PickSavvy Lab

The Holiday Content Kit for Creators & Small Shops

Nov 20 – Dec 31 · 2026 season · 13 pages



Free planning kit, Nov 20 – Dec 31. 30 short-video ideas, hook formulas, a day-by-day holiday calendar and fill-in templates. Use them with your phone, a free editor or any tool you already have.

1. 30 short-video ideas by niche
2. 12 hook formulas
3. Posting checklist + sizes
4. Holiday calendar Nov 20 – Dec 31
5. Product photo & mockup checklist
6. Explainer script template
7. Cartoon storyboard shot sheet
8. One-weekend batch plan

Free to use for your own content. Dates are for the 2026 season (US, UK, Canada, Australia). Check carrier shipping cut-offs and platform rules for your country. The "Tools we cover" page at the end has affiliate links, clearly marked. — PickSavvy Lab

START HERE

How to use this kit in 20 minutes

You don't need a new tool or a big plan. You need a short list of posts and a time to make them. Here's the fastest path through these pages.

1. Pick your 5 ideas (5 min)

Go to the 30 ideas on pages 3–4. Circle five that fit what you sell or make. If an idea is close but not quite right, change the product, keep the format.

2. Give each a hook (5 min)

Use the 12 formulas on page 5. Write two hooks per idea. The hook decides if anyone sees the rest, so it's worth the extra minute.

3. Put them on the calendar (5 min)

Pages 7–8 run day by day from Nov 20 to Dec 31. Drop your five ideas onto the days marked as key dates first, then fill the gaps.

4. Plan your batch (5 min)

Page 12 is a one-weekend plan. Block the time now. Making five videos in one sitting is far faster than five separate evenings.

Three rules that keep holiday content simple

- **One message per post.** "Gift for dog owners" is a post. "Gifts, shipping dates and our story" is three posts.
- **Show the thing in the first 2 seconds.** The product, the result, or the problem. Not your logo.
- **Be clear and honest.** Real prices, real dates, real stock. If something is a paid partnership or an affiliate link, say so on screen and in the caption.

What you need: a phone, natural light, a free editor and about 4 hours over one weekend. **Where:** vertical video works on YouTube Shorts, Reels and TikTok; pins and image posts reuse the same ideas. **How much:** 3–5 posts a week is plenty for a small shop.

Your quick plan (fill in)

My 5 ideas

My batch day + time

Posting days each week

SECTION 1

30 short-video ideas by niche

Each one works as a 15–30 second vertical video. Film it on your phone, or build it from photos, templates or AI scenes.

Handmade & Etsy-style shops

1. **"Packing an order with me"** — wrap, tag, seal, done. ASMR sound optional.
2. **Gift picks by person:** "for the friend who has everything", "for teachers".
3. **From sketch to finished piece** in 4 quick cuts.
4. **Personalised in 10 seconds:** show a name or date being added.
5. **"Order by" reminder** with your real shipping cut-off date.

Local businesses (cafés, salons, trades)

6. **Holiday hours** as a quick on-screen list over a shot of your door.
7. **Gift card in action:** the card, the treat or service it buys.
8. **Behind the counter at opening time** — 3 shots, 1 line of text.
9. **"3 things we're doing for the holidays"** (menu, decor, event).
10. **Meet the team** — one person, one favourite holiday item.

Product brands & online stores

11. **Problem → product → result** in 3 shots.
12. **Unboxing / "what's inside"** the gift set or bundle.
13. **"How to use it in 15 seconds"** demo with captions.
14. **Gift-ready check:** show the packaging, the note, the box.
15. **Answer one real customer question** on screen.

Make any idea fit your shop

- Swap the product, keep the format.
- Add one detail only you can show: your hands, your shop, your packaging.
- Put the key line on screen as text — many people watch with sound off.
- End with one clear next step: "Link in bio", "Order by Dec 15", "Visit us Saturday".

No camera time? Ideas 11–20 also work as slideshows from product photos or as simple animated explainers.

SECTION 1 · CONTINUED

Ideas 16–30

For coaches, digital sellers and channels. Same rule: one idea per video, the payoff shown early.

Coaches, consultants & course creators

16 **"One tip before the new year"** — a single useful step, on screen.

17 **Myth vs fact** about your topic, two cards.

18 **A 60-second explainer** of your offer: problem, how it works, who it's for.

19 **Your year in 5 lessons** — quick text slides.

20 **"Start here" video** for new followers, pinned to your profile.

Printables & digital products

21 **Flip-through** of the planner, template or ebook pages.

22 **Mockup reveal:** flat file → on a tablet, book or mug mockup.

23 **"Fill it in with me"** — a printable being used, sped up.

24 **Last-minute gift angle:** "instant download, no shipping".

25 **Before / after** — messy desk or plan vs organised.

YouTubers & faceless channels

26 **Holiday mini-story** — a 3-scene cartoon or animated short.

27 **Countdown series:** "Day 3 of 12" — same template, new tip.

28 **Ranking:** "Top 3 ___ of 2026" for your niche (your own picks).

29 **Behind the channel:** how you plan or make one video.

30 **Short from your long video:** best 20 seconds + "full video on the channel".

Score your ideas (pick the top 5)

Idea #	Easy to make?	Fits a key date?	Shows the product?
	1 2 3	1 2 3	1 2 3
	1 2 3	1 2 3	1 2 3
	1 2 3	1 2 3	1 2 3
	1 2 3	1 2 3	1 2 3
	1 2 3	1 2 3	1 2 3
	1 2 3	1 2 3	1 2 3

Highest totals go first in your batch session.

SECTION 2

12 hook formulas

The first 1–2 seconds, said out loud and shown as on-screen text. Fill in the blanks, then write two versions and keep the clearer one.

1. "Still looking for a gift for ____?"

Still looking for a gift for the coffee lover?

2. "____ in 15 seconds."

Gift-wrapping a bottle in 15 seconds.

3. "Stop doing ____. Do this instead."

Stop posting blurry product photos. Do this instead.

4. "3 ____ for ____ (the last one is my favourite)."

3 stocking fillers under $20 (the last one is my favourite).

5. "Here's what's inside ____."

Here's what's inside our winter gift box.

6. "If you ____, watch this."

If you run a small shop, watch this before Black Friday.

7. "Before vs after ____."

Before vs after: our shop page, holiday edition.

8. "The mistake everyone makes with ____."

The mistake everyone makes with holiday shipping dates.

9. "You asked: ____?"

You asked: can I still order for Christmas?

10. "POV: ____."

POV: you remembered the teacher gift on Dec 18.

11. "How we ____ (in 3 steps)."

How we pack 50 orders on a Saturday (in 3 steps).

12. "The easiest ____ you'll make this year."

The easiest holiday card you'll make this year.

Hook checks

- [ ] Under 10 words
- [ ] Says who it's for or what they get
- [ ] Matches what the video actually shows
- [ ] No promises you can't keep
- [ ] Readable on screen in 2 seconds
- [ ] Not hidden behind the app's buttons

SECTION 3

Posting checklist

Run through this before every post. It takes two minutes and catches most of the things that quietly cost views.

Before you film

- [ ] One idea, one message
- [ ] Hook written (page 5)
- [ ] Product clean, background tidy
- [ ] Light facing you or the product
- [ ] Phone lens wiped
- [ ] Shot list of 3–5 clips

Editing

- [ ] Payoff in the first 2 seconds
- [ ] Cut every pause
- [ ] Captions on, large and centred
- [ ] Text away from the bottom 20% and right edge
- [ ] Music quiet under speech
- [ ] Ends with one clear next step

Publishing

- [ ] Title / first line says what it is
- [ ] 3–5 relevant hashtags
- [ ] Link in bio or description works
- [ ] Paid or affiliate? Disclose it
- [ ] AI-made people or scenes? Use the platform's label
- [ ] Cover / thumbnail is readable

Sizes cheat sheet

Where	Shape	Pixels
Shorts, Reels, TikTok, Stories	9:16	1080 × 1920
Feed post (square)	1:1	1080 × 1080
Feed post (portrait)	4:5	1080 × 1350
Pinterest pin	2:3	1000 × 1500
YouTube video / thumbnail	16:9	1920 × 1080 / 1280 × 720

Platforms change specs from time to time — check the help page if an upload looks cropped.

After you post

- [ ] Reply to genuine comments in the first hour
- [ ] Pin the best comment or question
- [ ] Note the hook and the time you posted
- [ ] After 48 hours: did people watch past 3 seconds?
- [ ] Reuse the winner: new hook, same video
- [ ] Turn a good question into tomorrow's post

Track simple numbers: views, average watch time, link clicks. Compare your posts to each other, not to big accounts.

SECTION 4

Holiday calendar · Nov 20 – Dec 10

Shaded rows are key shopping dates. Idea numbers refer to pages 3–4. Post what you can; skip what doesn't fit your shop.

Date	Moment	Post idea
Fri Nov 20	Prep week	"Start here" or intro video (#20) — new people find you this month
Sat Nov 21	Gift guide	Gift picks by person (#2) — one person per video
Sun Nov 22	Batch day	Film your Black Friday week posts (page 12)
Mon Nov 23	Teaser	"Here's what's inside ___" (#12) or a mockup reveal (#22)
Tue Nov 24	Helpful	Answer one customer question (#15)
Wed Nov 25	Behind the scenes	Packing an order with me (#1)
Thu Nov 26	Thanksgiving (US)	Thank-you post: customers, team, community. Low-key, no hard sell
Fri Nov 27	Black Friday	Your real offer, if you have one — or "3 gifts we're proud of" (#2)
Sat Nov 28	Small Business Saturday (US)	Meet the team (#10) or behind the counter (#8)
Sun Nov 29	Recap	Before / after (#25) or your most-asked question
Mon Nov 30	Cyber Monday	Online-friendly: digital products (#24) or "how to order" demo (#13)
Tue Dec 1	Giving Tuesday	A cause you support, or a "gift for a helper" idea
Wed Dec 2	Countdown	Start a "12 days" series (#27)
Thu Dec 3	How-to	"How to use it in 15 seconds" (#13)
Fri Dec 4	Hanukkah begins (evening)	Inclusive "holiday gifts" angle, or a quick greeting
Sat Dec 5	Small Business Saturday (UK)	Your shop story in 3 shots (#8)
Sun Dec 6	Batch day	Film the next 7 days of posts
Mon Dec 7	Gift guide	Gift picks by budget: under $20 / $50 (your own prices)
Tue Dec 8	Personal	Personalised in 10 seconds (#4)
Wed Dec 9	Myth vs fact	Myth vs fact about your product or topic (#17)
Thu Dec 10	Shipping	"Order by" reminder with your carrier's real cut-off (#5)

SECTION 4 · CONTINUED

Holiday calendar · Dec 11 – Dec 31

From mid-December the angle shifts from "what to buy" to "can it still arrive?" and then to "last-minute and digital". Australia: it's summer — swap snow for sunshine.

Date	Moment	Post idea
Fri Dec 11	Gift-ready	Gift-ready check: box, note, wrapping (#14)
Sat Dec 12	Local	"3 things we're doing for the holidays" (#9)
Sun Dec 13	Batch day	Film last-minute and post-Christmas posts
Mon Dec 14	Green Monday	Problem → product → result (#11)
Tue Dec 15	Shipping	Shipping cut-off reminder #2 — dates as your carrier lists them
Wed Dec 16	Story	Holiday mini-story or cartoon (#26)
Thu Dec 17	Gift card	Gift card in action (#7)
Fri Dec 18	Last-minute	POV hook: "you remembered the gift today" (page 5, #10)
Sat Dec 19	Last Saturday before Christmas	Holiday hours (#6) + "still time to visit"
Sun Dec 20	Digital	Instant download / e-gift angle (#24)
Mon Dec 21	Lessons	Your year in 5 lessons (#19)
Tue Dec 22	Behind the scenes	The last orders going out (#1)
Thu Dec 24	Christmas Eve	Short thank-you or greeting. Schedule it the day before
Fri Dec 25	Christmas Day	Rest. A scheduled greeting at most
Sat Dec 26	Boxing Day (UK, CA, AU) · Kwanzaa begins	If you have a real sale, announce it clearly; otherwise "what to do with your gift card"
Sun Dec 27	Unboxing	"What's inside" re-run or customer photos (with permission)
Mon Dec 28	How-to	"How to use it" for new owners (#13)
Tue Dec 29	Ranking	"Top 3 ___ of 2026" (#28)
Wed Dec 30	Plan	"One tip before the new year" (#16)
Thu Dec 31	New Year's Eve	Thank-you + what's coming in January

Dec 23 is left free on purpose: a buffer day for catching up. Always check your own country's carrier and holiday dates.

SECTION 5

Product photo & mockup checklist

Good product images do double duty: shop listings, pins, thumbnails and the first frame of your videos.

Phone photo setup

- [ ] Window light from the side, no overhead lamp
- [ ] Plain background: white card, wood or linen
- [ ] A white card opposite the window to soften shadows
- [ ] Phone at product height, not looking down
- [ ] Tap to focus, then lower exposure a little
- [ ] No digital zoom — move closer instead

The 6-shot set for every product

- [ ] Front, straight on
- [ ] 45° angle
- [ ] Detail / texture close-up
- [ ] In use (hands, or in place)
- [ ] Scale (next to a mug, phone or hand)
- [ ] Gift-ready: packaging, ribbon, card

Mockups (for digital or print products)

- [ ] Flat design exported at full size first
- [ ] Mockup matches the real product (book, mug, tablet...)
- [ ] Light and shadows look consistent
- [ ] Text on the design still readable at phone size
- [ ] You have the right to use the mockup template commercially
- [ ] Shown as "preview" if the item isn't physical

Export & use

Use	Format
Photos for shop and social	JPG, high quality
Transparent cut-outs, logos	PNG
Websites (smaller files)	WebP
Printables, flyers	PDF

- [ ] Name files clearly: product-angle-color.jpg
- [ ] Keep a "holiday 2026" folder for reuse

Holiday props that don't date your photos

Pine sprigs, kraft paper, twine, a single candle, warm fairy lights out of focus. Keep one shot of each product without props, so the same image works again in January.

SECTION 6

Explainer script template

For a 30–60 second video that explains your product, service or offer. About 2.5 spoken words per second: 60 seconds ≈ 150 words.

Part	Time	Fill in	Example (a candle shop)
1. Hook	0–3 s	Name the problem or the moment.	*"Need a gift that isn't another mug?"*
2. Problem	3–10 s	Why it's annoying, in their words.	*"You want something personal, but there's no time to shop around."*
3. What it is	10–20 s	Your product in one plain sentence.	*"Hand-poured soy candles in six winter scents, boxed and ready to give."*
4. How it works	20–40 s	3 steps or 3 features. Keep each one short.	*"Pick a scent. Add a name to the label. We ship it gift-wrapped."*
5. Proof	40–50 s	One true detail: a material, a number, a real review you have permission to share.	*"Each candle burns for about 40 hours." (only if you've measured it)*
6. Next step	50–60 s	One action, with a real date if it matters.	*"Order by Dec 15 for delivery before Christmas — link below."*

Scene tips

One scene per part. Show the product in parts 3 and 4. Put the key word of each line on screen.

No voice? Fine

Use on-screen text plus music. Keep each text card to 7 words or fewer and on screen for 2+ seconds.

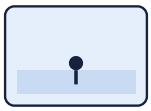
Read it aloud

If a line feels awkward to say, it'll feel awkward to hear. Cut it or make it shorter.

SECTION 7

Cartoon & storyboard shot cheat sheet

Whether you draw stick figures, animate, or use AI scenes, these shots tell a story clearly. Use 4–6 per short video.



Wide / establishing
Where are we? Show the whole place first.



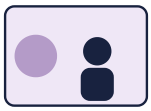
Medium
Character from the waist up. Best for talking and gestures.



Close-up
A face and a feeling. Use for the reaction moment.



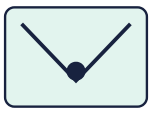
Insert / detail
The product, the screen, the note. Tells viewers what matters.



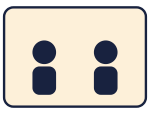
Over-the-shoulder
One character looks at another. Great for dialogue.



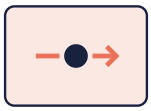
Low angle
Camera looks up: the character feels big or confident.



High angle
Camera looks down: small, lost, or overwhelmed.



Two-shot
Two characters in frame. Shows the relationship.



Push-in / zoom
Slowly move closer to build focus or a reveal.



Before / after cut
Same framing, changed result. Instantly clear.

A 6-panel holiday story

1. Wide: the setting (shop, home, snowy street)
2. Medium: the character and the problem
3. Close-up: the "uh-oh" reaction
4. Insert: the solution (your product or tip)
5. Two-shot: the gift or the help
6. Close-up: the happy ending + your end card

Keep characters consistent

- [ ] Same outfit and colours in every scene
- [ ] One "model sheet": front, side, 3 expressions
- [ ] Name your characters and reuse them
- [ ] Label AI-generated scenes where the platform asks

SECTION 8

One-weekend batch plan

Make a week or two of posts in about four hours. Splitting the work by task (all scripts, then all filming) is what saves the time.

Block	Time	What you do	Done when
Sat · Plan	45 min	Pick 5–8 ideas (pages 3–4), write two hooks each (page 5), place them on the calendar (pages 7–8).	A numbered list with dates
Sat · Script	45 min	Write every script or text card in one document. Use the template on page 10 for anything over 20 seconds.	Every video has words
Sat · Prep	30 min	Shot list per video; set up light and background once; clean the products; charge the phone.	One set, ready to film
Sun · Film	60 min	Film all videos on the same set. Take the 6-shot photo set (page 9) for each product while you're there.	All clips in one folder
Sun · Edit	60 min	One template in your editor: same font, caption style and end card. Swap clips and text per video.	All videos exported
Sun · Schedule	20 min	Write captions, add disclosures where needed, schedule on each platform. Run the checklist (page 6).	Everything has a date

Folder setup

holiday-2026 / 01-scripts · 02-raw-clips · 03-photos · 04-exports · 05-captions. Name exports with the post date first: 2026-11-27_gift-picks.mp4

If you only have one hour

Make three videos from the same set: a gift pick (#2), a "how to use it" (#13) and an "order by" reminder (#5). Same light, three hooks.

My batch weekend

Dates _____

Videos planned _____

Posting starts _____

OPTIONAL

Tools we cover

Everything in this kit works with free tools and a phone. If you'd rather speed up one part, these are the paid tools we review. Descriptions are based on each vendor's sales page; check the current price and terms before you buy.

Affiliate disclosure: the links on this page go to our review pages, which contain affiliate links. If you buy through them, PickSavvy Lab may earn a commission at no extra cost to you. We don't promise results or income from any tool.

Explaindio 5 AI

Animated explainer and whiteboard videos from templates. Pairs with the script template on page 10.

Read our review page →

ClickDesigns X

Browser design editor with 3D product mockups and templates. Pairs with the mockup checklist on page 9.

Read our review page →

AIDirectors Premium

AI app for UGC-style product videos: scripts, AI presenters, storyboard and export. Pairs with ideas 11–15.

Read our review page →

RocketToons Commercial

AI cartoon studio with a storyboard-first workflow and a reusable cast. Pairs with the shot sheet on page 11.

Read our review page →

Before you buy any content tool

- [ ] Is it one-time or monthly? Check at checkout
- [ ] Is there a commercial license?
- [ ] What's the refund policy?
- [ ] Are there credit or export limits?
- [ ] Do you actually need it this month?
- [ ] Could a free tool do 80% of the job?

What happens next

You'll get a few short emails from PickSavvy Lab over the next two weeks: one tip each, plus honest notes on the tools above (with affiliate links, always marked). Every email has an unsubscribe link at the bottom — one click and you're off the list.

All tools and reviews: PickSavvy Lab links hub · Disclosure and privacy: #disclosure · #privacy