

Your Black Friday Prep List

Tasks	Description	Completed	Notes
Evaluate Inventory	Decide what to list and sell	<input type="checkbox"/>	
	Verify available quantities	<input type="checkbox"/>	
Plan Sales and Discounts	Decide what items to put on sale	<input type="checkbox"/>	
	Decide what amount of discount to offer	<input type="checkbox"/>	
	Verify item price allows for discount and still produces profit	<input type="checkbox"/>	
Prepare Shipping	Have ample supply of shipping materials on hand	<input type="checkbox"/>	
	Confirm and advertise holiday shipping deadlines	<input type="checkbox"/>	
Optimize SEO	Review listings for popular keywords	<input type="checkbox"/>	
	Update with holiday-related keywords, if applicable	<input type="checkbox"/>	
Create Holiday Images	Update listing photos for the holidays	<input type="checkbox"/>	
	Update shop banner, logo, and profile with holiday themes	<input type="checkbox"/>	
Start Early	Offer Early Bird Shopper Sale	<input type="checkbox"/>	
	Promote on social media and email list	<input type="checkbox"/>	
Prepare for Questions	Update FAQ section with common questions and answers	<input type="checkbox"/>	
	Create swipe files for answers to common questions	<input type="checkbox"/>	
Get Rest	Black Friday can be exhausting so get plenty of rest!	<input type="checkbox"/>	