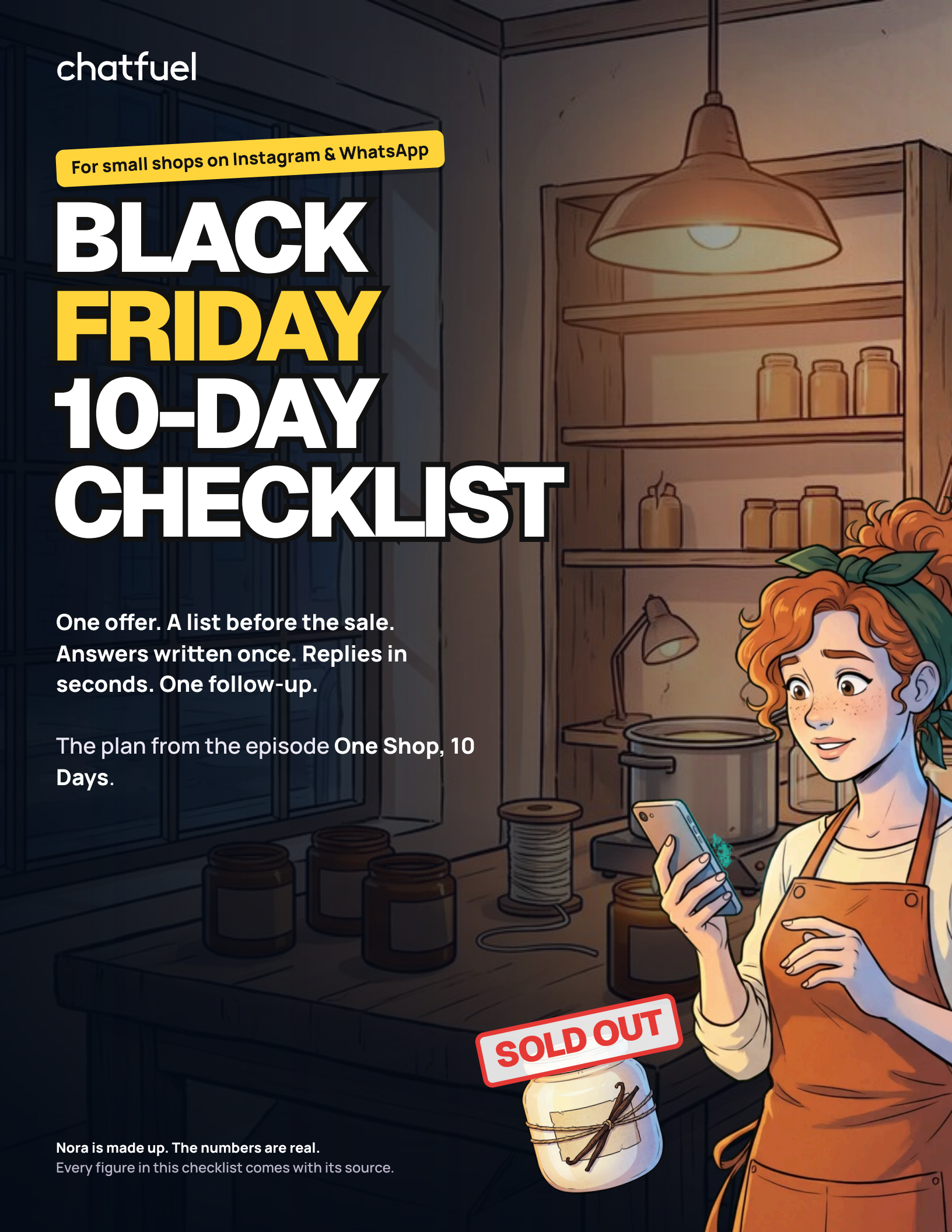
chatfuel

For small shops on Instagram & WhatsApp

BLACK FRIDAY 10-DAY CHECKLIST

One offer. A list before the sale. Answers written once. Replies in seconds. One follow-up.

The plan from the episode **One Shop, 10 Days**.



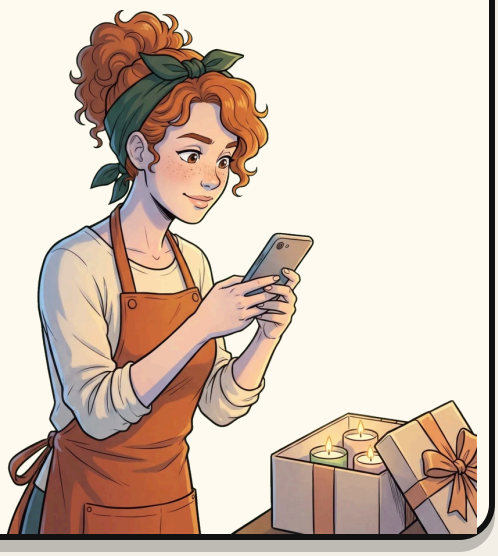
Nora is made up. The numbers are real.
Every figure in this checklist comes with its source.

DAY −10 One offer, not a sale



- [ ] **Pick one bundle, not “30% off everything”.**
  Your margin on one item is thin, and a discount on the bestseller only sells it out faster. Try a gift set: 3 for the price of 2, wrapped.
- [ ] **Set one deadline.**
  For example: until Monday, midnight.
- [ ] **Choose one word to ask for it.**
  GIFT. People comment it, DM it, or reply with it.
- [ ] **Put one date on everything:** the last day to order for delivery before Christmas.

DAY −7 A list before the sale



- [ ] **Post a reel:** “Comment GIFT, and I’ll send it to you an hour before everyone else.”
- [ ] **Reply to every comment** with a public reply and a DM.
- [ ] **Run a small ad, and answer its comments too.**
  That’s where the “price?” comments land. Each one gets a reply and a DM.
- [ ] **Add a countdown sticker in Stories.**
  People can tap it to get a reminder when it ends.
- [ ] **On WhatsApp, ask past customers if they want the deal first.**
  Only the ones who say yes get it.

300 waiting. Nothing sold yet. That’s the point.

DAY −3 Stock and answers in one place



- [ ] **Write every question down once.**
  Is it in stock? How long to ship to Canada? Will it arrive by the 20th? Can you wrap it?
- [ ] **Answer each one once, in one place.**
  The place your team, or your AI agent, reads from.
- [ ] **Put your stock there too.**
  How many of each item. When something sells out, you change one number.
- [ ] **Submit your WhatsApp templates this week.**
  A broadcast goes out as a template, and Meta can take up to 24 hours to approve it. Not on Friday morning.

Countdown sticker: Instagram Help Center · Template review: Meta for Developers

$11.8B
spent online in the US on Black Friday 2025, a record
Adobe Analytics

55%
of Black Friday online sales were made on a phone
Adobe 2025 holiday shopping recap

$14.25B
on Cyber Monday 2025, the biggest day of the season
Adobe Analytics

BLACK FRIDAY The rush

- [ ] **Answer in seconds, not hours.**
  Leads contacted within an hour were nearly 7× likelier to be qualified (Harvard Business Review, 2011).
- [ ] **Answer from today's stock.**
  When the bestseller sells out, offer the closest item.
- [ ] **Ask: "Want a message when it's back?"** Keep a list of everyone who says yes.
- [ ] **Hand big or tricky orders to a person.**
  A company that wants 200 sets goes straight to you.



CYBER MONDAY The second chance

- [ ] **One back-in-stock message** to everyone who asked for the sold-out item: "It's back. Here's your link."
- [ ] **One last-day message** to everyone who asked and didn't buy: "Last day. Order today and it ships before Christmas."

One message each. Not five.



DAY 30: THE PLAN

1. One gift set, one deadline, one word
2. A list before the sale
3. Stock and answers in one place
4. Answers in seconds, even when sold out
5. One follow-up on Monday

Set it up from one chat

Connect Chatfuel to Claude or ChatGPT and ask for it in plain words:

the reply to GIFT · your stock · the hand-off to you

Get your store ready →

Sources: Adobe Analytics · Adobe 2025 holiday recap · Harvard Business Review, 2011