



GYC Promotion Event Planner

Fillable PDF text. One sheet per event. Companion to Stage 5, Steps 4 and 5.

When to fill this in. The front gets filled a few weeks before the sale, when you're planning it. The back gets filled within 48 hours of the sale ending, while it's all still fresh. Keep the finished sheets together, because next year's version of this event gets much easier when you can read last year's.

Plan your sale event

Event name: _____

The reason for this sale. Every sale needs one, so shoppers know why it's happening.

☐ New collection launch ☐ Holiday ☐ Shop birthday ☐ Stocktake

The tier. Keep headline discounts for genuine events, and everyday sales modest.

☐ Headline event: _____% ☐ Regular sale: _____% (10-15%)

When my last sale ended: _____ (Sales work because they're rare. If this is close behind the last one, consider waiting.)

The runway (work backwards from the end)

- Sale ends (and you'll honour it to the hour): _____
- Shipping cutoff for the occasion: _____
- Made-to-order cutoff published: _____
- Sale opens to everyone: _____
- Sale opens to my list first (24 to 48 hours early): _____
- Teaser goes out: _____
- Everything prepped by: _____

Ready the shop

- ☐ Etsy sale or coupon set up (type: ☐ shop-wide sale ☐ hidden code: _____)
- ☐ My stars chosen: _____ / _____ and gift section refreshed
- ☐ Seasonal keywords added to those listings (phrases: _____ / _____)
- ☐ Gift wrap information and packaging photo showing prominently



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The capacity check

Work this out before you announce anything. Selling out gracefully is a good story. Missing delivery dates is not.

- Realistic making hours I have before the cutoff: _____ hours
- Pieces I can make per hour: _____
- My capacity = hours $\times$ pieces per hour = _____ pieces
- Sales I'd expect from this promotion: _____

If demand could outrun my hands:

- | | |
|---|---|
| ☐ Cap the quantities | ☐ Publish a made-to-order-cutoff |
| ☐ Build stock ahead | ☐ Fine as is |

The email plan

My email-only code, so I can track what the list earned: _____

	Date	Subject line	Sent
Announcement			
Mid-sale proof			
Last 24 hohurs			

The social plan

	Date	Done
Teaser		
Launch post		
Mid-sale proof		
Last call		

- ☐ Share & save link used throughout



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The Results

Fill this in within 48 hours, while you still remember what happened.

The money

- Total revenue from the event: \$_____
- Revenue through my email code: \$_____ (which is _____% of the total)
- Share & Save refunds earned: \$_____
- Where the traffic came from (Etsy Stats): _____

What worked

- Best email, by opens or revenue: _____
- Best post: _____
- Bestseller of the event: _____
- Did anything sell out? ☐ Yes: _____ ☐ No

What I'd change next time: _____
