

#SHOPSMALLFIRST

PINKFRIDAY

\* STEP-BY-STEP \*  
PREPARATION

Get ready for Pink Friday  
using this checklist!

- Register and sign up for detailed emails and instructions at <https://go.theboutiquehub.com/pinkfriday>
- Save the date on your calendar: November 22, 2024
- Update your store profile on Shop the Best Boutiques
- Purchase advertisement products
- Decide if your staff will wear matching t-shirts, if so, get them ordered
- Create a Facebook event for your store
- Make a list of sips and snacks to offer at event
- Purchase special promotional items to sell or giveaway
- Use the [Vista Print Pro Shop](#)
- Make a list of what your featured items will be
- Get on the ultimate #ShopSmallFirst map
- Have an interactive game or promotion for the event
- Share the #ShopSmallFirst pledge on social
- Put up signage in store
- Schedule all social media posts
- Begin promoting one month before
- Purchase decor and food items needed for event
- Sharing Pink Friday specials & promotions with your audience
- Share the power of Pink Friday with your local media
- Pass out flyers in your community
- Make staffing schedule
- Post in the “Pink Friday” Facebook event
- Post in your Facebook event
- Check and comment back on all social media comments
- Double check all lists and staffing three days before
- Go live on all social media platforms daily for the three days prior leading up to the event
- Create anticipation the night before showing all your fun “pink decor” to get the momentum going

**HAVE A FANTASTIC AND FUN EVENT!!**

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