THE HOLIDAY CONTENT KIT

30 Days of Holiday Posts

for Small Businesses

Done-for-you captions, AI prompts & ready-to-post graphics
to fill your December feed with ease



30 CAPTIONS · 30 AI PROMPTS · 30 GRAPHICS · BONUS EMAIL LINES

Trenia Today
AI Marketing Strategist · trenia.today

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How to Use This Kit

Welcome! This kit gives you a full month of holiday posts, so you can spend less time staring at a blank screen and more time serving your customers. Every day includes a caption, hashtags, an AI prompt, and a matching graphic.

1. **Pick your posting rhythm**
   Post all 30 days, or choose your favorite 3 to 4 per week. Day 1 to Day 30 lines up with December 1 to 30, but every date is just a suggestion.

2. **Fill in the brackets**
   Swap anything in [brackets] with your own details: your business name, products, links, dates, and offers.

3. **Make it sound like you**
   Paste the day's AI prompt into ChatGPT, Claude, or Creator Studio, fill in the brackets, and get fresh versions in your own voice.

4. **Add the matching graphic**
   Open the Graphics folder. Each day has two 1080 x 1080 versions: one with a "Your Logo" space to cover with your logo in any design app, and a clean one you can post as is.

5. **Batch and schedule**
   Set aside one hour a week. Fill in seven posts at once, then schedule them with your platform's built-in scheduler.

6. **Show up in the comments**
   Reply to every comment in the first hour. That's where the real connection, and the sales, happen.

GOOD TO KNOW

Goals: each post is tagged Engage, Sell, Trust, or Community, so your feed stays balanced and never feels like one long ad.

Moving dates: Hanukkah changes every year, and carrier shipping cutoffs do too. Check the dates and move Day 9, Day 14, and Day 17 as needed.

Make it yours: add your favorite emojis, swap hashtags for local ones (like #YourCityShopLocal), and skip any day that doesn't fit your audience.

Giveaways and reviews: follow each platform's promotion rules, and always ask before sharing a customer's name or photo.

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YOUR MONTH AT A GLANCE

The 30-Day Holiday Calendar

Engage · Sell · Trust · Community

01 Dec 1 Thank You for Supporting Small COMMUNITY	**02** Dec 2 Holiday Gift Guide, Part 1 SELL	**03** Dec 3 Behind the Scenes TRUST	**04** Dec 4 Our Holiday Hours COMMUNITY	**05** Dec 5 Favorite Holiday Tradition ENGAGE
06 Dec 6 Customer Love TRUST	**07** Dec 7 12 Days of Deals Begins SELL	**08** Dec 8 Holiday Gift Guide, Part 2 SELL	**09** Dec 9 Happy Hanukkah COMMUNITY	**10** Dec 10 Holiday Giveaway ENGAGE
11 Dec 11 Wrapped With Care TRUST	**12** Dec 12 This or That: Holiday Edition ENGAGE	**13** Dec 13 Meet the Owner TRUST	**14** Dec 14 One Week Left to Ship SELL	**15** Dec 15 Giveaway Winner COMMUNITY
16 Dec 16 Holiday Tip of the Day TRUST	**17** Dec 17 Last Day to Ship SELL	**18** Dec 18 Gift Cards: The Gift That Always Fits SELL	**19** Dec 19 Holiday Playlist ENGAGE	**20** Dec 20 Still Time to Shop Local SELL
21 Dec 21 Holiday FAQ TRUST	**22** Dec 22 Our Gift to You SELL	**23** Dec 23 It Takes a Village COMMUNITY	**24** Dec 24 Fill in the Blank ENGAGE	**25** Dec 25 Happy Holidays COMMUNITY
26 Dec 26 Joyful Kwanzaa COMMUNITY	**27** Dec 27 After-Holiday Sale SELL	**28** Dec 28 Our Year in Review TRUST	**29** Dec 29 Thank You for This Year COMMUNITY	**30** Dec 30 Cheers to the New Year ENGAGE

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DAY 01 · SUGGESTED DATE: DECEMBER 1

COMMUNITY

Thank You for Supporting Small

Post goal: Community · Celebrate, thank, and connect

READY-TO-POST CAPTION

This past weekend, so many of you chose to shop small, and we felt every bit of it. Every order, share, and kind word helps [your business] keep doing what we love right here in [your city or community].

Thank you for being part of our story. If you missed out, our holiday favorites are still waiting for you at [link].



Matching graphic in your Graphics folder:
Day01_Thank-You-for-Supporting-Small

HASHTAGS #SupportSmallBusiness #ShopLocal #ThankYou #SmallBusinessLove #HolidaySeason

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Rewrite this thank-you caption for my business, [business name], which sells [products or services] to [ideal customer]. Keep it under 80 words, warm and genuine, and mention one specific thing that made this past weekend special: [detail]. End with an invitation to shop at [link]. Give me 3 versions: heartfelt, playful, and short.

IMAGE IDEA

A flat-lay of packed orders or your storefront with a handwritten "thank you" note.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 02 · SUGGESTED DATE: DECEMBER 2

SELL

Holiday Gift Guide, Part 1

Post goal: Sell · Drive orders, bookings, and sales

READY-TO-POST CAPTION

Gift shopping made easy! Our first holiday gift guide is here, packed with thoughtful finds under [$25]. Perfect for coworkers, teachers, neighbors, and stocking stuffers.

Our top picks: [Product 1], [Product 2], and [Product 3]. Save this post for later and shop the full guide at [link].



Matching graphic in your Graphics folder:
Day02_Holiday-Gift-Guide

HASHTAGS #HolidayGiftGuide #GiftIdeas #ShopSmall #GiftsUnder25 #HolidayShopping

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

I sell [products] at [business name]. From this list, pick the 5 best gifts under [$ amount]: [paste product list with prices]. Write a short holiday gift guide caption (under 100 words) that pairs each product with who it's perfect for. Add a one-line hook to open the post and a call to action to shop at [link].

IMAGE IDEA

A carousel with one product per slide on a simple background, price shown on each.

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DAY 03 · SUGGESTED DATE: DECEMBER 3

TRUST

Behind the Scenes

Post goal: Trust · Show the people and care behind your brand

READY-TO-POST CAPTION

Ever wonder what the holiday rush looks like behind the scenes at [your business]? Right now it's [stacks of orders, fresh batches, a calendar full of appointments] and a lot of [coffee or tea].

Every [product or service] is [made, prepared, or packed] with care by [me or our small team]. What would you like to see more of behind the scenes? Tell us below!



Matching graphic in your Graphics folder:
Day03_Behind-the-Scenes

HASHTAGS #BehindTheScenes #SmallBusinessLife #HolidayRush #MadeWithLove #ShopLocal

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Help me write a behind-the-scenes holiday post for [business name]. Here's what a busy December day really looks like for us: [describe 3 or 4 real moments]. Write a friendly caption under 90 words that makes customers feel like insiders. Then give me 3 ideas for short video clips I could film on my phone today.

IMAGE IDEA

A short video or photo of your hands at work: making, packing, or setting up.

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DAY 04 · SUGGESTED DATE: DECEMBER 4

COMMUNITY

Our Holiday Hours

Post goal: Community · Celebrate, thank, and connect

READY-TO-POST CAPTION

Mark your calendars! Here are our holiday hours so you can plan ahead:

[Date]: [hours]
[Date]: [hours]
[Date]: Closed so our team can rest and celebrate

Online [orders or bookings] are open 24/7 at [link]. Questions? Send us a message anytime. We're happy to help!



Matching graphic in your Graphics folder:
Day04_Holiday-Hours

HASHTAGS #HolidayHours #ShopLocal #SmallBusiness #HolidaySeason #SeeYouSoon

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Turn these holiday hours into a clear, friendly social post for [business name]: [paste dates and hours]. Keep it easy to scan with one line per date, add a warm opening line, and remind customers they can [order or book] online at [link]. Also write a one-sentence version for my business listing and website banner.

IMAGE IDEA

Post the Holiday Hours graphic first, then add a second slide with your hours in large text.

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DAY 05 · SUGGESTED DATE: DECEMBER 5

ENGAGE

Favorite Holiday Tradition

Post goal: Engage · Spark comments, shares, and saves

READY-TO-POST CAPTION

Let's get cozy for a minute. What's your favorite holiday tradition? Ours at [your business] is [your tradition, e.g., our yearly team cookie swap].

Whether it's a special meal, a movie night, lighting candles, or a long walk on a crisp morning, we'd love to hear it. Share yours in the comments!



Matching graphic in your Graphics folder:
Day05_Whats-Your-Favorite-Holiday-Tradition

HASHTAGS #HolidayTraditions #HolidaySeason #CommunityLove #ShopLocal #CozySeason

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Write 3 short, inclusive engagement questions about holiday traditions for my audience of [describe audience] and my business, [business name], which [what you do]. Keep each under 40 words, easy to answer in a comment, and don't assume which holiday someone celebrates. Then suggest a fun way to reply to commenters.

IMAGE IDEA

A cozy shot of your workspace or product with a warm drink, candles, or soft lights.

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DAY 06 · SUGGESTED DATE: DECEMBER 6

TRUST

Customer Love

Post goal: Trust · Show the people and care behind your brand

READY-TO-POST CAPTION

Reviews like this make our whole season! Here's what [customer first name] said about [product or service]:

"[Paste a short review here]"

Thank you, [customer first name], for trusting [your business]. Looking for a gift they'll actually love? Start here: [link]



Matching graphic in your Graphics folder:
Day06_Customer-Love

HASHTAGS #CustomerLove #HappyCustomers #Testimonial #SmallBusiness #ThankYou

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Here is a customer review for my business, [business name]: [paste review]. Write a short holiday post (under 70 words) that highlights the review, thanks the customer, and gently invites new customers to [shop or book] at [link]. Also pull out the best 8 to 12 word quote I can put on a graphic.

IMAGE IDEA

A screenshot of the review on a branded background, or the product the customer bought.

PRO TIP Always ask permission before sharing a customer's name, photo, or review.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 07 · SUGGESTED DATE: DECEMBER 7

SELL

12 Days of Deals Begins

Post goal: Sell · Drive orders, bookings, and sales

READY-TO-POST CAPTION

Our 12 Days of Deals starts TODAY! For the next 12 days, [your business] is unwrapping a new deal every day, from [15% off bestsellers] to [a free gift with purchase].

Each deal lasts just 24 hours, so turn on notifications and check back daily. Day 1: [today's deal]. Shop now at [link].



Matching graphic in your Graphics folder:
Day07_12-Days-of-Deals

HASHTAGS #12DaysOfDeals #HolidaySale #ShopSmall #HolidayDeals #GiftIdeas

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Plan a "12 Days of Deals" holiday promotion for [business name], which sells [products or services] with an average price of [$]. Suggest 12 daily offers that protect my profit margins (mix discounts, bundles, freebies, and free shipping), plus a one-sentence social caption for each day. Format it as a numbered list.

IMAGE IDEA

Post the 12 Days of Deals graphic today, then a simple "Day __" story each day after.

PRO TIP Keep the deals simple. Bundles and free gifts often protect your margins better than deep discounts.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 08 · SUGGESTED DATE: DECEMBER 8

SELL

Holiday Gift Guide, Part 2

Post goal: Sell · Drive orders, bookings, and sales

READY-TO-POST CAPTION

Still stuck on who to shop for? We made it simple:

For the host: [product]
For the self-care lover: [product]
For the one who has everything: [product]
For you (yes, you deserve it): [product]

Tag someone who needs this list, and shop every pick at [link].



Matching graphic in your Graphics folder:
Day08_Gifts-for-Everyone-on-Your-List

HASHTAGS #GiftGuide #HolidayGifts #GiftIdeas #ShopLocal #ChristmasGifts

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Using my products or services: [list], create a holiday gift guide organized by personality type (for example: for the host, for the busy parent, for the coffee lover). Give me 5 categories with one product each and a fun one-line reason. Keep the full caption under 100 words and end with a call to shop at [link].

IMAGE IDEA

A carousel with one slide per person type, each with a product photo and a short label.

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DAY 09 · SUGGESTED DATE: DECEMBER 9

COMMUNITY

Happy Hanukkah

Post goal: Community · Celebrate, thank, and connect

READY-TO-POST CAPTION

To everyone celebrating, Happy Hanukkah from all of us at [your business]!

Wishing you and your loved ones eight nights filled with light, warmth, good food, and time together.



Matching graphic in your Graphics folder:
Day09_Happy-Hanukkah

HASHTAGS #HappyHanukkah #ChagSameach #FestivalOfLights #HolidaySeason #CommunityLove

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Write a short, warm, and respectful Hanukkah greeting (under 40 words) from my business, [business name], to customers who celebrate. Keep it sincere with no sales language. Give me 3 options: simple, warm, and community-focused.

IMAGE IDEA

The Happy Hanukkah graphic, or a softly lit photo of your storefront or workspace.

PRO TIP Hanukkah dates change every year (it can start anywhere from late November to late December). Check the dates and move this post to the first night.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 10 · SUGGESTED DATE: DECEMBER 10

ENGAGE

Holiday Giveaway

Post goal: Engage · Spark comments, shares, and saves

READY-TO-POST CAPTION

GIVEAWAY TIME! To say thank you for an amazing year, we're giving away [prize] to one lucky winner. To enter:

1. Follow [your account]
2. Like this post
3. Tag a friend in the comments (each tag = one entry)

Giveaway closes [date and time]. Winner announced [date]. Open to [location and age rules]. This giveaway is not sponsored or endorsed by [platform]. Good luck!



Matching graphic in your Graphics folder:
Day10_Holiday-Giveaway

HASHTAGS #Giveaway #HolidayGiveaway #WinIt #ShopSmall #ThankYou

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Write giveaway rules and a caption for [business name]. Prize: [prize and value]. Entry steps: [steps]. Dates: [start and end]. Eligibility: [location and age]. Keep the caption under 110 words, exciting but clear, and include a short note that the giveaway isn't affiliated with the platform. Then write a reminder caption for the last day.

IMAGE IDEA

A styled photo of the prize with a bow, or the Holiday Giveaway graphic.

PRO TIP Check each platform's promotion rules and your local laws before you run a giveaway.

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DAY 11 · SUGGESTED DATE: DECEMBER 11

TRUST

Wrapped With Care

Post goal: Trust · Show the people and care behind your brand

READY-TO-POST CAPTION

Every order that leaves [your business] gets the same care: [tissue paper, a handwritten note, a little extra treat].

Because opening a gift should feel special, whether it's for someone else or for you. Want it gift-ready? Just [add a gift note at checkout or let us know in your order].



Matching graphic in your Graphics folder:
Day11_Wrapped-With-Care

HASHTAGS #WrappedWithCare #PackagingDetails #SmallBusiness #GiftReady #PackWithMe

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Write a short caption (under 70 words) about how [business name] packages and prepares orders during the holidays. Our special touches: [list]. Make it feel personal and trustworthy, and include a line that tells customers how to request gift wrap or a gift note.

IMAGE IDEA

A slow-motion video of you wrapping an order, ending on the finished package.

PRO TIP Service business? Show how you prepare for each client instead: your setup, your tools, your welcome touches.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 12 · SUGGESTED DATE: DECEMBER 12

ENGAGE

This or That: Holiday Edition

Post goal: Engage · Spark comments, shares, and saves

READY-TO-POST CAPTION

Let's play This or That: Holiday Edition! Comment your answers:

Cocoa or cider?
Wrapping paper or gift bags?
Early shopper or last-minute hero?
[Your product A] or [your product B]?

We'll go first: [your answers]!



Matching graphic in your Graphics folder:
Day12_This-or-That

HASHTAGS #ThisOrThat #HolidayFun #HolidaySeason #SmallBusiness #CommentBelow

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Create 6 fun "This or That" holiday questions for the audience of [business name], which serves [audience]. Include 2 questions that feature my own products: [list products]. Keep each choice to 1 to 3 words, keep it inclusive of all holidays, and add a playful intro line.

IMAGE IDEA

A story series with one poll per slide, using the This or That graphic as the first slide.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 13 · SUGGESTED DATE: DECEMBER 13

TRUST

Meet the Owner

Post goal: Trust · Show the people and care behind your brand

READY-TO-POST CAPTION

Hi, I'm [your name], the [founder, owner, or maker] behind [your business]! I started this business in [year] because [your why].

My favorite part of the holiday season is [something personal]. When I'm not [making or serving clients], you'll find me [fun fact]. Thank you for supporting a real person with a real dream. Say hi in the comments!



Matching graphic in your Graphics folder:
Day13_Meet-the-Heart-Behind-the-Business

HASHTAGS #MeetTheMaker #SmallBusinessOwner #SmallBusinessStory #ShopLocal #MeetTheOwner

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Interview me with 5 short questions to write a "meet the owner" holiday post for [business name]. After I answer, turn my answers into a friendly caption under 100 words that sounds like me: [describe your voice, e.g., warm, funny, straightforward].

IMAGE IDEA

A friendly photo of you or your team at work, with your product or workspace in view.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 14 · SUGGESTED DATE: DECEMBER 14

SELL

One Week Left to Ship

Post goal: Sell · Drive orders, bookings, and sales

READY-TO-POST CAPTION

Friendly reminder: there's about one week left to order for holiday delivery! To get your gifts in time, place your order by [date] for [standard shipping].

Need it later? [Express shipping, local pickup, or gift cards] can still save the day. Shop now at [link] and check one more name off your list.



Matching graphic in your Graphics folder:
Day14_One-Week-Left-to-Ship

HASHTAGS #ShippingDeadline #ShopEarly #HolidayShopping #ShopSmall #GiftIdeas

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

My shipping cutoff for holiday delivery is [date] with [carrier or shipping method]. Write a short, urgent but friendly reminder caption for [business name] (under 60 words), plus a one-line story version and a one-line email subject line. Mention [backup option: express shipping, local pickup, or gift cards].

IMAGE IDEA

The One Week Left to Ship graphic, or a stack of packages ready to go out.

PRO TIP Shipping cutoffs change every year and by carrier. Check your carrier's published holiday deadlines and adjust Day 14 and Day 17 to match.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 15 · SUGGESTED DATE: DECEMBER 15

COMMUNITY

Giveaway Winner

Post goal: Community · Celebrate, thank, and connect

READY-TO-POST CAPTION

And the winner is… [@winner]! Congratulations, you've won [prize]! Please check your messages from [your account] to claim your prize within [48 hours].

Thank you to everyone who entered, shared, and cheered us on. Didn't win? Here's a little something: use code [CODE] for [discount] through [date] at [link].



Matching graphic in your Graphics folder:
Day15_Congrats-to-Our-Winner

HASHTAGS #GiveawayWinner #Congratulations #ThankYou #ShopSmall #HolidayGiveaway

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Write a winner announcement for my giveaway at [business name]. Winner: [@handle]. Prize: [prize]. Claim instructions: [steps]. Add a thank-you to everyone who entered and a consolation offer: [code or discount]. Keep it under 80 words and celebratory. Also write a short warning about fake accounts pretending to be us.

IMAGE IDEA

The Congrats graphic, or a photo of the prize being packed for the winner.

PRO TIP Only contact winners from your official account, and warn followers about look-alike accounts.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 16 · SUGGESTED DATE: DECEMBER 16

TRUST

Holiday Tip of the Day

Post goal: Trust · Show the people and care behind your brand

READY-TO-POST CAPTION

Our holiday tip for you: [share one helpful tip from your expertise, e.g., "Wrap gifts as you buy them so the night before stays calm" or "Book your January appointment now while spots are open"].

Small things make the season feel lighter. Save this post for later, and send it to a friend who could use it!



Matching graphic in your Graphics folder:
Day16_Holiday-Tip-of-the-Day

HASHTAGS #HolidayTips #TipOfTheDay #HolidaySeason #SmallBusiness #SaveThisPost

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

I'm a [your profession or business type] and my customers are [audience]. Give me 5 genuinely helpful holiday-season tips related to my expertise that my audience would save and share. Write each tip as a short caption under 50 words with a soft call to action to [follow, book, or shop].

IMAGE IDEA

A clean text graphic of the tip, or a quick video of you demonstrating it.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 17 · SUGGESTED DATE: DECEMBER 17

SELL

Last Day to Ship

Post goal: Sell · Drive orders, bookings, and sales

READY-TO-POST CAPTION

TODAY is the last day to order for holiday delivery! Place your order by [time and time zone] and we'll get it out the door in time.

Missed it? No stress: [gift cards, local pickup, or digital products] are available until [date]. Shop now: [link]



Matching graphic in your Graphics folder:
Day17_Last-Day-to-Ship

HASHTAGS #LastDayToShip #LastMinuteGifts #HolidayShopping #ShopSmall #DontMissOut

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Write 3 "last day to ship" posts for [business name]: one for the morning, one for midday, and a final "hours left" post. Order deadline: [time and time zone]. Backup options: [gift cards, local pickup, etc.]. Keep each under 50 words, urgent but kind, with a link placeholder.

IMAGE IDEA

The Last Day to Ship graphic in the morning, then again as a story before the cutoff.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 18 · SUGGESTED DATE: DECEMBER 18

SELL

Gift Cards: The Gift That Always Fits

Post goal: Sell · Drive orders, bookings, and sales

READY-TO-POST CAPTION

Running out of time? Our gift cards are the gift that always fits! Available in any amount, delivered [instantly by email or in a pretty envelope], and good for [everything in the shop or any service].

Perfect for [teachers, coworkers, the hard-to-shop-for]. Grab one in seconds at [link].



Matching graphic in your Graphics folder:
Day18_The-Gift-That-Always-Fits

HASHTAGS #GiftCards #LastMinuteGifts #GiftIdeas #ShopLocal #HolidayGifts

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Write a last-minute gift card promotion for [business name]. Gift card details: [amounts, delivery method, what it can be used for, expiration if any]. Give me a social caption under 70 words, a story version under 20 words, and a short email paragraph.

IMAGE IDEA

Your gift card (printed or on a phone screen) tied with a ribbon.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 19 · SUGGESTED DATE: DECEMBER 19

ENGAGE

Holiday Playlist

Post goal: Engage · Spark comments, shares, and saves

READY-TO-POST CAPTION

We've had the holiday tunes going nonstop at [your business]! What's the one song you play on repeat this time of year?

Drop it in the comments and we'll build a [your business] community playlist from your picks. Bonus points for hidden gems!



Matching graphic in your Graphics folder:
Day19_Whats-on-Your-Holiday-Playlist

HASHTAGS #HolidayPlaylist #HolidayMusic #HolidayVibes #CommentBelow #CommunityLove

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Write an engaging holiday music post for [business name]. Our vibe is [describe brand vibe]. Ask followers to share their favorite seasonal songs and invite them to help build a community playlist. Keep it under 60 words. Then suggest 3 follow-up post ideas using their answers.

IMAGE IDEA

Your workspace or product with headphones or a speaker and warm lights in the background.

PRO TIP Only add music to your videos from your platform's licensed music library.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 20 · SUGGESTED DATE: DECEMBER 20

SELL

Still Time to Shop Local

Post goal: Sell · Drive orders, bookings, and sales

READY-TO-POST CAPTION

Shipping deadlines passed? You can still shop local! Visit us at [address] or order online for [same-day or next-day] pickup.

Our [store, studio, or office] is open [hours] through [date]. Supporting a small business has never been this easy, or this last-minute. See you soon! [link]



Matching graphic in your Graphics folder:
Day20_Still-Time-to-Shop-Local

HASHTAGS #ShopLocal #LastMinuteGifts #LocalPickup #SupportLocal #SmallBusiness

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Write a last-minute holiday post for [business name] promoting [local pickup, in-store shopping, or digital gifts]. Location and hours: [details]. Keep it under 70 words, upbeat, and focused on how easy and fast it is. Include a call to action with [link].

IMAGE IDEA

Your front door, pickup shelf, or a customer's hand holding your shopping bag.

PRO TIP Online-only business? Swap pickup for instant digital gifts, e-gift cards, or booking vouchers.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 21 · SUGGESTED DATE: DECEMBER 21

TRUST

Holiday FAQ

Post goal: Trust · Show the people and care behind your brand

READY-TO-POST CAPTION

Your top holiday questions, answered!

Can I still get my order in time? [answer]
Do you offer gift wrap? [answer]
What's your return or exchange policy for gifts? [answer]
Can I send a gift directly to someone else? [answer]

More questions? Send us a message. We're here to help!



Matching graphic in your Graphics folder:
Day21_Holiday-FAQ

HASHTAGS #HolidayFAQ #CustomerCare #SmallBusiness #HolidayShopping #HereToHelp

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Here are the questions customers ask [business name] most during the holidays: [list questions], and my answers: [answers]. Turn them into a friendly FAQ post under 120 words with clear one-line answers. Then create a shorter version I can pin to my profile or add to my website.

IMAGE IDEA

A carousel with one question per slide in your brand colors.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 22 · SUGGESTED DATE: DECEMBER 22

SELL

Our Gift to You

Post goal: Sell · Drive orders, bookings, and sales

READY-TO-POST CAPTION

You've made this season so special, so here's a little gift from us to you. Use code [CODE] for [15% off, free shipping, or a free add-on] on anything at [your business] through [date].

Treat someone you love, or treat yourself. You deserve it! Shop at [link]



Matching graphic in your Graphics folder:
Day22_Our-Gift-to-You

HASHTAGS #OurGiftToYou #ThankYou #HolidaySale #ShopSmall #TreatYourself

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Write a "thank you" discount post for [business name]. Offer: [details]. Code: [CODE]. Ends: [date]. Make it feel like a heartfelt gift, not a hard sell. Keep it under 70 words. Also give me 3 short story captions to remind people before the code expires.

IMAGE IDEA

The Our Gift to You graphic, or a wrapped box with a gift tag showing your code.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 23 · SUGGESTED DATE: DECEMBER 23

COMMUNITY

It Takes a Village

Post goal: Community · Celebrate, thank, and connect

READY-TO-POST CAPTION

No small business does it alone. A huge thank-you to [team members], our amazing partners [supplier, collaborator, or local business], and everyone who helped [your business] shine this year.

If you're still shopping, please show them some love too: [tag 2 or 3 local businesses or partners]. Community over competition, always.



Matching graphic in your Graphics folder:
Day23_It-Takes-a-Village

HASHTAGS #CommunityOverCompetition #ShopLocal #SmallBusinessCommunity #Grateful #SupportLocal

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Write a heartfelt thank-you post for [business name] that shouts out the people who helped us this year: [list names, roles, and one thing each did]. Keep it under 100 words, warm and specific, and invite followers to support the local businesses I tag.

IMAGE IDEA

A collage of partner photos (with permission) or a shot of your team raising mugs in a toast.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 24 · SUGGESTED DATE: DECEMBER 24

ENGAGE

Fill in the Blank

Post goal: Engage · Spark comments, shares, and saves

READY-TO-POST CAPTION

Fill in the blank: The best gift I ever received was _____.

We'll start: [your answer and why]. Sometimes the best gifts aren't the most expensive ones; they're the most thoughtful. Share yours below. We'd love to read them!



Matching graphic in your Graphics folder:
Day24_Fill-in-the-Blank

HASHTAGS #FillInTheBlank #HolidayMemories #BestGiftEver #CommentBelow #HolidaySeason

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Write 3 "fill in the blank" holiday posts for [business name] that my audience of [audience] would love to answer. Keep them positive and inclusive. For each one, write my own sample answer in a warm, personal voice.

IMAGE IDEA

The Fill in the Blank graphic, or a photo of a meaningful gift from your own life.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 25 · SUGGESTED DATE: DECEMBER 25

COMMUNITY

Happy Holidays

Post goal: Community · Celebrate, thank, and connect

READY-TO-POST CAPTION

However you celebrate, all of us at [your business] are wishing you a day full of warmth, rest, and the people (and pets!) you love most.

Thank you for making this season so special. Happy holidays!



Matching graphic in your Graphics folder:
Day25_Happy-Holidays

HASHTAGS #HappyHolidays #SeasonsGreetings #WarmWishes #HolidaySeason #ThankYou

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Write 3 short, inclusive holiday greetings (under 40 words each) from [business name] to my customers. Make them sincere, with no sales language. Styles: heartfelt, cheerful, and short and simple.

IMAGE IDEA

The Happy Holidays graphic, or a calm photo of your quiet shop or workspace.

PRO TIP Today isn't a sales day. Post your greeting and step away; let it be a gift.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 26 · SUGGESTED DATE: DECEMBER 26

COMMUNITY

Joyful Kwanzaa

Post goal: Community · Celebrate, thank, and connect

READY-TO-POST CAPTION

Wishing a joyful Kwanzaa to everyone celebrating, beginning today! One of Kwanzaa's seven principles, Ujamaa (cooperative economics), is all about building and supporting businesses together.

That's something we're grateful for every single day. Thank you for supporting [your business] and the small businesses in our community.



Matching graphic in your Graphics folder:
Day26_Joyful-Kwanzaa

HASHTAGS #HappyKwanzaa #Kwanzaa #Ujamaa #SupportBlackBusiness #CommunityLove

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Write a warm, respectful Kwanzaa greeting (under 60 words) from [business name] to customers who celebrate. Keep it sincere and community-focused rather than sales-focused, and make sure any reference to Kwanzaa's principles is accurate.

IMAGE IDEA

The Joyful Kwanzaa graphic, or a photo of your business out in your community.

PRO TIP Kwanzaa runs December 26 to January 1. If it doesn't fit your audience, use today for a simple "thank you for supporting local" post instead.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 27 · SUGGESTED DATE: DECEMBER 27

SELL

After-Holiday Sale

Post goal: Sell · Drive orders, bookings, and sales

READY-TO-POST CAPTION

The gifts are given, and now it's YOUR turn! Our after-holiday sale is on: [25% off sitewide or select items] through [date].

Use those gift cards, grab what you had your eye on, or stock up for the new year. Shop now at [link] before your favorites are gone.



Matching graphic in your Graphics folder:
Day27_After-Holiday-Sale

HASHTAGS #AfterHolidaySale #TreatYourself #ShopSmall #YearEndSale #SaleNow

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Write an after-holiday sale post for [business name]. Offer: [details]. Dates: [start and end]. Our best items for this sale: [products]. Make it feel like a treat-yourself moment. Give me a caption under 70 words, a story version, and an email subject line.

IMAGE IDEA

Your most-loved products arranged together with a simple "Sale" tag.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 28 · SUGGESTED DATE: DECEMBER 28

TRUST

Our Year in Review

Post goal: Trust · Show the people and care behind your brand

READY-TO-POST CAPTION

What a year! Here's a look back at [your business] this year:

[Milestone 1, e.g., 1,000 orders shipped]
[Milestone 2, e.g., launched our new product line]
[Milestone 3, e.g., our first pop-up market]

None of it happens without you. Thank you for growing with us. Which moment was your favorite?



Matching graphic in your Graphics folder:
Day28_Our-Year-in-Review

HASHTAGS #YearInReview #SmallBusinessJourney #Milestones #ThankYou #Grateful

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Help me write a year-in-review post for [business name]. Here are my highlights from this year: [list wins, numbers, launches, and lessons]. Pick the 3 to 5 most meaningful, write a warm caption under 120 words, and suggest a carousel layout with one highlight per slide.

IMAGE IDEA

A carousel or short video of your best photos from the year.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 29 · SUGGESTED DATE: DECEMBER 29

COMMUNITY

Thank You for This Year

Post goal: Community · Celebrate, thank, and connect

READY-TO-POST CAPTION

Thank you for [this year]! To every customer, client, follower, and friend of [your business]: you made this year possible.

Every order, booking, review, and share meant the world to us. We can't wait to show you what's coming next year. Here's to you!



Matching graphic in your Graphics folder:
Day29_Thank-You-for-2026

HASHTAGS #ThankYou #Grateful #SmallBusinessLove #EndOfYear #CustomerAppreciation

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Write a heartfelt end-of-year thank-you post from [business name] to our customers. Mention [one or two specific moments from the year] and tease what's coming next year: [hint]. Keep it under 80 words. Give me one version for social media and one for an email to my customer list.

IMAGE IDEA

The Thank You graphic (a dated and an evergreen version are included), or a handwritten thank-you card.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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DAY 30 · SUGGESTED DATE: DECEMBER 30

ENGAGE

Cheers to the New Year

Post goal: Engage · Spark comments, shares, and saves

READY-TO-POST CAPTION

The new year is almost here! At [your business], one of our big goals for next year is [your goal, e.g., launching our new collection].

Now it's your turn: what's ONE goal you're excited about for the year ahead? Share it below and let's cheer each other on!



Matching graphic in your Graphics folder:
Day30_Cheers-to-the-New-Year

HASHTAGS #NewYearGoals #HappyNewYear #FreshStart #SmallBusinessGoals #CheersToTheNewYear

AI PROMPT Copy and paste into ChatGPT, Claude, or Creator Studio, then fill in the brackets.

Write a New Year post for [business name] that shares our goal for next year: [goal], and invites followers to share theirs. Keep it hopeful and under 70 words. Then give me 3 content ideas for the first week of January that keep the conversation going.

IMAGE IDEA

A sparkle or confetti shot, or a flat-lay of a fresh planner next to your product.

MY VERSION / NOTES Printing this kit? Jot your details, offer, and posting time here.

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BONUS

5 Quick Holiday Email Subject Lines

Pair your posts with a short email to your customer list. These subject lines are friendly, clear, and easy to open. Swap in your own details and send.

1

Our holiday gift guide is here (and it's a good one)

Send with Day 2 or Day 8 to share your gift guide.

2

Psst... today is the last day to ship

Send the morning of Day 17. Short, clear, and urgent.

3

Still need a gift? This one always fits

Send with Day 18 to promote gift cards.

4

A little thank-you gift, just for you

Send with Day 22 along with your thank-you code.

5

Thank you for an amazing year, [First Name]

Send with Day 29. Personal and warm, no hard sell.

Tip: Want a matching email body? Paste this into your AI tool: *"Write a short, friendly holiday email (under 120 words) for [business name] with the subject line [subject line]. Include one clear call to action to [link]."*

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WANT MORE?

Let AI Do the Heavy Lifting All Year Long

If this kit made December easier, imagine having a simple system for every month. That's exactly what I built for small business owners like you.

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