

Your Black Friday checklist.

Inventory, delivery and pickup, promotions, and staffing, organized week by week so you can finish it while the store stays open. Pin it up by the register.

Tags: [Inventory](#) [Delivery](#) [Promotions](#) [Staffing](#)

Oct 2–15

PLAN

Review last year's sales · Order bestsellers early · Choose channels · Pick offers

Oct 16–29

SET UP

Plan clearance and gift sets · Set up delivery and pickup · Lock in schedules

Oct 30–Nov 12

PREPARE

Update stock counts · Set prep times · Plan messages · Cross-train staff

Nov 13–25

PROMOTE

Signage and receipt inserts · Emails and texts · Share the staff cheat sheet

Nov 26–30

SELL

Confirm hours · Test payments · Check stock · Mark sold-out items

Dec 1–31

KEEP GOING

Restock · Thank new customers · Save notes for next year

Starting late? If it's already November, begin at October 30–November 12 and put inventory and delivery setup first.

PLAN

6–8 weeks out

Oct 2–15

- ☐ Review last year's sales. Spot the bestsellers that sold out and the items that barely moved. Inventory
- ☐ Order bestsellers early. Build a small buffer on top sellers instead of a big order across everything. Inventory
- ☐ Choose your channels: delivery, pickup, or both. Delivery
- ☐ Pick your offers. Win on value, not the deepest discount: you don't need to match big-box prices. Promotions

TOP 10 BESTSELLERS

	Item	Reorder Qty
1	_____	_____
2	_____	_____
3	_____	_____
4	_____	_____
5	_____	_____
6	_____	_____
7	_____	_____
8	_____	_____
9	_____	_____
10	_____	_____

SET UP

4–6 weeks out

Oct 16–29

- ☐ Plan clearance for slow movers. Use them to anchor bundles and deals. Inventory
- ☐ Build grab-and-go gift sets. A novel with a bookmark and a candle, or a planner with pens and washi tape. Inventory
- ☐ Pick what's worth listing for delivery. Fragile, oversized, or almost sold out? Keep it in store. Delivery
- ☐ Set up delivery and pickup. Delivery
- ☐ Lock in staff schedules and time-off blackouts early. Staffing

OUR THREE BLACK FRIDAY OFFERS

1. _____
2. _____
3. _____

Bundle slow movers with popular items
· spend threshold with a small reward
· early access for loyal customers a day before
· gift with purchase instead of a deeper discount.

PREPARE

2-4 weeks out

Oct 30–Nov 12

- ☐ Sync stock counts everywhere you sell. In store, online, and in any app, so you never sell what you don't have. Inventory
- ☐ Set realistic prep times. Time a typical order, then add a cushion for the weekend. Delivery
- ☐ Set up a packing and pickup area. Keep it away from checkout so lines keep moving. Delivery
- ☐ Plan emails, texts, and two or three social posts before the sale. Promotions
- ☐ Update your business listing with holiday hours. Promotions
- ☐ Cross-train your team for checkout, the floor, and packing. Staffing
- ☐ Plan breaks and meals so the team lasts all weekend. Staffing

PREP TIME AND HOLIDAY HOURS

Prep time per order: _____

Weekend prep time: _____

Thu 11/26 _____

Fri 11/27 _____

Sat 11/28 _____

Sun 11/29 _____

Mon 11/30 _____

PROMOTE

1-2 weeks out

Nov 13–25

- ☐ Put up signage and receipt inserts. Promotions
- ☐ Promote delivery and pickup in store. Add a sign at the register and a line on receipts. Delivery
- ☐ Email and text your existing customers. Give loyal customers early access a day before the sale. Promotions
- ☐ Keep gift cards visible at checkout for last-minute shoppers. Promotions
- ☐ Share the staff cheat sheet with everyone on the schedule. Staffing
- ☐ Assign one person to delivery and pickup orders during peak hours. Staffing

READY-MADE FOR YOU

Use the staff cheat sheet and the four customer message templates that come with this checklist.

Nov 26–30

-
- | | | |
|--------------------------|--|------------|
| ☐ | Confirm holiday hours everywhere customers look. | Promotions |
| <hr/> | | |
| ☐ | Test your POS system and card readers the night before. Keep a backup reader ready. | Staffing |
| <hr/> | | |
| ☐ | Check stock at opening and again at midday. Mark sold-out items on every channel right away. | Inventory |
| <hr/> | | |
| ☐ | Keep packing supplies at hand: bags, tape, labels, and tissue paper. | Delivery |
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SATURDAY 11/28 STAFFING

Delivery: _____

Pickup: _____

Checkout: _____

Floor: _____

The Saturday after Thanksgiving is the big shop local day. Plan your strongest staffing for it.

Dec 1–31

-
- | | | |
|--------------------------|---|------------|
| ☐ | Note what sold out and what didn't. | Inventory |
| <hr/> | | |
| ☐ | Restock December bestsellers, especially giftable ones. | Inventory |
| <hr/> | | |
| ☐ | Turn leftover stock into ready-made gift sets. | Inventory |
| <hr/> | | |
| ☐ | Thank first-time customers and ask for reviews. | Promotions |
| <hr/> | | |
| ☐ | A rested team is still friendly on Monday. Thank your team. | Staffing |
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NOTES FOR NEXT YEAR

What worked, what didn't, and when you wish you'd started.

OPTIONAL

Adding DoorDash before Black Friday?

With DoorDash, nearby customers can order from your store for same-day delivery or pickup, while you keep your own branding and control your catalog and pricing. A store needs:

A physical location

In an eligible retail category.

At least 250 products

Each with a photo, description, and price.

Already on DoorDash? Consider Promotions and Sponsored Listings.

Staff cheat sheet

One page to fill in: offers, return policy, gift card rules, and holiday hours.

Customer message templates

Four short messages: early access for regulars, holiday hours, your offers, and a pickup and delivery reminder.

Get started with DoorDash Retail

merchants.doordash.com/en-us/business/retail



Scan to get started