

November 2026 / A practical workbook for small businesses

Holiday Offer Builder.

Give People a Useful Reason to Choose You This Holiday Season.

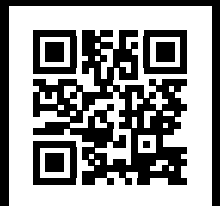
- 1 Choose the need your offer will solve.
- 2 Define a promise and terms you can deliver.
- 3 Plan four messages and draft your launch post.

For Black Friday + Small Business Saturday

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Solutions, not sales. Conversations, not pitches.

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01 / Choose the Purpose

Start With the Client or Customer.

Build one offer around a real need. Choose one action you want the buyer to take.

Who is this offer for, and what do they need?

Name a specific buyer and a practical need, occasion, or decision.

The one action I want them to take

For example: buy one gift set, reserve an appointment, or request a defined package.

Choose a Format You Can Fulfill.

Bundle	Put related items or services together. A gift set or a clearly scoped service package.
Useful Extra	Add a relevant benefit at your standard price. Gift wrapping, setup help, or a small add-on.
Seasonal Access	Offer access to actual availability. A special pickup window or real booking slots.
Focused Discount	Reduce a defined price after checking costs. One item or a service with a specific scope.

2026 Planning Dates

Nov 27 / Black Friday

Nov 28 / Small Business Saturday

Nov 30 / Cyber Monday

Choose the occasion that fits your business. Calendar sources: Time and Date; U.S. SBA.

02 / Define the Details

Write the Offer Before the Post.

Use this sheet as the source for your social copy and the page where people buy or book.

What is included, and who is eligible?

The full price and what it covers

Include any required charges or explain how the final total is shown.

Offer opens / closes / time zone

Actual stock or capacity / exclusions / important conditions

Purchase or booking link

Delivery, pickup, or service timing / person handling replies

Type in the boxes in a PDF reader, or print and write. Save a new copy for each offer.

03 / Check the Promise

See an Offer That Holds Up.

Fictional example: a local gift shop with a limited number of gift sets ready to prepare.

Example / Shop Small Gift Set

For \$48, get one mug, one tea sampler, a handwritten gift note, and gift wrapping. Available November 27-28, while 12 sets last. Reserve online by 4 p.m. Arizona time on November 28. Pickup is November 30-December 4 during posted hours. Tax is added at checkout.

Check What Remains After Direct Costs.

Selling price, before tax	\$48
Product cost	\$20
Packaging and add-ons	\$5
Labor and payment fees	\$7
Amount remaining for overhead and profit	\$16

Illustrative amounts: $\$48 - \$20 - \$5 - \$7 = \$16$. This is before overhead, not net profit. Include your own fulfillment costs and the value of your time.

My selling price / estimated direct costs / amount remaining

Use a deadline tied to your real schedule, inventory, or capacity. Keep it accurate everywhere.

04 / Plan the Messages

Give Each Post a Job.

Schedule these in the order that suits your offer. Use one next step throughout the campaign.

1 / Announce the Offer

Need [specific help or gift idea]? [Offer] includes [items or scope] for [full price]. [Buy or book] at [link] by [real deadline and time zone].

Visual: a real product photo or a clear service overview.

Publish date

2 / Show the Value

Here's what goes into [offer]: [real detail]. That helps [client or customer] with [practical need]. See the full details at [link].

Visual: a close-up, walkthrough, or short process video.

Publish date

3 / Answer One Question

Wondering about [buyer question]? Here's how [pickup, delivery, scope, or eligibility] works: [plain answer]. [Buy or book] at [link].

Visual: a short answer card or a demonstration.

Publish date

4 / Send an Accurate Reminder

[Offer] closes [date, time, and time zone]. [Add a stock or slot update only if verified.] Choose [offer] at [link] while it is available.

Visual: current availability and the next step.

Publish date

Replace every bracketed detail. Stop or update scheduled reminders when the offer closes or sells out.

05 / Draft and Launch

Put the Plan to Work.

Write a launch post that makes the offer, the value, and the next step easy to understand.

My launch post

Name the need, the offer, the price, the real deadline, and one action.

Before You Publish

- ☐ The price, inclusions, and terms match the purchase or booking page.
- ☐ I tested the purchase or contact path from a phone.
- ☐ Dates, time zones, and availability are accurate.
- ☐ Fulfillment and replies have an assigned owner.

Reply owner / when we will check stock or booking capacity

After the offer: one question buyers asked, and one improvement

Give Your Offer a Useful Message.

For support with campaign planning and content, start a conversation with Aspire.

Explore Aspire