The Ultimate Flash Sale Prep Checklist

- [ ] **Start building up your first-party data (email and SMS)**

- [ ] **Determine your flash sale details**
  - [ ] Duration and dates
  - [ ] The discount amount
  - [ ] Eligible products
  - [ ] Other perks (e.g., free shipping)

- [ ] **Design your flash sale email sequence**
  - [ ] Pre-launch announcement
  - [ ] Launch announcement
  - [ ] Last day
  - [ ] Last call

- [ ] **Create your flash sale ads (social media, paid display) and emails**
  - [ ] What are the most relevant **keywords**?
  - [ ] Are your subject lines and headlines as catchy as possible? (Don't be afraid to use emojis!)
  - [ ] Do the images grab attention? You'll want to opt for bold and bright colors
  - [ ] Can you use a more FOMO-inducing **CTA**, like "Don't Miss Out," rather than the usual "Shop Now"?
  - [ ] Are you including a value proposition?
  - [ ] Are there opportunities for FOMO tactics (e.g., a **countdown timer** or **pop-up notification** of real-time sales)?

- [ ] **Prepare your Shopify store for the flash sale**
  - [ ] Update your header image (or even better, your entire homepage)
  - [ ] Build a landing page for your ad campaigns
  - [ ] Add quick links to sale product pages — optimize the user journey wherever possible
  - [ ] Assess your store's ability for handling increased traffic
  - [ ] Review your payment options
  - [ ] Find personalization opportunities
  - [ ] Set up minimum stock alerts — you don't want inventory problems!