

CELEBRATION EDITION

**12-MONTH**  
**PRODUCT**  
*Selling Guide*



# 12-MONTH SELLING GUIDE

**Get ready to have the best sales** over the next 12 months with this stunning holiday sales guide. This guide is packed with secrets that I've learned over the last 7 years in the online space to help me build over 8 online business.

Do I say that to brag, NOPE. I tell you that right out of the gate so that you know I'm legit. I'm sure you found me online and thought this looked interesting so you signed up to get the guide that just may rock your e-commerce world.

I have learned a bigillion things about how holidays impact your sales numbers and make a huge impact on the bottom line (also known as profits), and I want to share it with you. Why? It makes me happy. I know the power of e-commerce (selling products online) and how it can change lives. It's changed my life drastically. It gave me the financial freedom that I've always dreamed of living. I even taught my 10 and 13-year-old girls how to build an online store, and they sold over \$100,000 in 9 months. They were in jr. high and elementary and they made this happen.

If you already have an online store, congrats. I'll be rooting for you and hope you'll implement the things I share below. I would love to know your



reaction and hear your success stories. Email me at [alison@becauseicanclan.com](mailto:alison@becauseicanclan.com)

If you are just getting started, I'll still be rooting for you to make your dream of owning an online store a reality. Do it. It just may give you the financial freedom you've been craving.

Want to know more? I've put my website on the bottom of every single page so you can find it easily. Hop on over and learn more. Follow me on Youtube: AlisonJPrince. Hope to see you around so I can celebrate your 'wins.'

Talk soon

*-Alison J Prince*

01  
JANUARY

# PRODUCT SELLING GUIDE

## Key Products

- Winter Blowout
- Christmas Blowout
- Valentines Products
- Greeting Cards
- Jewelry
- Red Products
- Small Toys for Kids
- Candy
- Candy Holders
- Valentines Decor
- Organizational
- Health Products
- Weight Loss
- Planners

**It's official.** December is over and customers have already begun dreaming of warmer weather, how to organize their lives, and a lot are already thinking of the upcoming Valentines Holiday. Most consumers have broken New Years Resolutions by the second week of the month so there is no reason to hold back from creating a great sales month. It's also a time when people are spending money on themselves because Santa never brought them what they really wanted. Feel free to hop in and sell them what they really wanted for a profitable month. January is also a magical sales month to clear out last year's products and bring in the new!

January has been a strong month for me year after year.



*You don't  
have to be great to  
start, but you do have  
to start to be great.*

# PRODUCT SELLING GUIDE

## Key Products

- Winter Blowout
- Easter Baskets
- Easter Decor
- Intro to Spring
- Spring Fashion
- St. Patrick's Day
- Green Items
- Leprechauns
- Rainbows
- Rain Gear

**The smell of spring** around the corner has customers chomping at the bit for warmer weather. A President's sale seems to be the trend in the e-commerce land and can breathe excitement into your shop. This is the last dash to get rid of the winter products. Clear out old inventory to make room for the Spring and Summer months ahead. Introducing Spring products, St. Patricks Day, and Easter is welcomed in this month.

February is one of the weakest sales months of the year.



*The big secret  
in life is that there is  
no big secret. Whatever  
your goal, you can get  
there if you're willing  
to work.*

**03**  
MARCH

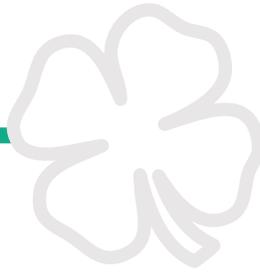
# PRODUCT SELLING GUIDE

## Key Products

- Easter Baskets
- Easter Toys
- Easter Decor
- Spring
- Spring Fashion
- Mother's Day
- Intro to Travel Products
- Craft Projects
- Cleaning Supplies
- Easter Outfits
- Gardening Items
- Swim Suits
- Earth Friendly Products
- Valentine's Blowout

**March is all about Easter.** Easter has consistently been the second largest holiday sales of the year. If Easter is in April, sales tend to be higher. If it's in March, sales have shown to be lower, heck I'm still trying to put Valentine's decor away. I always hope for Easter in April every year! This month is fabulous for spring fashion, gardening items and lay on the Easter products thick because people are buying.

March Sales are creeping back up!



***Don't fear failure.  
Fear being in the exact  
same place next year as  
you are today.***

**04**  
APRIL

# PRODUCT SELLING GUIDE

## Key Products

- Summer Fashion
- Mother's Day
- Travel Products
- Craft Projects
- Swim gear
- Wedding Gifts
- Graduation Gifts
- Summer Shoes
- St. Patrick's Day Blowout
- Graduation Gifts
- Wedding Gifts
- Home Decor
- First of the month.  
Cinco de Mayo
- Teacher Gifts

**April is finally here.** Fresh and new and starting to dream of summer. The countdown for kids getting out for summer break is happening. Mother's Day is right around the corner while home crafting and decorating for the home is in high gear.

April tends to be a bigger sales month.



*Work until  
**EVERY** day is  
**PAY** day!*

**05**  
MAY

# PRODUCT SELLING GUIDE

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## Key Products

- Spring Blowout
- Father's Day
- Summer Boredom Toys
- Summer Fashion
- Summer Shoes
- Swim gear
- Wedding Gifts
- Graduation Gifts
- Red, White, Blue
- Barbecue
- Summer Party
- Camping Gear
- Birthday Party Products

**May is about blowing out Spring** products and bringing in Summer with a celebration. The prep for summer begins. Outdoor parties, kids playing night games, swimming, travel plans, graduation, and if you are in the USA, RED WHITE AND BLUE are the staples of every home so don't miss the boat.

May sales are holding steady.



***Want more  
opportunities?  
Create them.***

06  
JUNE

# PRODUCT SELLING GUIDE

## Key Products

- Spring Blowout
- Summer Boredom Toys
- Summer Fashion
- Summer Shoes
- Red, White, Blue
- Barbecue
- Camping Gear
- Intro to back to School
- Learning games
- Family Reunion Swag

## Starting in June, sales will start to slow

**down.** This is perfect for time to plan for the Christmas holiday. You think I'm kidding, right? Nope. Get it done now so you can end the year with great strong sales.

June sales go down slightly.



*Never argue with stupid people, they will drag you down to their level and then beat you with experience.*

07  
JULY

# PRODUCT SELLING GUIDE

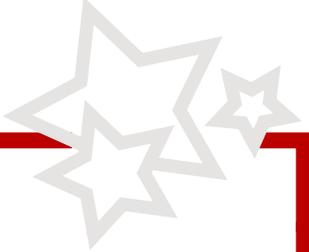
## Key Products

- Introduce Back to School
- Summer Blowout
- Christmas in July (25th)
- Swimsuit blow out
- Throw a cardigan on your models. Hit fall is coming.
- Intro Teacher Gifts
- Jewelry
- Blowout red/white/blue

## July is your first push for Christmas.

Yes, you heard that right. July 25th is the official Christmas in July kick off. We heavily plan this day around Christmas and it has always done well for us. Never amazes me at how well this does. Start introducing back to school.

July sales seem to match Junes sales and the spike on the 25th helps keep this month up and going.



***Don't look  
back, you're not  
going that way.***

08  
AUGUST

# PRODUCT SELLING GUIDE

## Key Products

- Summer blowout
- Halloween Intro
- Back to School
- Back to School Clothing
- Dorm Room Organization
- Boredom toys for kids
- Learning toys for kids
- Home Decor Intro
- Birthday Products
- Teacher Products

**Oh August, August.** This is the month to get creative with sales and really buckle down on working with influencers. August sales have consistently been the lowest month of the year. It doesn't need to get you down though if you prepare for it. Push back to school heavily. Clothing and organization products have done well in this month. Get rid of all your summer products and focus on growing your list and nailing down the holiday sales schedule.

August has been the slowest month of the year.



***There are two types of people in life, those who say I will do it and those who say I AM doing it.***

**09**  
SEPTEMBER

# PRODUCT SELLING GUIDE

## Key Products

- Home Decor
- Halloween Party
- Costumes
- Fall Clothing
- Home Decor
- Teacher Gifts
- Fall Decor
- Home entertaining
- Boots
- Intro to Christmas

## In September the sales start to pick up.

Kids are back in school so more shopping can be done. Home decor and home entertaining are strong this month. Labor day sales can inject cash into your pocket as you clear out all summer inventory. Keep focusing on 4th quarter, because it's coming up next!

September sales are looking up!



***Don't worry if people  
don't like you. Most  
people are struggling  
to like themselves.***

**10**  
OCTOBER

# PRODUCT SELLING GUIDE

## Key Products

- Halloween Decor
- Halloween
- Halloween Party Supplies
- Halloween Blowout
- Christmas
- Thanksgiving
- Home entertaining
- Fall Decor
- Winter Clothing
- Boots
- Gifting presents
- Kitchen products

**Welcome to 4th quarter.** Sales have always started to pick up pretty quick in October. The holidays are starting and the buying frenzy is about to begin. Your holiday products should be nailed down at this point so you can focus on the growth and sales. Realistically, I'm still frantically pulling things together until Dec. 15, but in my dream world it's all set out pretty and I set that as a goal each year.

Note: Don't sell Halloween after the 15th of the month because if it gets to your customer on November 1st, it won't be pretty.

October sales are gaining momentum!



***Success doesn't  
come from what you do  
occasionally. It comes from  
what you do consistently.***

**11**  
NOVEMBER

# PRODUCT SELLING GUIDE

## Key Products

- Halloween Blowout
- Fall Decor
- Thanksgiving
- Christmas
- and more Christmas
- Home entertaining
- Winter Clothing
- Gifting presents
- Kitchen products
- Santa
- Toys
- Baking supplies

**November is the strongest month** of the year. Plan your pre-cyber sales and get your customers pumped up about the holidays. 'Tis the season to sell, sell, sell and build your cash. You've earned it.

November is the strongest month and this makes me happy!



***Imagine how incredible you'd be one year from now if you stopped fantasizing about a better life and actively started building one.***

**12**  
DECEMBER

# PRODUCT SELLING GUIDE

## Key Products

- Christmas Gifts
- Neighbor Gifts
- Wrapping products
- Entertaining Products
- New Years Party Supplies
- Baking Supplies
- Organization
- Healthy products
- Winter blowout
- Christmas blowout

**Cyber weekend, Green Monday, and the 'Last day to get it before Christmas'** sales can push this month into the second highest month of the year. Happy Happy Happy. Know when your shipping deadline is and let your customers know. Sell organization and health stuff after the 25th.

December sales are fun to watch!



***The “perfect  
time to start”  
doesn’t exist.***

# OH YES... THERE IS MORE.

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**Yes, find more info.** Follow me on the other social platforms so I can help you get to that next level!

I'm excited to see you around!

*Alison J Prince*



 **YouTube:** Alison J Prince

 **Facebook:** Alison J Prince

 **Instagram:** Alison J Prince

**Free Master Class:** [0-100k.com](http://0-100k.com)

*Note: If you take these ideas, I can't guarantee you'll sell like a mad cat. I know that's obvious, but just want to make sure it's stated so everything is super clear and I can sleep tonight knowing I've just laid this all out. The 12-month Seasonal Selling Guide is a way to get you thinking about products you can sell online.*