

# Small Business Saturday Checklist

Whether you have two weeks or one day to prep for Small Business Saturday, you can follow these steps to achieve success:

## If You Have Two Weeks' Prep Time:

<p><b>Plan promotions:</b> You can offer giveaways and discounts. You can also give out free samples and put items on sale.</p>	<input type="checkbox"/>	<p><b>Set up partnerships:</b> When you work with vendors or other local companies, you can help increase business for each other by cross promoting your brands.</p>	<input type="checkbox"/>
<p><b>Give out SBS swag</b> This can help show your customers that you appreciate them, and promote your products. You can also use the Shop Small logo.</p>	<input type="checkbox"/>	<p><b>Spread the news of your plans:</b> Use social media, posters, website ads and emails to let your customer base know that you're participating this year.</p>	<input type="checkbox"/>

## If You Have One Weeks' Prep Time:

<p><b>Look at your shipping charges:</b> You can motivate customers to shop with you by offering free shipping if they spend over a certain amount.</p>	<input type="checkbox"/>	<p><b>Categorize items on your website:</b> You can help shoppers find what they're looking for by grouping your products into categories like "gifts for mom."</p>	<input type="checkbox"/>
<p><b>Build buzz about your participation:</b> Use social media, posters, website ads and emails to let your customers know what your plans are for this year's Small Business Saturday.</p>	<input type="checkbox"/>		

## If You Have One Days' Prep Time:

<p><b>Plan a promotion or sale:</b> You can advertise these in your store and on your website. Many businesses have flash sales that only last for Small Business Saturday.</p>	<input type="checkbox"/>	<p><b>Set-up hand sanitizing stations:</b> You can help your customers shop safely this year by offering hand sanitizer.</p>	<input type="checkbox"/>
<p><b>Get the word out about your plans:</b> Use social media, posters, website ads and emails to let your customers know your Small Business Saturday plans.</p>	<input type="checkbox"/>		