

Checklist: 5 calm habits for Black Friday



Want to see these habits in action? Follow this timeline and you'll enter Black Friday with systems that work.



Monday-Tuesday: Inventory focus (2-3 hours across both days)

- ☐ List your top 10-15 bestselling products from last month (30 minutes)
- ☐ Physically count current stock for these key items only (1 hour)
- ☐ Create a simple tracking spreadsheet for critical inventory (30 minutes)
- ☐ Place emergency orders for anything running dangerously low (if suppliers have stock)
- ☐ Plan to check these key products twice daily during Black Friday weekend



Wednesday: Team and workflow prep (1-2 hours)

- ☐ Hold a 30-45 minute team meeting about Black Friday expectations
- ☐ Create one-page cheat sheet for order processing using current systems
- ☐ Create batch processing workflows for fulfilment
- ☐ Assign specific roles and backup coverage
- ☐ Practice processing 5-10 orders in a row to identify any obvious bottlenecks



Thursday: Quick systems check and templates (1-2 hours)

- ☐ Process 5-10 test orders to verify basic workflow works
- ☐ Create email templates for common customer questions
- ☐ Verify you can print shipping labels for multiple orders at once
- ☐ Set up a simple communication plan for the team (group text/Slack channel)

If any tests reveal major problems, focus on manual workarounds rather than trying to fix systems.



Friday-Sunday: Execute with current systems

- ☐ Check inventory levels for top products morning and evening
- ☐ Process orders in batches using existing workflow
- ☐ Use prepared templates for customer service responses
- ☐ Support team as needed, but don't try to solve major system issues during peak time



Monday after Black Friday

- ☐ Process any weekend backlog with existing team
- ☐ Order emergency inventory for sold-out bestsellers
- ☐ Review what worked and what didn't for next year's planning
- ☐ Recognise team efforts and plan recovery time



Batch processing tips:

Process similar orders together:

Same product → Same packaging needs

Same shipping method → Bulk label printing

Same location → Efficient picking routes

Recommended batch sizes:

Normal volume: 10-15 orders

Peak season: 5-10 orders (for accuracy)

⚠ Problem

Out of stock
Address incomplete
Payment failed
System down
Shipping error



🔔 Immediate Action

- Check alternative locations/suppliers
- Contact customer via order platform
- Mark order as pending, contact customer
- Switch to manual backup process
- Void label, reprint correct one



📈 Escalate When

No alternatives available
No response after 2 attempts
Payment repeatedly fails
System down >30 minutes
Multiple shipping errors

Discover more ways to save

Get the playbook

