov 28, Thursday	Thanksgiving
Nov 29, Friday	Black Friday
Nov 30, Saturday	Small Business Saturday
Dec 2, Monday	Cyber Monday
Dec 22, Sunday	Hanukkah Starts
Dec 30, Monday	Hanukkah Ends
Dec 24, Tuesday	Christmas Eve
Dec 25, Wednesday	Christmas
Dec 31, Tuesday	New Year's Eve