ROBIN'S NEST | FREE CREATOR RESOURCE

Black Friday Creator Checklist

Get your content, affiliate storefronts and links holiday-ready.

BLACK FRIDAY: NOV 27 • CYBER MONDAY: NOV 30, 2026

01 STOREFRONTS + LINKS

- [ ] Review Amazon storefront and Idea Lists
- [ ] Create themed holiday gift collections
- [ ] Remove unavailable or outdated products
- [ ] Test product and affiliate links
- [ ] Organize pet, home, beauty and gift finds
- [ ] Check that affiliate disclosures are clear

02 CONTENT PREPARATION

- [ ] Publish at least one holiday gift guide
- [ ] Make five Pinterest Pins for your gift guides
- [ ] Update Pin titles with useful search keywords
- [ ] Film five short, authentic product videos
- [ ] Save extra photos and B-roll footage
- [ ] Draft captions without unconfirmed sale claims

03 KNOW YOUR NUMBERS

- [ ] Review products that earned commissions
- [ ] Track income from each affiliate platform
- [ ] Identify your best-performing content
- [ ] Choose top product categories to prioritize
- [ ] Organize a realistic posting calendar
- [ ] Set aside time to review your results

04 BLACK FRIDAY WEEK

- [ ] Confirm deals, prices and availability
- [ ] Update time-sensitive gift recommendations
- [ ] Share your most helpful holiday gift guides
- [ ] Post demos and gift inspiration
- [ ] Keep disclosures visible near affiliate links
- [ ] Save results and lessons for next year

MY TOP 3 PRIORITIES THIS WEEK

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Small steps add up.
Stay consistent,
not overwhelmed.