

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 larger 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 & Streaming

- 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.

