

# november

## CHECKLIST

- Nov. 1st - Are you updating your shop banner for November? Swap it out ASAP!
- Nov. 1st - Time to write down your goals for November!
- Nov. 5th - We are exactly 7 weeks away from Christmas! Be sure you've added the Christmas keywords you brainstormed last month to your listings!
- Nov. 5th - We are 3 weeks away from Black Friday and Cyber Monday. Do you have a solid plan in place for these large shopping days? If not, be sure to check out our article on how to run a Black Friday sale on Etsy!
- Nov. 8th - Now that Halloween for 2021 is over, be sure to remove any Halloween keywords that you may have added to your listings. If you can replace them with upcoming holiday keywords, do so now.
- Nov 15th - Did you update your customers and your shop details about holiday processing times last month? If not, please do this ASAP! Be super clear to avoid any confusion once the holiday season is in full swing..
- Nov. 17th - Are you planning to swap your shop banner in December? If so, go ahead and design that now and get it ready to go. This will be one last thing you have to worry about when you're in the middle of the craziness that are the holidays.
- Nov. 22nd - It's crazy to think about, but Valentine's Day is exactly 3 months away. If you can start brainstorming some keywords now, go ahead and begin!
- Have you decided how you will take small breaks during the busy holiday season? If not, please make this a priority. Staying healthy mentally is going to be the MOST important thing you do this holiday season.

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Marmalead has helped my listings IMMENSELY. When I was using Google AdWords things fell in to the deep pages of Etsy. Plus, Marmalead is 100xs more user friendly than AdWords IMO.

- Jaqueline

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