

The 10-point Black Friday affiliate checklist

The short version of the Black Friday Affiliate Playbook for Shopify Stores. Ten things, each with a date. Tick all ten and you go into the sale with partners already selling.

Nov 27

BLACK FRIDAY 2026

SEPTEMBER recruit

- ☐ **1 Lock your sale-period commission math** **BY SEP 15**
Decide what a Black Friday order pays an affiliate when a site-wide discount is also running, before the first partner asks.
- ☐ **2 Build a 50-name recruit list** **BY SEP 20**
Past customers who reorder, creators already tagging you, and the niche newsletters your buyers actually read.
- ☐ **3 Send the first outreach round** **BY SEP 30**
Creators plan their November content in October. Asks that land in November get whatever slots are left.

OCTOBER seed and test

- ☐ **4 Seed product to creators** **BY OCT 10**
Shipping plus filming plus editing is two to four weeks. Count backwards from Nov 27: early October is the cutoff.
- ☐ **5 Issue one discount code per affiliate** **AS THEY JOIN**
A shared code cannot be attributed and cannot be revoked for one person. One code per partner fixes both.
- ☐ **6 Place a test order through a partner link** **BY OCT 31**
Click the link, buy something small, confirm the commission appears. Find tracking gaps before traffic multiplies.

NOVEMBER sell and guard

- ☐ **7 Publish sale-period terms to partners** **BY NOV 1**
Sale dates, commission rates during the sale, the assets they can use, and the day everything reverts.
- ☐ **8 Turn on coupon-leak monitoring** **BY NOV 20**
Search your own codes on the big coupon sites weekly. A leaked code pays commission on traffic nobody sent.
- ☐ **9 Tell affiliates when they get paid** **BEFORE THE SALE**
January payout timing and the refund holdback, in writing. Surprises in January cost you the partner.
- ☐ **10 Book the December debrief** **BEFORE SALE WEEK**
Thirty minutes on the calendar now. Who sold, what leaked, which creators to keep for 2027, while it is fresh.

SALE WEEK, DAILY · 15 MINUTES

- ☐ Scan orders per partner, thank the early movers
- ☐ Run the leak-signals pass on every active code
- ☐ Answer partner questions same-day, terms frozen

NOTES

**2026
DATES****Nov
26**

Thanksgiving

**Nov
27**Black
Friday**Nov
30**Cyber
Monday**Jan**payouts land after the refund
window