

Holiday Checklist



Store Atmosphere

- Look for inspiration on [Pinterest](#)
- Create a decor + merchandising plan
- Deck the halls!
- Set up window display
- Create Stocking Stuffer section
- Create holiday playlist or have a go-to Pandora or Spotify holiday station
- Set up a bar cart so it's ready to hold drinks, snacks, and water bottles during special holiday shopping events
- Order/have on hand:
 - Gift wrap
 - Gift bags
 - Boxes
 - Ribbon
 - Tissue paper
 - Bags
 - Scissors
 - Clear tape
 - Other: _____

Holiday Return Policy

- Write holiday return policy ([here's one we suggest](#))
- Add to website
- Add to receipts
- Design + print copies ([here's a free template!](#))
- Display on cashwrap, dressing room, and 1-2 additional locations around store



Gift Cards

- Order plastic gift cards + envelopes/wrapping (check out [these packaging ideas](#))
- Create signage
- Display at cash wrap ([here's a display idea](#))
- Add a way to purchase gift cards to your website

Marketing + Promotions

- Order [decals](#) or other window signage
- Display dressing room signage with social handles—this encourages shoppers to tag you in any mirror selfies!
- Print wishlist cards for customers to fill out ([here's a free template!](#))
- Confirm all products are added to website + inventory is syncing to POS
- Add gift guide(s) to website
- Add gift guide(s) to Pinterest
- Prepare photos for social media + create posting schedule
- Register your store for [Small Business Saturday](#)
- Register for any shopping center and/or town holiday strolls/sidewalk sales
- Create Facebook events for in-store events
- Design + print + frame or laminate sale signage for Black Friday and beyond
- Print markdown stickers
- Update holiday hours on:
 - Storefront
 - Website
 - Facebook
 - Instagram
 - Yelp
 - Town/Chamber of Commerce listing
 - Voicemail
 - Other: _____



Staffing + Operations

- Create staff schedule through January
- Approve or reject all time off requests
- Schedule a staff kickoff meeting
- Create a brand and training guide to share with employees
- Plan staff contests
- Review merchandise on order
- Make necessary cancellations
- Place reorders
- Make necessary transfers
- Save your POS's custom reports for quick and easy access
- Secure a backup internet source
- Set POS permissions for different staff members
- Install [foot traffic counting device](#)
- Organize backstock for easy replenishing
- Stock up on cleaning + desk supplies:
 - Swiffer
 - All-purpose spray cleaner
 - Duster
 - Trash bags
 - Paper towels
 - Lysol wipes
 - Pens
 - Deposit slips
 - Chargers

Shipping

- Print and display [holiday shipping deadlines](#) for staff
- Order/have shipping materials on hand:
 - Boxes
 - Polymailers
 - Packing tape
 - Bubble wrap
 - Tissue paper
 - Plastic label sleeves