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The Mega Sale Countdown

1 AI A Day · Day 28 · @jjwong.ai

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The four-week checklist, the planning prompt, and the campaign-week freeze rules. Works for 11.11, 12.12, payday sales, or any double-date campaign.

The idea

A mega sale is won three weeks before it starts. By the day itself, the only thing left to decide is how fast you can pack.

Most sellers prepare in the last week — so every mistake goes live at the exact moment the most people are looking.

First: find your real deadline

Campaign registration usually closes well before the campaign date, and each platform sets its own. Check each seller centre's campaign page for:

- the registration deadline
- which SKUs and prices are eligible
- any price or stock locks after registration

Work back from the **earliest** of those dates, not from the campaign date. If registration closes before your "4 weeks out" date, start earlier.

The planning prompt

> Here is my SKU list with: stock on hand, supplier lead time (days), average units sold per day normally, and units sold on the last campaign day (if any).
>
> The campaign date is [date]. Registration closes on [date].
> Today is [date].
>
> 1. Build a week-by-week prep plan from today to the campaign, using the countdown: SKU selection → listing refresh → vouchers and price floors → chat scripts and packing plan → freeze.
> 2. Ask me what sales uplift to plan for on campaign day. Don't assume one.
> 3. Once I give it, flag any SKU where stock won't last the campaign given its lead time — and the latest date I can reorder.
> 4. List the five buyer questions I should prepare chat replies for, based on the products.
>
> Use only the numbers I give you.

"Ask me for one" matters. The uplift comes from your own campaign history — the model doesn't know your shop.

The four-week checklist

4 weeks out — SKU selection and stock

- Pick campaign SKUs: proven sellers first, not the items you want to clear
- Check stock cover for each (Day 13 stock sheet) against your planned uplift
- Place reorders now if lead time needs it — and check the cash (Day 29)
- Note each platform's registration deadline in your calendar
- Register SKUs if registration is open

3 weeks out — listings

- Refresh titles (Day 1), descriptions (Day 2), main images
- Variant check (Day 5): every colour and size in stock, right images
- Update the master sheet first, then upload (Day 26)

- Refresh FAQ/chat answers for these SKUs (Day 4)

2 weeks out — price and vouchers

- Set a **price floor per SKU** — lowest price after every discount that still makes money (Day 12 margin sheet, fees calculator)
- Set up vouchers; check the stacked worst case (your voucher + platform voucher + bundle) stays above the floor
- Bundles for the campaign (Day 25) — margin-checked
- Ads plan: which SKUs, what daily budget, when to switch on

1 week out — people and packing

- Chat scripts for the five questions from the prompt — human-approved
- Packing plan: materials ordered, packing station set, labels printing tested
- Staff rota for campaign day and the 3 days after
- Courier pickup: confirm capacity and times for the peak
- Final check of every campaign listing on a phone

48 hours out — freeze

- Final stock count, stock buffers raised (Day 26)
- One last check of prices and vouchers — then **stop editing**

Campaign-week freeze rules

1. **No listing edits in the last 48 hours.** Titles, prices, variants, images — all locked. A slipped decimal on a normal Tuesday costs a few orders. The same slip on campaign night sells hundreds of units at a loss before anyone notices.
2. **One exception: stock.** If a SKU is about to oversell, set its stock to 0. Nothing else.
3. **One person can change anything, and only after a second person checks.** Write down who.
4. **Morning scan, every day of campaign week:** price band still where you set it, stock still matching, vouchers still live.
5. **Chat replies are drafted, not auto-sent.** Use the prepared scripts; a human sends.
6. **Pack and ship is the job.** If you're tempted to "quickly improve" a listing during the campaign, go and pack instead.

The day-after review

Within a week, while you still remember. Fill it in, save it, open it before the next campaign.

QUESTION	ANSWER
Top 5 SKUs by units	
SKUs that ran out — when?	
Actual uplift vs what you planned	
Voucher/discount cost vs extra profit	
What broke (packing, courier, chat, listings)?	
One thing to start earlier next time	

The review is what makes 12.12 easier than 11.11. Next time, the uplift you plan for is a number from this table — not a guess.

Questions? Email hello@jjwong.ai — I read them all. More at @jjwong.ai — one AI play for SEA sellers, daily.