Artist Shops

YOUR 2026 HOLIDAY CHECKLIST

GET YOUR SHOP GIFT-READY

Make finding a great gift the easy part.

- ☐ **Check your product selection**
  Make your designs available on giftable favorites like Tees, Drinkware, Art Prints, and Blankets.

- ☐ **Refresh your homepage**
  Update your banner and featured sections to put your holiday picks front and center.

- ☐ **Create a holiday collection**
  Bring your gift recommendations together in one easy-to-shop collection.

- ☐ **Give your art the stocking-stuffer treatment**
  Add Stickers, Buttons, and Mini Art Prints for stocking stuffers and gift exchanges.

PREP FOR THE HOLIDAY RUSH

Get your settings and materials ready before things get busy.

- ☐ **Check your promotion settings**
  Opt into Managed Pricing and Promotions to participate in eligible Threadless-managed offers.

- ☐ **Enable managed marketing moments**
  Let Threadless help promote your shop with holiday emails to your subscribers.

- ☐ **Save or create your holiday calendar**
  Keep promotions, key shopping dates, shipping deadlines, and planned design drops in one place.

- ☐ **Build a content stash**
  Use Promo Tools to save product images and draft captions you can quickly update when each sale begins.

GIVE FANS A REASON TO SHOP

Turn your holiday plans into posts worth shopping for.

- ☐ **Share the story behind a design**
  Show an early sketch, explain the inspiration, or reveal a detail fans might have missed.

- ☐ **Show your art in gift form**
  Spotlight one design on a few products, or pair complementary items into a gift idea.

- ☐ **Let your audience weigh in**
  Try a “Which would you gift?” poll or ask followers which design is on their wish list.

- ☐ **Share timely shopping reminders**
  Post when offers go live, before they end, and as shipping deadlines approach.

VISIT CREATIVE RESOURCES FOR MORE HOLIDAY SELLING TIPS.