

# Create Your Offer

## 1 Set your goal

What's your vision of success? Of course you'll want people to visit your store. But what specifically would make the holidays a success for you? What is that dollar amount? How many existing customers would you like to get in the store? How many new customers?

**Write down your goals. Pick ONE that you'll use for this offer.**

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## 3 Understand your value

**Pick ONE key aspect of your value to use for this offer.**

Your customers have a lot of options-why would they want to support your business

What products or services do you provide to make your best customer's life better?

There are probably many things that make you valuable to your audience. Write them down.

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## 2 Understand your audience

Understand who you're talking to so you can make an offer that appeals to them. To get started, think about one of your best customers. Create an offer that would appeal to that person specifically.

**Write down your answers. Pick ONE that you'll use for this offer.**

What does your best customer want or need? What would really "Wow!" this customer?

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What is it about your business that would make this person want to refer you to their friends?

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Where is your audience? (Are they primarily finding you on social media, listing sites, your website, etc.?)

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## 4 Create your great offer

**Take the one thing you chose from steps 1-3 and put them together to answer the question:**

Why should someone come into your store for your holiday offer?

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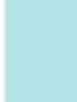
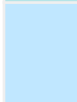

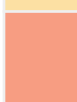


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# Ideas for November

S	M	T	W	T	F	S
3	4 Social: Encourage people to join list	5 Add a sign-up form to your website	6	7	8 Social: Share a gift guide/resource	9
10	11	12	13 Social: Behind the scenes preparing for the holidays	14 Email: Announce your offer	15 Social: Announce offer	16
17	18	19	20 Social: Reminder about offer	21 Email: Remind about your offer	22 Social: Last chance reminder about offer	23
24	25 Update your website Update listing/reviews	26 Facebook & Instagram ad - direct to purchase	27 Email: Last Chance Reminder	28 Thanksgiving	29 Black Friday	30 Small Business Saturday

	Holiday Event
	Email
	Social media
	Ads
	Website
	Listings

# Ideas for December

S	M	T	W	T	F	S
1	2 Cyber Monday	3 Giving Tuesday	4 Social: Holiday prep tips	5	6	7
8	9 Email: Announce offer	10	11	12	13 Social: Announce offer	14
15	16 Email: Remind about offer	17	18	19	20 Social: Reminder about offer	21
22 Hanukkah starts	23 Email: Last chance reminder Social: Last chance reminder	24 Christmas Eve	25 Christmas Day	26 Email: After-holiday offer	27 Social: Announce after-holiday offer	28
29	30 Hanukkah ends	31 Social: Remind about after-holiday offer	Jan 1 Email: Remind about after-holiday offer	2 Social: Last chance reminder about after-holiday offer	3 Email: Last chance reminder about after-holiday offer	

	Holiday Event
	Email
	Social media
	Ads
	Website
	Listings

# November 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

# December 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				