



★ SMALL BUSINESS SATURDAY® ★

NOV 24

HELP YOUR BUSINESS STAND OUT

Get ready to decorate your business — inside and out — for the big day!
Now that you've got Shop Small® marketing materials, check out some ways to help drive in even more foot traffic on Small Business Saturday®.



POSTER

Print and hang this poster in a prominent area to welcome shoppers and let people know they can Shop Small with you. Use the black-and-white version provided if you choose not to print in color.



EVENT FLYER

Give potential customers another reason to Shop Small with you on Nov 24. Plan an event, print this flyer, fill in the details, and hang it in familiar locations in your community. Be sure to place flyers in permitted areas only.



FEATURED ITEM SIGN

Have some fun decorating this sign with drawings and hand lettering to get shoppers excited about something special that you offer. Then place it in a window or other prominent location.



SAVE-THE-DATE CARDS

Get on your customers' calendars. Print, cut, and hand out these save-the-date cards at the register or in check presenters.



HERE'S A TIP: If you accept American Express® Cards, you can help attract more customers on Small Business Saturday and all year round by displaying signage on your storefront to show potential customers that you are ready for their business. Get your free signage and other supplies at americanexpress.com/signage.

**PRINT THESE MATERIALS AND GET YOUR COMMUNITY
READY TO #SHOPSMALL WITH YOU!**

