

# Is Your Business Ready for #SmallBizSat?

Saturday, November 30 is Small Business Saturday 2019 - the 10th annual year we celebrate small business owners! Small Business Saturday is devoted to supporting small businesses and entrepreneurs by encouraging people to #ShopSmall. Founded by American Express in 2010, this day is celebrated each year on the Saturday after Thanksgiving.

**SMALL BUSINESS SATURDAY®**  
**NOVEMBER 30, 2019**



## Marketing Ideas and Resources for Small Business Saturday 2019

- Small Business Saturday Marketing for Online Entrepreneurs <http://www.thesalesassassin.com/sales-blog/small-business-saturday-marketing-for-online-entrepreneurs.html>
- Why Your Business Should Support Small Business Saturday <http://www.thesalesassassin.com/sales-blog/why-your-business-should-support-small-business-saturday.html>
- How to Promote Your #SmallBiz on Small Business Saturday <http://www.thesalesassassin.com/sales-blog/how-to-promote-your-smallbiz-on-small-business-saturday.html>

## Free #SmallBizSat checklists to get your business ready for Small Business Saturday 2019

- How to Market Your Online Business for Small Business Saturday <https://www.checkli.com/checklists/anthonycaliendo/how-to-market-your-online-business-for-small-business-saturday-1>
- How to Market Your Business for Small Business Saturday 2018 <https://www.checkli.com/checklists/anthonycaliendo/how-to-market-your-business-for-small-business-saturday-2018-1>
- 21 #SmallBiz Ideas to Promote Your Business on Small Business Saturday <https://www.checkli.com/checklists/anthonycaliendo/21-smallbiz-ideas-to-promote-your-business-on-small-business-saturday>

## Resources & Freebies from American Express

Shop Small® Studio from American Express [https://www.americanexpress.com/us/small-business/shop-small/studio?extlink=em\\_us\\_sbs2019\\_email\\_sbo\\_ssstory\\_vsbtn](https://www.americanexpress.com/us/small-business/shop-small/studio?extlink=em_us_sbs2019_email_sbo_ssstory_vsbbtn)

Created By Anthony Caliendo - <http://www.thesalesassassin.com/>