



Holiday Planning Cheat Sheet: *October*

To Do List

- Stock up on shipping supplies
- Organize workspace for efficient processing and shipping
- Drop prices on slow-moving fall inventory to make room for holiday items
- Optimize existing listings with details, keywords, and high-quality photos
- Source and organize seasonal and holiday inventory
- Finalize holiday shipping and returns strategy
- Launch early holiday promotions
- Plan out Cyber 5 promotions (the five days between Black Friday and Giving Tuesday)

Holidays to Note

Halloween: October 31

Keep in Mind

Amazon increases its [monthly storage fee rates](#) for October through December, so make sure your Q4 budget accounts for this change.

[Amazon Prime Day](#) is predicted to be sometime in mid to late October, so plan your inventory and fulfillment strategies accordingly.

