

HANDMADE BUSINESS HOLIDAY PREP CHECKLIST



1. Work out your cut-off dates.
- 2. Work out your promo dates.**
3. Schedule time to create and list any holiday-specific items by mid-September.
- 4. Look back at last year's sales and add 20% - get prepared for this volume.**
5. Stocktake – then order materials and supplies (both for making and shipping).
- 6. Create a gift guide (use your own products as far as you can – or even organise a cross-promo with your friends).**
7. Plan any PR reach-outs.
- 8. Schedule in some holiday time for yourself!**
9. If you wholesale, reach out to your stockists now to see if they want to purchase your work for Christmas.
- 10. If you want to do markets, make sure to research them asap, and apply to the relevant ones.**
11. Finally – consider your prices. You're about to have the biggest selling period of the year – are they where they need to be?