

November 2026 / A practical workbook for small businesses

Shop Small Campaign Kit.

Give people a specific reason to support your business.

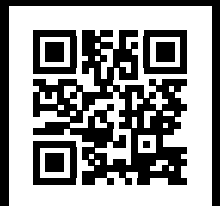
- 1 Choose one message and a practical next step.
- 2 Adapt six captions for products or services.
- 3 Plan your Shop Small week and follow through.

For local + independent businesses

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Solutions, not sales. Conversations, not pitches.

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01 / Campaign Foundation

Give People a Reason.

Make it easy to understand what you offer, who it helps, and how to buy, book, or visit.

Who is this campaign for?

Name the people, place, and need you want this campaign to serve.

What should people choose your business for?

Be specific: a product detail, useful expertise, or a service experience you can deliver.

One real detail that backs up your message

Use an actual photo, an accurate process detail, or an approved client or customer quote.

The one action you want people to take

Name the action and exact destination: buy, book, visit, or ask a useful question.

From General to Specific / Fictional Example

General: 'Support our small business.'

Specific: 'Need a host gift? Our shop has locally made candles ready for pickup. Choose a scent online, then collect your order during our posted hours.'

02 / Build Recognition

Show People the Business.

Choose a starter that fits your business. Replace every bracket and use I or we to match your voice.

1 / Introduce the People

When you choose [Business], you're working with [person or team] who [specific role]. We help [audience] with [need]. Here's [one real detail about our work]. If that's what you're looking for, [action] at [link or location].

2 / Show the Work

[Result or product detail] starts with [specific step]. Here's a look at how we [action]. That's part of what your purchase or booking supports. Have a question about [product or service]? [Tell people how to ask].

3 / Help People Decide

Choosing [product or service] for [need]? Start with [useful question]. Look for [specific detail] and check [practical condition]. We can help you compare [options]. [Action] at [destination].

Draft One Recognition Post

Add a real detail, choose one action, and pair the post with an image of your actual work.

Type in the boxes in a PDF reader, or print and write. Save your completed copy.

03 / Make Action Easy

Give Support a Next Step.

Publish details people can use. Mention prices, hours, deadlines, or availability only when confirmed.

4 / Explain How to Support You

Supporting [Business] can look like [buying a product or booking a service], recommending us to someone who needs [help], or sharing this post. If you've been meaning to [action], here are the details: [link, location, or hours].

5 / Small Business Saturday

It's Small Business Saturday. At [Business], we [specific value]. Today, you can [action] at [link or location]. We're available [hours and time zone]. [One verified pickup, booking, or availability detail]. Thanks for choosing an independent business.

6 / Continue the Conversation

Shop Small weekend may be over, but [product or service] is still available [verified condition]. Need [benefit]? Start with [next step]. If you supported us this weekend, thank you. Here's where to [buy, book, or learn more]: [link].

Draft One Action Post

Use the details from page two. Make the destination and next step easy to find.

Type in the boxes in a PDF reader, or print and write. Save your completed copy.

04 / November Publishing Plan

Put the Week on the Calendar.

Suggested 2026 dates. Move posts to fit your business, hours, and available content.

Date	Post	What to Prepare	Next Step
Nov 16	Introduce the People	A real person + one useful detail	Learn who you help
Nov 19	Show the Work	A process photo or short video	Ask a question
Nov 23	Help People Decide	One practical buying or booking tip	Compare an option
Nov 25	How to Support You	Accurate links, hours, and next steps	Buy, book, or visit
Nov 28	Small Business Saturday	Current availability + clear details	Take one action
Nov 30	Follow Through	A real update + thanks for support	Continue the conversation

Campaign destination / exact link or location

Where will you publish, and who will handle replies?

List the channels you can maintain and a realistic reply plan.

Nov 28, 2026 / Small Business Saturday date / U.S. SBA

05 / Launch and Follow Through

Make the Campaign Useful.

Check the details before publishing. Afterward, record the responses that mattered to your business.

- ☐ The message describes a specific client or customer need.
- ☐ Photos and quotes are approved for the planned use.
- ☐ Prices, hours, terms, and availability are accurate.
- ☐ Links lead to the right product, service, or information page.
- ☐ Each post says how to buy, book, visit, or ask a question.
- ☐ Profile and listing information matches the campaign.
- ☐ Someone will check comments and messages.
- ☐ The follow-up post is ready to publish.

Record What Happened

Completed Purchases / Bookings / Inquiries

Referral Mentions

Message That Brought Useful Replies

One Change to Make Next Time

Turn your work into useful content.

For help telling your business story and planning what to post, start a conversation with Aspire.

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