NOVEMBER 28, 2026 | PLAN YOUR NEXT BUSINESS STEP

Small Business Saturday readiness checklist

Five checks for local shops, online sellers and service businesses. Start with the essentials; use the tools you already have.

1 Choose one clear offer

- ☐ Name the customer, what is included, the price and any limits.
- ☐ Check costs and the amount left after discounts, fees and fulfillment.

2 Test the mobile journey

- ☐ Open the page on your phone and test links, forms and checkout.
- ☐ Confirm that the inquiry or test order reaches the right inbox.

3 Confirm you can deliver

- ☐ Check stock or appointment capacity, supplies and staff coverage.
- ☐ Set order cutoffs with time for packing, handoff and exceptions.

4 Prepare your promotion

- ☐ Draft an announcement, a useful reminder and a final update.
- ☐ Use your permission-based email list and relevant social channels.

5 Make the next step obvious

- ☐ Confirm hours, service area, contact details and policy links.
- ☐ Give each post one clear action and measure inquiries or orders.

My first action: _____

Owner: _____ Finish by: _____

Put the plan on your calendar.

NOV 1-7

Check the basics

Choose the offer; test the phone journey; confirm availability and costs.

NOV 8-14

Prepare the message

Build the promotion page and email/social drafts. Check every destination link.

NOV 15-21

Rehearse the handoff

Confirm stock or appointments, response coverage, fulfillment and exceptions.

NOV 22-27

Publish and verify

Send the planned updates; check actual prices, hours and the customer journey.

NOV 28 + FOLLOW-UP

Deliver and learn

Respond promptly, fulfill commitments and compare inquiries, orders and contribution with your goal.

Useful resources - checked November 1, 2026

SBA: November 28 event and free marketing-material links
https://www.sba.gov/about-sba/organization/observances/small-business-saturday/

Gannon University: Shop Small Success, Nov. 10, noon-1 p.m. Eastern
https://legacy.sba.gov/event/89252

USPS: recommended holiday send-by dates and delivery qualifications
https://www.usps.com/holiday/holiday-shipping-dates.htm

Carrier send-by dates are not your customer order deadlines. Allow time for preparation and handoff; delivery dates can vary. Confirm event details on the organizer's page.

Optional tools: compare our online-store and email-marketing guides after mapping your needs. We have not tested a new platform workflow for this checklist. Our guides include affiliate links; Let's Go SMALL may earn a commission if you purchase through them.

Full guide: letsgosmall.business/holiday-promotion-checklist/