



# Julie's SUCCESS CIRCLE

## WHEN TO RUN A SALE

JANUARY	FEBRUARY	MARCH
<ul style="list-style-type: none"> <li>- New Year's Day Sale</li> </ul>	<ul style="list-style-type: none"> <li>- Valentine's Day Sale</li> <li>- President's Day Sale</li> <li>- End of Season Winter Sale</li> </ul>	<ul style="list-style-type: none"> <li>- St. Patrick's Day Sale</li> </ul>
APRIL	MAY	JUNE
<ul style="list-style-type: none"> <li>- Easter Sale</li> </ul>	<ul style="list-style-type: none"> <li>- Mother's Day Sale</li> <li>- Memorial Day Sale</li> <li>- End of Season Spring Sale</li> </ul>	<ul style="list-style-type: none"> <li>- Father's Day Sale</li> </ul>
JULY	AUGUST	SEPTEMBER
<ul style="list-style-type: none"> <li>- Independence Day Sale</li> <li>- Christmas in July Sale</li> <li>- End of Season Summer Sale</li> </ul>	<ul style="list-style-type: none"> <li>- Back to School Sale</li> </ul>	<ul style="list-style-type: none"> <li>- Labor Day Sale</li> </ul>
OCTOBER	NOVEMBER	DECEMBER
<ul style="list-style-type: none"> <li>- Columbus Day Sale</li> <li>- Halloween Sale</li> <li>- End of Season Fall Sale</li> </ul>	<ul style="list-style-type: none"> <li>- Black November Sale</li> <li>- Black Friday Sale</li> <li>- Cyber Monday Sale</li> <li>- Cyber Week Sale</li> <li>- Cyber Monday Sale</li> <li>- Small Business Saturday Sale</li> </ul>	<ul style="list-style-type: none"> <li>- After Christmas Sale</li> <li>- Free Shipping Day Sale</li> <li>- Boxing Day Sale (Dec. 26)</li> </ul>
YEAR ROUND IDEAS		
<ul style="list-style-type: none"> <li>- Facebook Fan Sale</li> <li>- E-mail Newsletter Sale</li> </ul>	<ul style="list-style-type: none"> <li>- Etsy Shop Sale</li> <li>- Instagram Fan Sale</li> </ul>	<ul style="list-style-type: none"> <li>- Etsy Sitewide Sales Events</li> <li>- Customer Appreciation Sale</li> </ul>

**Note:** *These are just suggestions, not that you should participate in all.*