



*your* **CHRISTMAS**  
*checklist*

by Jenny Pace

[thejennypace.com](http://thejennypace.com)

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If you would like to share this checklist, feel free to share this link:

>>> [thejennypace.com/christmaschecklist](https://thejennypace.com/christmaschecklist)

# PREPARING YOUR *studio*

Order your materials

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Plan when you'll review stock levels + replenish

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Order packaging materials

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Check in with suppliers on their turnaround times

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Research alternative suppliers in case you need them

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Create a tidy + organised packing area

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Build up stock: what can you make ahead of time?

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Create a Trigger Box\*

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Advertise for the staff / help you need

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Hire staff / help

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Review your workspace: is it set up for lots more orders?

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Write down a morning + end of day routine to stay on top of things

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Add loveliness: candles, music, healthy snacks, good coffee etc

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Write out your order + making processes to share with staff

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Write stock answers to FAQs + where's my order enquiries

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\* A Trigger Box is a box of key supplies you set aside with one unit of everything, eg the last ream of paper, a box of printer ink, etc. Once you have to open the trigger box, that's when you order more of that item!

# PREPARING YOUR *products*

- Make a list of all the products you're selling
- Identify your key products (about 10% of your range)
- Categorise your supporting products (type, price, recipient)
- Check your product pricing - aim for at least 25% profit
- Clarify your delivery options - free? speedy? tracked?
- Book a photoshoot (either pro or set aside time to DIY)
- Make sure you have a main image + 3 details per product
- Write or update your product descriptions
- Write down the key features + benefits of each product
- Create or edit your product listings
- (optional) Add gift wrap + send direct options
- (optional) Create gift bundles of existing products that fit together
- Build your Christmas collection on your website
- Add categories by type, budget personality etc
- Make your homepage banners + content, ready to upload
- (optional) Set up FB / IG shopping so you can tag products
- Create + print a thank you note for your orders

You can get help with your product preparation as well as making and sending out orders! Hire someone to take photos, write product descriptions, list your products - there are so many options available to make this easier on you.

# MAKING YOUR *marketing* CONTENT

	email	social	stories
Tease your audience to get them excited about Christmas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Launch! Let them know Christmas is here!	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Key product 1: spotlight with features, reviews, photos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Key product 2: spotlight with features, reviews, photos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Key product 3: spotlight with features, reviews, photos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gifts by recipient, eg grandparents, music lovers, bakers etc	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gifts by budget, eg under £15, under £35, under £75	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Little extras (this is great for last minute orders)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Behind the scenes: how it's made + inspiration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shop small: highlight your high quality service + values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FAQs: answer questions + remove obstacles to sale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(optional) Black Friday teaser: coming soon!	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(optional) Black Friday launch: yay, special offer!	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(optional) Black Friday reminder: ending soon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(optional) Black Friday last chance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your last order dates + delivery options, eg upgrade to express)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Last orders: reminder that there's a week left	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Last orders: order by tomorrow!	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Last orders: order today!	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Merry Christmas + thank you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Top tip: Start at the end. Write your Merry Christmas and last orders content first and work backwards. Or start wherever it's easy! You'll get in the flow.

# KEY *dates*

Your Christmas launch date:

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Start teasing two weeks before:

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Your predicted peak:

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When you'll need extra help:

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Photoshoot date(s):

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Last order date(s):

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standard delivery

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express delivery

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international

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Markets or events:

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Any other dates to note:

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Top tip: Black Friday is 26th November in 2021. If you're doing a Black Friday offer or even an earlybird offer for early sales, make a note of those dates.



## YOU'VE GOT THIS

Success in business is about mindset as much as it's about action. So this is a final note to say: I believe in you, and you are totally capable of creating a successful Christmas on your own terms. Every item you tick off this list is a huge win, so take your time, and know that I'm cheering you on!

The more you can prepare before October, the better. You'll feel more organised and have more in place. Just remind yourself that you're giving a gift to your future self.

And remember to ask for help at every stage. You don't have to do it all on your own.

Share your progress with me on Instagram! I'm @thejennypace and I'd love to cheer you on...

Jenny x

## NEED MORE SUPPORT?

If you haven't already, make sure you check out the Better Christmas Plan for even more resources:

>>> [thejennypace.com/betterchristmasplan](https://thejennypace.com/betterchristmasplan) <<