

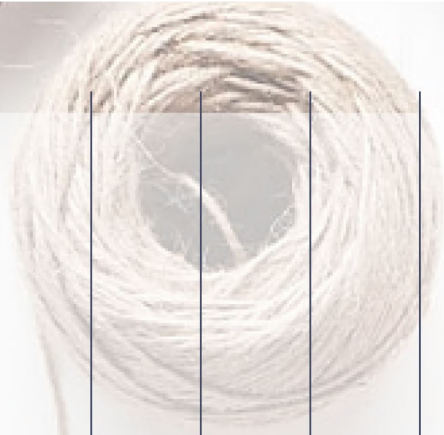


**PLANNING
FOR HOLIDAY PROFITS
WORKBOOK**

NOTES



BRAINSTORMING



HOLIDAY PREP TIMELINE



SEPTEMBER

EDIT ALL LISTINGS WITH KEYWORDS TO INCLUDE HOLIDAY TERMS.
PLAN HOLIDAY MARKETING SCHEDULE & GRAPHICS.
CREATE HOLIDAY ITEMS.
REFRESH MESSAGE RESPONSE SNIPPETS.
RELEASE HALLOWEEN PRODUCTS

OCTOBER

ADD YOUR HOLIDAY SHIPPING TIMELINE TO ALL LISTINGS, POLICIES
AND ANNOUNCEMENT.
ADD HOLIDAY BRANDING TO SHOP & SOCIAL PROFILES.
RELEASE HOLIDAY PRODUCTS.

NOVEMBER

SWITCH OVER TO NEW HOLIDAY BRANDING FOR SHOP & PROFILES

DECEMBER

BE STERN WITH SHIPPING TIMELINES AND MEET THEM.

JANUARY

KEEP NOTES ON WHAT WORKED.
FLIP SHOP BACK TO PRE HOLIDAY STATUS.
RESPOND TO REVIEWS TWO STARS OR LESS.

CONSIDER SCHEDULING

A hand holding a cup of coffee next to a ball of twine and paper cutouts.

PRE HALLOWEEN SALE

HALLOWEEN SALE

HALLOWEEN GIVEAWAY

GENERAL FALL SALE

EARLY BIRD SALES

PRE BLACK FRIDAY SPECIALS

THANKSGIVING SALE

THANKSGIVING GIVEAWAY

BLACK FRIDAY SALE

SMALL SHOP SATURDAY SALE

CYBER MONDAY SALE

GIVING TUESDAY SALE WITH DONATION

WINTER SALE

HANNUKAH SPECIALS

DIGITAL SALE

CHRISTMAS EVE SALE

CHRISTMAS SALE

BOXING DAY SALE

KWANZA SALE

NEW YEARS SALE

UPCOMING HOLIDAYS

CANADIAN THANKSGIVING (MONDAY, OCTOBER 12TH)

HALLOWEEN (SATURDAY, OCTOBER 31ST)

ELECTION DAY US (TUESDAY, NOVEMBER 3RD)

THANKSGIVING US (THURSDAY, NOVEMBER 26TH)

BLACK FRIDAY (FRIDAY, NOVEMBER 27TH)

CYBER MONDAY (MONDAY, NOVEMBER 30TH)

GIVING TUESDAY (DECEMBER 1ST)

CYBER WEEK (MONDAY NOVEMBER 30 - FRIDAY DECEMBER 4TH)

HANUKKAH (THURSDAY DECEMBER 10TH - FRIDAY DECEMBER 18TH)

CHRISTMAS EVE (THURSDAY, DECEMBER 24TH)

CHRISTMAS (FRIDAY, DECEMBER 25TH)

BOXING DAY (SATURDAY, DECEMBER 26TH)

KWANZAA (SATURDAY, DECEMBER 26TH - FRIDAY, JANUARY 1ST)

NEW YEAR'S EVE (THURSDAY, DECEMBER 31ST)

**MANY OTHER COUNTRIES THAT DO STILL CELEBRATE CHRISTMAS DO
SO DURING THE FIRST WEEK OF JANUARY.**

POPULAR ITEMS

SEPTEMBER PEAKS

- FALL APPAREL LIKE SCARVES, GLOVES, SWEATERS, SWEATSHIRTS, HATS ETC
- INDOOR HOBBIES LIKE READING, COOKING, NESTING, SPOILING PETS, CRAFTING, SELF-CARE, KIDS ACTIVITIES ETC
- DOMESTIC HOBBIES LIKE MACRAME, EMBROIDERY, CROCHET, NEEDLE PUNCH, AND WEAVING.
- HALLOWEEN COSTUMES, DECOR AND PARTY SUPPLIES

OCTOBER PEAKS

- REGULAR AND HOLIDAY HOME DECOR
- ELECTION DAY/ RELATED MATERIALS
- FOOD AND ALCOHOL-RELATED ITEMS
- HOLIDAY CARDS
- THANKSGIVING DECOR AND PARTY SUPPLIES
- CHRISTMAS DECOR, PARTY SUPPLIES AND GIFTS

NOVEMBER PEAKS

- NEW YEARS DECOR, PARTY SUPPLIES AND 2021 PLANNERS/ORGANIZERS

POPULAR KEYWORDS

HALLOWEEN

THANKSGIVING

BLACK FRIDAY

CYBER MONDAY

CHRISTMAS

CHRISTMAS EVE

NEW YEARS

BROTHER GIFT

BOYFRIEND GIFT

GIRLFRIEND GIFT

HUSBAND GIFT

WIFE GIFT

NOVELTY GIFT

HOLIDAY DECOR

UGLY CHRISTMAS SWEATER

FAMILY HOLIDAY PAJAMAS

WREATH

HOLIDAY CARDS

WRAPPING PAPER

STOCKING STUFFER

PERSONALIZED

CUSTOMIZED

HANDMADE

ENGRAVED

NEEDLE PUNCH

SELF CARE

KNITTING SUPPLIES

RETURN ADDRESS STAMP

GIFT FOR COWORKER

GIFT FOR BOSS

GIFT FOR BABYSITTER

GIFT FOR TEACHER

GIFT FOR HER

GIFT FOR HIM

GIFT FOR MOM

GIFT FOR DAD

SISTER GIFT

BIRTHSTONE JEWELRY

CALENDAR

PLANNER

JOURNAL

ORGANIZER

ENGAGEMENT GIFT

ENGAGEMENT RING

RESOURCES

A collection of craft supplies including cardboard stars, a paper Christmas tree, twine, and a mug.

CANVA - CREATING GRAPHICS

PIRATE SHIP - PRINT AT HOME MAILING LABELS

LATER/ PLANOLY - SOCIAL MEDIA SCHEDULING SERVICES

TAILWIND - PINTEREST SCHEDULING SERVICE

CREATIVE MARKET - PURCHASE MOCKUPS FOR DIGITAL ITEMS OR HOLIDAY THEMED GRAPHICS

PEXELS - STOCK PHOTOS THAT ARE ROYALTY FREE THAT YOU CAN SEARCH FOR HOLIDAY RELATED IMAGING

GOOGLE TRENDS - SEE WHAT'S TRENDING RIGHT HERE, RIGHT NOW.