



# SALES ITINERARY TEMPLATE

FOR A HANDMADE BUSINESS

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SOUTHERN CHARM WREATHS®

# SALES ITINERARY

## TIMELINE & CHECKLIST FOR RUNNING A SALE

Use this checklist for any sale you want to run throughout the year.

### 5 WEEKS OUT:

- Map out sales offer, including:
  - What your Core Offer will be (20% off, free shipping, new digital product launch, etc.)
    - Limited-time offers or quantity-limited bonuses (anything free you can offer or anything to offer that addresses customer objections or pains)
    - Determine if you'll have any upsells or one-time-offers
    - Determine what the next steps will be after the initial purchase is made (coupon for next order, join mailing list or facebook group, etc.)

### 4 WEEKS OUT:

- Specifics of offer including:
  - Sales dates
  - Offer a waitlist?
- Identify 3 ways your offer will stand out
- Start making the product(s) to put on sale

### 3 WEEKS OUT:

- Continue to make product(s) or finalize product(s) for sale
- Create Sales Page Copy (if applicable), including:
  - Name of Sale
  - Tagline of Sale
  - Benefits of Sale
  - Core offer and features
  - Bonuses and values
  - Total Offer Value
  - Regular Price
  - Sale Price
  - End Date and Time of Sale

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- Create Graphics of Sales Event, including:
  - Email graphics
  - Social media graphics
  - Stories & Reels cover graphics
  - Etsy Shop Banner
  - Include website or Etsy shop name

### 2 WEEKS OUT:

- Send email and/or social media post to share with audience before sale begins to start to get them on a waitlist, including any special bonuses or offers and include dates of times of the sale. This is when the “warm-up your audience period” starts.

### 1 WEEK OUT:

- Send out waitlist email or email letting entire list know about upcoming offer and bonuses. With dates and benefits of offer as well as purchasing during your sale.
- Change social media bios to a waitlist page link
- Post & Videos on social media inviting to join the waitlist
- 3 pre-launch warmup posts on social media

### WEEK OF:

- Finalize Sales Page
- Finalize Confirmation Page
- Confirmation email was written and scheduled to send to list
- Schedule same initial email to send day later to those who don't open the initial email
- Test all links on sales page and have one other person check links
- 4 promotional emails for when the sale is live
- 3 promotional social media posts for when the sale is live
- Share new key messaging points in stories every day while the sale is live
- Go live on social media to answer questions and share more about your promotion, including any demos, product features or the compelling reasons why now is the time to purchase