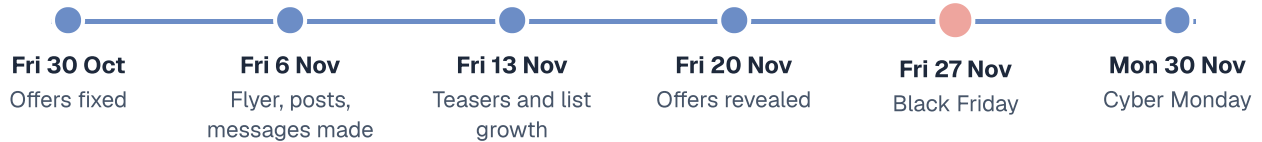


Black Friday 2026 plan for independent shops

Four weeks, one deadline each Friday, counted back from Black Friday on Friday 27 November 2026. Tick each box as you go.

The plan at a glance



Week-by-week checklist

STEP 1 By Friday 30 October: choose your goal and your offers

- ☐ Pick one goal: clear old stock, win new customers, or raise the average basket.
- ☐ Choose two or three offers you can afford (a bundle, a gift with purchase, one product family), not a discount on everything.
- ☐ Set a margin floor for each offer: the lowest price at which you still make money.
- ☐ Write down the current price of every product you will discount, with the date. You need it for the "was" price.
- ☐ Check stock with your suppliers now, while there is time to reorder.

Done looks like: A one-page list of offers, prices before and after, start and end dates, and stock levels.

STEP 2 By Friday 6 November: make your flyer, posts and messages

- ☐ A flyer or poster for the window and the counter, plus a digital version for social media.
- ☐ Social posts: a teaser, a reveal, a launch-day post, a "last day" post and a thank-you.
- ☐ An email and a short message (WhatsApp or SMS) for people who have agreed to hear from you.
- ☐ In-store signs with the same offer wording and the end date.

Done looks like: Every asset saved in one folder, checked by a second person for prices, dates and spelling.

STEP 3 By Friday 13 November at the latest: tease the offer and grow your list

- ☐ Post the teaser on the channels your customers already use: the date and the kind of offer, not every detail.
- ☐ Invite people to sign up for early access by email or message.
- ☐ Put a sign-up card or QR code at the till, and ask for clear consent to receive offers.

Done looks like: Teasers live, a sign-up route at the till and online, and your early-access message scheduled.

STEP 4 By Friday 20 November: reveal the offers and schedule everything

- ☐ Send the early-access message to your list first, then post publicly.
- ☐ Schedule the launch-day posts and messages for the morning of 27 November.
- ☐ Brief your staff: the offers, the conditions, the end date, and what to say when something sells out.
- ☐ Selling online? Test the checkout on a phone and check that the discount codes work.

Done looks like: Everything scheduled, staff briefed, signs printed.

Create these visuals in minutes — 7-day trial, card required →

STEP 5 Friday 27 to Sunday 29 November: run the weekend

- ☐ Follow the plan instead of changing it: open on time, post the launch message, answer comments and messages quickly.
- ☐ Keep a tally of which offer and which channel brought each sale (one coupon code per channel).
- ☐ In the US, use Saturday 28 November for Small Business Saturday.
- ☐ If an item sells out, say so honestly and point to the next offer. Never restart a countdown that has ended.

STEP 6 Monday 30 November: Cyber Monday

- ☐ A smaller follow-up, mainly online: a last call for people who missed the weekend, or a separate online-only offer.

STEP 7 From Tuesday 1 December: thank, measure, and plan the next date

- ☐ Thank everyone who bought, with a reason to come back before Christmas.
- ☐ Write down what worked while you still remember it.
- ☐ Next dates: Small Business Saturday UK on 5 December; Farmers' Day in Ghana on 4 December; the French winter sales from 6 January 2027.

Ready-to-copy texts

Written by the free Liflio promo caption and flyer text generators. Replace the words in [brackets], then post.

TEASER POST (BY 13 NOV) [promo captions](#)

Heads up: Black Friday is coming to [Shop name] on Friday 27 November. Share this with someone who'd want to know.

REVEAL POST (BY 20 NOV) [promo captions](#)

Our Black Friday offers: [your offer], Friday 27 to Monday 30 November. Yes, really. Questions? Ask us in the comments.

LAUNCH-DAY POST (27 NOV) [promo captions](#)

IT'S ON: Black Friday at [Shop name]: [your offer], today to Monday 30 November! Share this with someone who'd want to know.

"LAST DAY" POST [promo captions](#)

Last day of our Black Friday offers: [your offer], until closing time tonight. Yes, really. Questions? Ask us in the comments.

IN-STORE SIGN [flyer text](#)

Black Friday: [your offer] at [Shop name]
Visit [Shop name] for the details.
See it in store at [Shop name].

Before you post: Show honest "was" prices: France, the UK and the US all police fake reductions. In France, Black Friday is a promotion, not sales. Message only people who agreed to hear from you.

Create these visuals in minutes — 7-day trial, card required →