REPAIR MEANS BUSINESS · SMALL BUSINESS SATURDAY · NOV 28, 2026

THE 10-DAY CHECKLIST FOR TECH REPAIR SHOPS

Protect your labor rate. Before you run any promotion, answer three questions: Do I know what the ticket earns after the discount? Have I set a limit? Can I finish every job well?

GET FOUND Days 10 to 8 · Nov 18 to 20

Outcome: *customers can find your correct hours, services, contact details, and offer.*

- [ ] Google Business Profile: confirm regular and holiday hours, phone, website, services, working contact links, and recent photos. Post a Small Business Saturday update or offer.
- [ ] Confirm your WhereToRepair listing is accurate.
- [ ] Download the official free materials (American Express Shop Small, SBA). No registration needed.
- [ ] If you accept Amex: check your Shop Small Map listing. Changes take 2 to 3 business days.
- [ ] Choose one or two offers and set a limit for each (appointment, time slot, per customer, or daily cap).
- [ ] Contact two or three neighboring businesses.
- [ ] Invite a local elected official to stop by.

GET READY Days 7 to 4 · Nov 21 to 24

Outcome: *your offer, staffing, parts, signage, and tracking are in place.*

- [ ] Stock parts for your top repairs.
- [ ] Plan staffing: one greets, one repairs.
- [ ] Make counter signage: the offer, the limit, your normal prices.
- [ ] Set up a tally sheet at the counter.
- [ ] Write your four social posts.

GET THE WORD OUT Days 3 to 1 · Nov 25 to 27

Outcome: *past customers and neighbors know what you are doing Saturday.*

- [ ] Email or text past customers who gave permission.
- [ ] Post on Google Business Profile, Facebook, Instagram, and local community groups.
- [ ] Brief the team on the offer, the limit, and the counter script.
- [ ] Set your review ask: the moment and the words. Honest reviews only, nothing in exchange.
- [ ] Be ready for Black Friday trade-in questions.

DELIVER Saturday, Nov 28

Outcome: *customers have a good experience, and you capture the results.*

- [ ] Greet everyone and explain the offer.
- [ ] Keep the tally. Log every contact who opts in.
- [ ] Ask for reviews at the moment you chose.
- [ ] Take real photos, with permission. Post one with #LocalRepairLocalImpact and tag the TCA.
- [ ] Host any visiting official at the bench.

FOLLOW UP Nov 29 to Dec 5

Outcome: *conversations turn into booked work, and you know your numbers.*

- [ ] Follow up with the contacts you logged. Answer every review.
- [ ] Add up the tally: new customers, completed repairs, future bookings, and gross profit. Compare with a typical Saturday.
- [ ] Send your story to the TCA.

Our offer and limit: _____

Our review ask: _____

Who we invited: _____

Share your story: techcareassociation.org/about-tca/contact-us/ · #LocalRepairLocalImpact

Shop name, location, how many people you employ, and one example. We ask permission before publishing. The TCA is not a sponsor or partner of Small Business Saturday, and #LocalRepairLocalImpact is the TCA's own campaign.