YEEDOOR

FREE CHECKLIST · KEYWORD: BFCM

BFCM AI Prep Checklist

A step-by-step Black Friday / Cyber Monday checklist for small online stores, with copy-paste AI prompts for every step.

Use this checklist 2–4 weeks before your sale. Each section lists what to check, then gives prompts you can paste into ChatGPT, Claude, Gemini or any AI assistant. Replace anything in [BRACKETS] with your own details. Always review AI output before it goes live: check facts, prices, policies and tone yourself.

1. Offer & promo copy

- [ ] Decide the offer type (percentage off, bundle, gift with purchase, free shipping threshold) and the exact start/end times with time zone.
- [ ] Write one clear headline per offer and keep the wording identical across site, email, ads and social.
- [ ] Prepare urgency copy that is truthful: real end dates, real stock limits only.
- [ ] Create a short version (under 60 characters) for banners and push notifications.

PROMPT 01 Offer headlines

```
You are a direct-response copywriter for a small e-commerce store selling [PRODUCT CATEGORY] to [TARGET CUSTOMER]. Our Black Friday offer is: [OFFER DETAILS], valid [START]–[END] [TIME ZONE]. Write 10 headline options under 60 characters. Mix benefit-led, curiosity and straightforward styles. Do not invent discounts or claims not listed above.
```

PROMPT 02 Promo message map

```
Turn this offer into a consistent message kit: [OFFER DETAILS]. Give me: 1 homepage hero headline + subline, 1 announcement-bar line, 1 product-page badge text, 1 checkout reminder line, and 3 social captions. Keep the offer wording identical in every piece.
```

2. Product page optimization

- [ ] Pick your 10–20 hero products (best sellers + highest margin) and prioritise them.
- [ ] Check titles, first 2 lines of description, key benefits, size/fit info and shipping cut-off dates.
- [ ] Add an FAQ block answering the top 5 pre-purchase questions.
- [ ] Make sure images show scale, use and details; add alt text.

PROMPT 03 Rewrite a hero product page

```
Here is my product page copy: [PASTE TITLE + DESCRIPTION]. Rewrite it for holiday shoppers: a clearer title (under 70 characters, keep key search terms), a 2-sentence hook, 5 benefit bullets, and a short 'who it's for' line. Keep all facts as given; mark anything you are unsure about with [CHECK].
```

PROMPT 04 Pre-purchase FAQ

```
Based on this product info and these customer questions [PASTE], write a 6-question FAQ for the product page. Answers under 50 words, friendly and factual. Include shipping cut-off and returns questions, using only the policy text I provide: [POLICY TEXT].
```

PROMPT 05 Alt text

```
Write concise, descriptive alt text (under 125 characters) for each of these product images: [LIST IMAGE DESCRIPTIONS]. Include the product name naturally; no keyword stuffing.
```

3. Customer service scripts

- [ ] List the questions you expect: order status, shipping deadlines, discount code issues, returns, gift options, stock.
- [ ] Write approved reply templates for each, plus an escalation rule for anything unusual.
- [ ] Update your returns/holiday policy page and auto-reply with sale-period response times.
- [ ] If you use an AI chatbot, give it only your approved policy text and test it with tricky questions.

PROMPT 06 Reply template set

```
Act as a customer support lead for a small online store. Using ONLY this policy text [PASTE POLICIES], write short, warm reply templates for: (1) where is my order, (2) discount code not working, (3) will it arrive before [DATE], (4) return/exchange request, (5) out of stock item, (6) can I add a gift note. Each under 80 words with [PLACEHOLDERS] for order details.
```

PROMPT 07 Stress-test your chatbot

```
Here is my store policy: [PASTE]. Generate 15 difficult or edge-case customer questions a Black Friday shopper might ask (angry, ambiguous, policy loopholes, multiple issues in one message). I will use them to test my support bot.
```

4. Email & SMS

- [ ] Plan the sequence: teaser, early access, launch, reminder, last chance, Cyber Monday, thank-you.
- [ ] Segment at least: past buyers, engaged subscribers, cart abandoners.
- [ ] Check consent for SMS and include opt-out wording; keep SMS short.
- [ ] Send test emails to yourself on mobile before scheduling.

PROMPT 08 Campaign calendar

```
Create a BFCM email + SMS calendar for a small store selling [PRODUCTS]. Sale runs [DATES]. Include send date/time, segment, subject line, preview text, and one-sentence goal for each message. Max 7 emails and 3 SMS.
```

PROMPT 09 Subject lines

```
Write 15 email subject lines (under 45 characters) and matching preview text for this offer: [OFFER]. Audience: [SEGMENT]. Avoid spammy all-caps and excessive punctuation.
```

PROMPT 10 SMS copy

```
Write 4 SMS messages under 160 characters each for [OFFER], including the store name [NAME] and 'Reply STOP to opt out'. Tone: friendly, clear, no false urgency.
```

5. Ads

- [ ] Decide which products and audiences get budget; set daily caps you are comfortable with.
- [ ] Prepare 3–5 ad copy variants per product group and matching creatives.
- [ ] Check ad text matches the landing page offer exactly.
- [ ] Plan when to pause or adjust: set review times during the sale days.

PROMPT 11 Ad copy variants

```
Write ad copy for [PLATFORM: Meta / Google Search / Google Shopping] promoting [PRODUCT] during Black Friday. Offer: [OFFER]. Give 5 primary texts (under 125 characters), 5 headlines (under 30 characters) and 3 descriptions (under 90 characters). Each variant should test a different angle: price/value, gifting, problem-solution, social proof (only general, no fake reviews), urgency.
```

PROMPT 12 Creative briefs

```
Give me 5 short creative briefs for static or 10-second video ads for [PRODUCT]: hook in the first 2 seconds, visual idea, on-screen text, and call to action.
```

6. Inventory & post-sale

- [ ] Check stock levels on promoted SKUs and set low-stock alerts.
- [ ] Confirm shipping carrier cut-off dates and post them on site.
- [ ] Prepare a post-purchase thank-you, review request and cross-sell flow.
- [ ] After the sale, review what sold, what didn't, and support questions, while it is fresh.

PROMPT 13 Stock risk check

```
Here is my inventory and last year's/last month's sales data [PASTE TABLE]. Flag which SKUs risk selling out or being overstocked during a sale that may lift demand, and suggest which to promote more or less. Show your reasoning step by step.
```

PROMPT 14 Post-purchase flow

```
Write a 3-email post-purchase flow for BFCM buyers: (1) thank-you + what to expect, (2) how-to-use / care tips for [PRODUCT], (3) a polite review request. Under 120 words each.
```

PROMPT 15 Sale debrief

```
Here are my BFCM results and notes [PASTE]. Summarise what worked, what didn't, the top 5 customer questions, and 5 specific things to do differently next time.
```

Final launch check

Quick final check (24 hours before launch): offer codes tested · banners scheduled · emails/SMS scheduled and tested on mobile · support templates loaded · stock alerts on · shipping cut-off dates visible · someone assigned to watch orders and messages.

Want an AI team to run this for you?

YEEDOOR is an AI operating team for e-commerce: AI specialists for store management, ads, Merchant Center, SEO, social and CRM. Routine work runs under your rules; important changes wait for your approval. Learn more or say hello at www.yeedoor.com/contact/.