



Black Friday checklist for sellers 2026

For Etsy and Shopify sellers. Tick each box as you go.

Oct 27

Etsy Cyber Specials opt-in (marketing)

Nov 23 to Dec 1

Etsy Cyber Specials

Nov 27

Black Friday

Nov 30

Cyber Monday

Dec 17

USPS Ground Advantage last day to ship (lower 48)

Inventory: by early November

- ☐ Count stock of your best sellers and the materials or blanks behind them.
- ☐ Reorder anything with a long lead time now; supplier and shipping times stretch in November.
- ☐ Set a sell-out rule: hide or mark made-to-order items you can't restock in time.
- ☐ Stock up on packaging, labels and printer ink.

Sale setup: before November 23

- ☐ Pick the discount and check your margin after fees at the discounted price.
- ☐ Etsy: to be considered for Cyber Specials marketing, opt in by October 27 with at least 25% off.
- ☐ Shopify: create the discount code or automatic discount and test it at checkout.
- ☐ Schedule start and end dates so the sale switches on and off by itself.

Listings and photos: mid-November

- ☐ Refresh the first photo of your top 10 listings with a gift or season context.
- ☐ Add gift words buyers search for to titles and tags where they fit.
- ☐ Keep key text and the product inside the centre of the image for mobile crops.
- ☐ Update descriptions with processing time and your holiday last order date.

Shipping cut-offs: before Black Friday

- ☐ Look up the 2026 carrier deadlines for the services you use.
- ☐ Set your last order date = last day to ship minus processing time.
- ☐ Post it in your Etsy shop announcement or Shopify announcement bar.
- ☐ Offer a faster paid shipping option for late buyers.

Emails and social: plan the week

- ☐ Write three emails: a preview, a launch-day email and a last-call email.
- ☐ Schedule posts for Black Friday, the weekend and Cyber Monday.
- ☐ Use the same discount wording everywhere so buyers aren't confused.

Ads budget: set limits first

- ☐ Set a daily cap you are happy to lose if nothing sells.
- ☐ Advertise listings that already convert, not new ones.
- ☐ Check ROAS and ACoS daily and pause ads that don't pay for themselves.

After the sale: early December

- ☐ Ship every sale order on time and send tracking.
- ☐ Restock best sellers before the last shipping week.
- ☐ Export orders and fees, and work out the real profit of the sale.
- ☐ Note what sold and what didn't for next year.

My last order date and notes
