

December 2026 / A practical workbook for small businesses

Holiday Hours & Content Planner.

Keep clients or customers informed while you make room for the holidays.

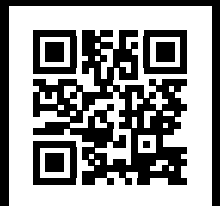
- 1 Set your hours, deadlines, and reply expectations.
- 2 Adapt six practical messages for December.
- 3 Schedule a manageable month and a return plan.

A December planning kit for products + services

Created by Serena Coleman

Solutions, not sales. Conversations, not pitches.

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01 / Your December Details

Set the Facts First.

Use this page as the source for your social posts, website updates, and reply messages.

Holiday hours / closure dates / time zone

Write the actual hours or dates. Include appointment-only arrangements if relevant.

Order, pickup, booking, or delivery deadline

Use a deadline your business can meet. Confirm provider timing before promising delivery.

What will still be available?

List actual stock, service capacity, online access, or booking options. No assumed availability.

How should clients or customers contact you?

Give the contact method you will check. State any real limits on reply coverage.

Expected response window / return date

Say when you expect to respond. Use I or we to match how your business operates.

One reliable page for the current details

Exact website, hours, availability, or booking link.

If you do not close or have a seasonal deadline, leave that item out of your public messages.

02 / Posts to Publish Early

Help People Plan Ahead.

Choose the templates that apply. Replace every bracket, confirm each fact, and use your own voice.

1 / Holiday Hours

Planning a visit or booking with [Business] in December? Our holiday hours are [dates, hours, and time zone]. [Specific closure or appointment note]. Find current availability at [link]. Questions? [Contact method].

2 / A Real Deadline

Need [product or service] by [date]? Our [order, pickup, or booking] deadline is [date, time, and time zone]. [Verified timing or condition]. After that, [accurate next option]. [Action] at [link].

3 / A Helpful Answer

A question we're hearing this month: '[real question]'. Here's the answer: [accurate, concise answer]. Before you [buy, book, or visit], check [important detail]. You can find [current facts] at [link].

Draft One December Information Post

Keep the key date or answer near the start. Give people one reliable place to find more.

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

03 / Messages for Time Away

Tell People What to Expect.

Use only the messages that fit. Choose I or we throughout, and promise only the reply coverage you have.

4 / Public Break Notice

We're taking a holiday break from [date] through [date]. [Orders, bookings, or service] will [what remains available]. We'll reply [specific timeframe] after we return on [date]. For current information, visit [link].

5 / Private Reply Message

Thanks for contacting [Business]. We're [closed or working reduced hours] from [dates]. We expect to respond [date or window]. For [self-service information], visit [link]. [Add an urgent-contact option only if one actually exists].

6 / Return Post

[Business] is back from [date]. If you are planning [specific need], here is how to [buy, book, or get help]: [next step]. [One useful, verified detail about January availability]. Thank you for your patience while we were away.

Your Public Break Notice

Your Private Reply Message

Check that the dates and response window match page two before using either message.

04 / December Publishing Plan

Plan a Manageable Month.

Six suggested posts for 2026. Move dates to match your actual deadlines, closures, and return.

Date	Post	What to Prepare	Next Step
Dec 7	Holiday Hours	Confirmed hours + a reliable link	Plan a visit or booking
Dec 10	Deadline Details	Real cutoff + accurate next option	Buy or book in time
Dec 14	Helpful Answer	A common question + useful answer	Make a decision
Dec 18	Availability Update	Current stock or booking options	Choose an available option
Dec 23	Break Notice	Actual closure + reply expectations	Know what to expect
Dec 30	Return / January Plans	Real return date + current next step	Plan the next visit or booking

One current information link to use across your channels

Reply Coverage / When to Check

Return Date / First Post to Publish

Reuse relevant templates. Skip any deadline or break notice that does not apply to your business.

05 / Before You Step Away

Leave With the Details Covered.

Review the schedule in one sitting, then recheck anything that changes before your holiday break.

- ☐ Hours and closures match across the website, profiles, and listings.
- ☐ Deadlines and availability reflect what the business can deliver.
- ☐ Links and booking buttons work on a phone.
- ☐ Scheduled captions match the actual open and closed dates.
- ☐ I or we matches the business, and every bracket is replaced.
- ☐ Media and testimonials are approved for the planned use.
- ☐ Reply expectations and any urgent-contact instructions are accurate.
- ☐ The return post is drafted, with the correct publishing date.

A Useful Final Read

Imagine someone seeing just one post. Can they tell whether you are available, what they can do next, and when they can expect a reply? If not, add the missing detail.

One Detail Still to Confirm

Date to Recheck the Schedule

Make room for the holidays.

For help creating useful content and a realistic posting plan, start a conversation with Aspire.

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