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THE COMPLETE FREE WORKBOOK

Seasonal posts. Honest results.

Four finished posts. Check the price and the comparison.

Make the next step clear.

A complete counter sign / Price, stock and refund corrections / Ten worked answers

EDITION 2.0 / SEPTEMBER 2026

A practical workbook, not a promise of results.

Inside the workbook

Run a complete fictional seasonal-selection exercise with four ready-to-adapt posts, a counter sign, price-error recovery, stock and refund reconciliation, and an opening-hours-adjusted results report. A useful free workbook with ten checked answers.

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How to use this workbook

Edition 2.0. Reviewed September 18, 2026. Build a complete seasonal selection campaign with four finished posts, a correction procedure and a results worksheet that accounts for opening hours.

This is a complete free workbook. Bramble Lane Hardware and every record are fictional; no campaign, AI execution or sale occurred. "Seasonal" describes this shop's chosen display theme, not a weather prediction or universal customer need. Nothing here provides hazardous DIY, electrical, chemical, food-storage or product-safety instructions.

1. Choose a theme that the evidence can support

Bramble Lane's October 23-24 selection, "Sort the small things," contains three ordinary-price products, sold individually without a purchase minimum, discount or workshop.

The complete source packet

Record	Supplied fact	Limit
F1	Friday October 23 and Saturday October 24	09:00-16:00 each day; America/New_York
F2	S1 storage tote: \$18 each	Twelve available at opening Friday
F3	S2 paper label pack: \$3 each	Twenty available at opening Friday
F4	S3 cotton storage bag: \$6 each	Fifteen available at opening Friday
F5	Counter display; products sold separately	Shop collection only; no delivery
F6	Current ordinary prices approved October 19	No previous-price or competitor record supplied
F7	Owner has verified shop address in normal contact details	Do not generate a new address

Prices are the complete customer charges for this fictional exercise; no extra charge is modeled. Before adaptation, the real owner must establish the appropriate price and tax presentation. No weatherproofing, load capacity, dimensions or suitability for food or chemicals is supplied. Staff must use verified product information for those questions rather than extrapolate from a name.

The original suggested headline "Save 25% on winter essentials" fails twice: there is no comparison-price evidence, and this packet does not establish that these products are essential for winter. The approved replacement is "Sort the small things: three ordinary-price choices." Promotion means drawing attention to a selection, not necessarily reducing a price.

Claim worksheet: wording; source; product; missing fact; reviewer; recheck. "Tote \$18" cites F2/F6. "Waterproof" is unsupported. Opening-stock claims require a physical check before publication.

2. Assemble four posts and one counter sign

Assets are supplied as facts, not actual images. A1 is an owner-created photograph showing only S1-S3 on an empty display table, without people, receipts or other products. A2 is an original three-row price board. A3 is an original text card reading "Choose separately. Ask about current stock." The owner approves all three for its Instagram, Facebook and printed counter sign. A4 is a supplier photograph downloaded without reuse terms; A5 shows a recognizable customer without permission. Exclude A4 and A5.

These four drafts announce, explain, open and close. Review precedes publication; nothing posts automatically.

P1, Monday October 19 / A1: "Sort the small things at Bramble Lane Hardware. On October 23-24, view our counter selection: S1 storage tote \$18, S2 paper label pack \$3 and S3 cotton storage bag \$6. Each is sold separately at its ordinary current price; this is not a discount sale. Open 09:00-16:00 both days, America/New_York. Shop collection only. Ask the counter about product details and current availability before deciding."

P2, Wednesday October 21 / A2: "One item or several: there is no bundle requirement in our October 23-24 selection. The S1 tote is \$18, S2 label pack \$3 and S3 cotton bag \$6. Check dimensions and intended-use information with staff rather than assuming a product will suit your task. Bramble Lane Hardware's counter display is open 09:00-16:00 both days, America/New_York. These are ordinary prices, with no delivery included."

P3, Friday October 23 at 09:00 / A1: "Our Sort the small things display opens today. The checked opening allocation is twelve S1 totes at \$18 each, twenty S2 label packs at \$3 each and fifteen S3 cotton bags at \$6 each. Items are sold separately, at ordinary prices, for shop collection. These counts are dated October 23 at 09:00, America/New_York, not a reservation. Ask Bramble Lane Hardware for current availability; today's hours are 09:00-16:00."

P4, Saturday October 24 at 09:00 / A3: "Today is the final day of Bramble Lane Hardware's Sort the small things display, 09:00-16:00, America/New_York. S1 tote \$18, S2 paper label pack \$3, S3 cotton storage bag \$6: choose separately at ordinary prices. Please ask for today's checked stock before making a trip. The display ending does not mean these prices increase tomorrow. Shop collection only; no delivery or product-performance promise is included."

Complete counter sign

SORT THE SMALL THINGS. October 23-24, 2026, 09:00-16:00, America/New_York. S1 storage tote \$18 each. S2 paper label pack \$3 each. S3 cotton storage bag \$6 each. Products sold separately at ordinary current prices. Please ask staff for product information and current availability. Shop collection only. Bramble Lane Hardware.

Suggested A1 image description: "A storage tote, paper label pack and cotton storage bag on an empty display table." Inspect the actual exported image first; do not add colors or dimensions absent from it. Put all essential price and date information in ordinary caption text as well as the price-board image. A decorative accent need not repeat the entire caption as its description.

3. Catch the price error before customers rely on it

The approval record is V1, owner-approved October 22 at 16:00. It contains the prices above. At 08:50 Friday, the coordinator finds that an older exported price board says S1 is \$15. It has not been posted or printed. The correct choice is to hold that export, replace \$15 with the approved \$18, and have a second person compare the corrected image and caption against V1.

The \$15 was an error, not an authorized price. A correct caption cannot rescue an incorrect image. Mark the rejected export unusable so a later scheduler cannot resurrect it.

Complete internal hold message

Hold export A2-old. It shows the S1 tote at \$15, but owner-approved V1 and F2/F6 specify \$18. No publication or printing has occurred in this exercise. Replace the price, compare every row with V1, and return the corrected export for approval. Keep P3 on hold until the opening stock check is recorded. Do not change the live price or create a discount to match the mistaken image.

Independent published-error recovery

Separate failure drill: suppose the incorrect image was published. Pause queued copies, record its locations and notify the owner. Use the shop's approved process for anyone who relied on it; do not invent a refund or price-honoring policy.

Complete correction draft: "Correction to our earlier price image: the S1 storage tote's approved price is \$18, not the \$15 shown in that image. We have replaced the incorrect image. Please contact Bramble Lane Hardware privately through our usual channel if you relied on it so the owner can review your situation. S2 label packs remain \$3 and S3 cotton bags \$6. We are sorry for the confusion."

A drafted correction is not complete. Record account, versions, publication result and checker. Review customer cases privately through the shop's controlled process.

4. Reconcile stock without equating units with shoppers

This is the complete product movement ledger. All sales are handed over, and refunds complete. There are no stock deliveries, transfers or other movements. The returned tote is held for inspection, not approved for resale.

Event	Product	Movement	Money
M1	S1	7 sold	\$126 received
M2	S2	12 sold	\$36 received
M3	S3	9 sold	\$54 received
M4	S1	1 returned to hold	\$18 refunded
M4	S1	Exact duplicate row	Exclude once

Five rows contain four unique events. Sales total 28 units and \$216. The completed refund reduces receipts to \$198. Ending available stock is five totes, eight label packs and six bags: nineteen sellable units. One additional tote is physically present on hold, so total physical units are twenty. Starting 47 minus 28 sold plus one returned reconciles to twenty.

Twenty-seven units remain with buyers. This is not twenty-seven shoppers: the product ledger has no customer identities or basket grouping. Do not manufacture a customer count from units, and do not count duplicate M4 as a second refund or return.

The packet supplies goods costs of \$9 per tote, \$1 per label pack and \$2.50 per bag. Issued goods cost is $7 \times \$9 + 12 \times \$1 + 9 \times \$2.50 = \$97.50$. This comparison assigns no recovery value to the held return. Preparation is one hour at \$20 and printing is \$8; processing fees are explicitly zero in this paper fixture. $\$198 - \$97.50 - \$20 - \$8 = \$72.50$ specified remainder. It excludes store staffing, rent, taxes and other overhead; it is not accounting profit.

Reusable close record: product ID; opening available; sales; returns; held quantity; closing available; duplicate-event decision; receipts; refunds; cost assumptions; count reviewer; exceptions. Stop if an unexplained difference remains rather than forcing a balancing entry.

5. Report the seasonal result honestly

The receipt counter covers the entire shop, not only S1-S3. Each receipt is a transaction, not necessarily a different person. These figures are separate from the product movement ledger and must not be added to it.

Period	Open hours	Distinct receipts	Receipt source
October 16-17	5 + 5 = 10	14 + 16 = 30	Final unique receipt count
October 23-24	7 + 7 = 14	20 + 22 = 42	Final unique receipt count

Raw transactions increased by twelve: $(42 - 30) / 30 = 40\%$. Open hours also increased 40%. Both periods have three receipts per open hour, so the hours-normalized rate changed by 0%. No visitor counts, comparable weather, product mix, unique-customer records or controlled comparison are supplied. Neither the 40% total increase nor the unchanged rate establishes what the campaign caused.

Complete owner report

The two-day shop receipt count was 42 versus 30 in the earlier period, while opening hours rose from ten to fourteen. Both periods averaged three receipts per hour. Our featured selection had 28 units handed over and one returned, \$198 net customer receipts, nineteen sellable units left and one tote held. Its specified-cost remainder is \$72.50 before omitted overhead. We cannot infer campaign-caused footfall or a customer conversion rate. Recommend resolving the held return and reviewing the workload before deciding whether to repeat.

Repeating requires reconciled stock, resolved price errors and owner workload review. A positive partial-cost remainder does not authorize another campaign or ad budget.

Optional Kimi prompt: "Audit this synthetic workbook's F1-F7, A1-A5, M1-M4 and two-period receipt table. Return a claim-to-source check, corrected price-board instruction, stock and money reconciliation, and an hours-normalized comparison. Expected available units are nineteen, physical units twenty, net receipts \$198, specified remainder \$72.50 and three receipts per hour in both periods. Reject invented savings, weather claims or causal uplift. Draft only; no real data, posting or account access." The answers were authored and checked, not reported from an actual model execution.

6. Run ten acceptance checks

1. **Can the headline claim 25% savings?** No. Only current ordinary prices are supplied. The complete campaign can promote a selection without a discount or former-price claim.
2. **Which dates and hours belong on the sign?** Friday October 23 and Saturday October 24, 2026, 09:00-16:00 each, America/New_York. Fourteen campaign opening hours are supplied.
3. **Which assets have permission?** A1-A3 for the shop's Instagram, Facebook and printed sign. A4 and A5 are excluded; attribution alone does not establish reuse permission.
4. **What happens to the \$15 tote export?** Hold and correct it to approved \$18 before release. The main fixture says it was never published; the published-error drill is independent.
5. **How many movement events remain?** Four unique events from five rows. Identical M4 is excluded once; it does not create another return or refund.
6. **What is sellable versus physical stock?** Available S1/S2/S3 is 5/8/6, totaling nineteen. Add the one held tote for twenty physical units; do not advertise it as available.
7. **What are units and customer receipts?** Twenty-eight units handed over, twenty-seven retained by buyers; \$216 collected less \$18 refunded equals \$198. Unique buyers cannot be calculated.
8. **What is the bounded cost answer?** Goods \$97.50, preparation \$20 and printing \$8 leave \$72.50. Zero processing fees and zero return recovery are exercise assumptions, not provider policies.
9. **Did the transaction rate rise 40%?** No. Total receipts rose 40%, but 30/10 and 42/14 both equal three per hour. The normalized change is 0%; neither result is causal evidence.
10. **May a finished worksheet trigger repetition?** No. The owner must review unresolved stock, corrections and workload. Drafting, approval, publication and verified results are different states.

Sources and boundaries

Primary sources checked September 18, 2026:

- [FTC: Advertising FAQs for small business](#): claims and material omissions need careful review. Its general guidance is not legal approval of this exercise or a substitute for applicable requirements.
- [FTC: Advertising and marketing basics](#): supports evidence-based advertising, not a promised marketing outcome.
- [W3C: An alt decision tree](#): supports choosing text alternatives for the actual image and context, not claiming accessibility from one supplied sentence.

All dates, stock, price approvals, permissions and outcomes are fictional teaching records. The cost comparison is not financial or tax advice. No AI plan, integration, real promotion, safe product use or legal compliance is verified by this workbook.