September

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	SUN	MON	TUE	WED	THU	FRI	SAT
Halloween Key shopping period Starts: Aug 1 Peaks: Oct 4 Tapers off: Nov 1		30	31	1	2 Etsy's Labor Day and September Sales events	3	
Advent Key shopping period Starts: Sept 1 Peaks: Nov 15 Tapers off: Dec 18	5	6 Labor Day (US, CA)	7	8	9	10	11
Thanksgiving Key shopping period Starts: Sept 20 Peaks: Nov 2 Tapers off: Nov 27	12	13	14	15	16	17	18
Christmas Day Key shopping period Starts: Sept 14 Peaks: Nov 29 Tapers off: Jan 7					22		
	19	20			23	24	25
	26	27	28	29	30	1	2

TO-DOs:

Research holiday shipping rates and set your shipping deadlines TUpdate your profile, about page, and policies (Re)photograph items with holiday friendly merchandising Think about your inventory needs for Etsy's holiday sales season The subscribe to Etsy emails and keep an eye on your inbox for new sales and updates



THEMES

Back to school, autumn (Northern Hemisphere), sapphire birthstones, asters, and morning glories



October

Halloween **Key shopping period** Starts: Aug 1 Peaks: Oct 4 Tapers off: Nov 1

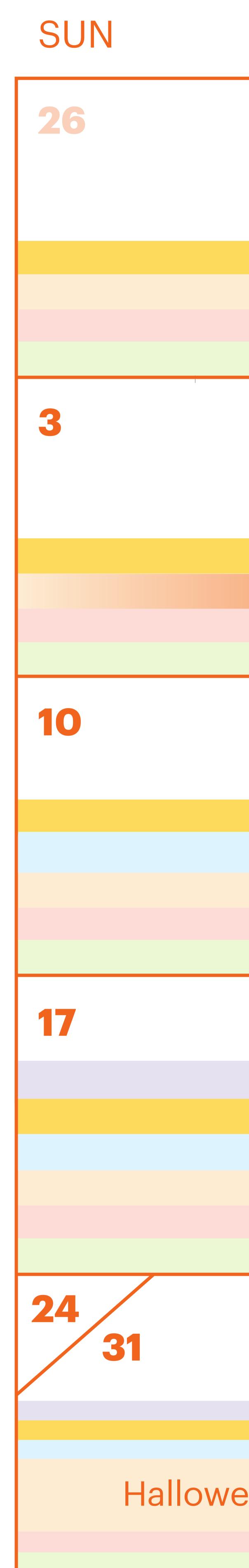
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Thanksgiving **Key shopping period** Starts: Sept 20 Peaks: Nov 2 Tapers off: Nov 27

Christmas Day Key shopping period Starts: Sept 14 Peaks: Nov 29 Tapers off: Jan 7

Hanukkah Key shopping period Starts: Oct 10 Peaks: Nov 20 Tapers off: Dec 10

Christmas Jumper Day (UK) Key shopping period Starts: Oct 15 Peaks: Dec 6 Tapers off: Dec 31



TO-DOs:

reate buzz by posting on social Gear up to cater to a wide range of gift recipients The second secon The subscribe to Etsy emails and keep an eye on your inbox for new sales and updates

	MON	TUE	WED	THU	FRI	SAT
	27	28	29	30	1	2
	4	5	6	7	8	9
	11 Thanksgiving (CA)	12	13	14	15	16
	18	19	20	21	22	23
	25	26	27	28	29	30
veen						
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THEMES

Pumpkins, Halloween, opal birthstones, marigold, and cosmos



November

Halloween **Key shopping period** Starts: Aug 1 Peaks: Oct 4 Tapers off: Nov 1

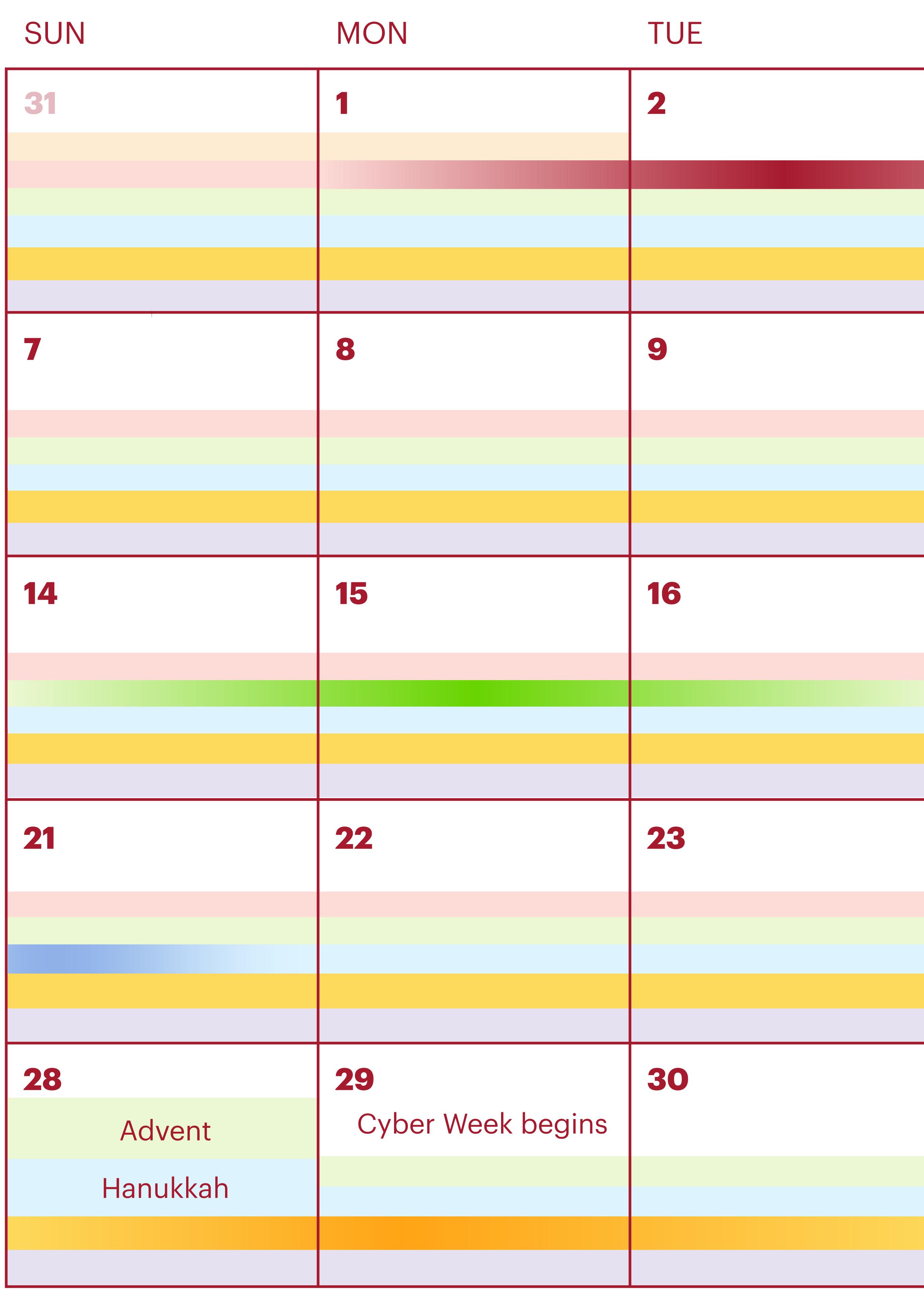
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Christmas Jumper Day (UK) Key shopping period Starts: Oct 15 Peaks: Dec 6 Tapers off: Dec 31



TO-DOs:

The set up a targeted offer campaign to reconnect with interested customers The stand out in search results with the help of Etsy Ads Find a way to add a special touch such as a handwritten note The Subscribe to Etsy emails and keep an eye on your inbox for new sales and updates

THEMES

Topaz birthstone, Thanksgiving Day Parade, chrysanthemums, and peonies

WED	THU	FRI	SAT
3	4 Diwali	5 Bonfire Night (UK)	6
10	11 Singles' Day	12	13
17	18	19	20
24	25 Thanksgiving (US)	26 Black Friday	27
1	2	3	4



December

SUN

Advent Key shopping period Starts: Sept 1 Peaks: Nov 15 Tapers off: Dec 18

Christmas Day Key shopping period Starts: Sept 14 Peaks: Nov 29 Tapers off: Jan 7

Hanukkah **Key shopping period** Starts: Oct 10 Peaks: Nov 20 Tapers off: Dec 10

Christmas Jumper Day (UK) **Key shopping period** Starts: Oct 15 Peaks: Dec 6 Tapers off: Dec 31

28
Hanukkah
5
26 Kwanzaa Boxing Da (UK, CA, A

TO-DOs:

Connect quickly with customers via Messages Townload the Sell on Etsy app so that you can respond to messages on the go The start to think about your post-holiday messaging and items The subscribe to Etsy emails and keep an eye on your inbox for new sales and updates

	MON	TUE
	29	30
	6	7
	St. Nicholas Day (Europe)	
	13	14
	20	21 Winter Solstice
	27	28
Y U)		

THEMES

Holiday lights, ice skating, blue topaz birthstone, poinsettias, and holly





SAT

	4
	11
	Christmas Jumper Day (UK)
	18
	25
tmas Eve	Christmas Day
Year's Eve	