

The Cash Spike Sale Calendar

30 BUILT-IN REASONS TO RUN A SALE, ALL YEAR LONG

The hardest part of a flash sale is the blank page: "what would I even run one for?" This fixes that. Here are 30 off-the-wall holidays already on the calendar, spread across all twelve months, so you always have one coming up.

Under each one is an angle to steal, written fill-in-the-blank so it works no matter what you sell. The holiday is not the reason people buy, it's the permission slip. Donut Day doesn't sell your thing. But "let's fill the gaps in your [___]" hung on Donut Day gives your people a reason to pay attention today. Drop your own word in the bracket, coaching, candles, cakes, closets, whatever you sell, and the angle is yours.

How to use this

Pick a holiday that's a week or two out. Run it through Prompt 1 of your Cash Spike pack (or tell Cash Spike Bot the occasion) and let it build the sale around the angle. That's it. The date does the "why now," the pack does the rest.

Dates shift slightly year to year for the ones tied to a weekday. When in doubt, search the exact date before you plan.

January

JAN 1

National Hangover Day

ANGLE recovering from a chaotic Q4? this is the reset. "no more winging it. here's the [___] for the year you actually meant to have." (system, plan, tools, whatever you give them)

JAN 29

National Puzzle Day

ANGLE "if your [___] feels like a puzzle with a missing piece, this is the piece." drop in business, routine, wardrobe, whatever they're trying to solve.

JAN 31

National Backwards Day

ANGLE "you've been doing [___] backwards, and it's not your fault." flip whatever your people think they have to do the hard way. big reframe energy.

February

FEB 17

Random Acts of Kindness Day

ANGLE do something kind for your people: your lowest price of the season, or a free [___]. the occasion IS generosity, so nothing feels off-brand.

FEB 20

Love Your Pet Day

ANGLE playful and universal. "treat yourself the way you treat your dog: like you actually deserve [___]." drop in the good outcome you provide.

FEB (3RD MON)

Presidents' Day

ANGLE everyone expects a sale this weekend, so meet them there. "the sale everyone's running, except mine actually gets you [___]."

March

MAR 6

National Dress Day

ANGLE "stop dressing up your [___] and hoping. let's make it actually fit." drop in offer, space, look, whatever you help people present.

MAR 17

St. Patrick's Day

ANGLE "luck is not a strategy for [___]." drop in your outcome. perfect for anyone whose promise is that results stop being random.

MAR 31

National Crayon Day

ANGLE "coloring inside the lines got you nowhere with [___]." for the permission-to-do-it-your-way angle. light and fun.

April

APR 1

April Fools' Day

ANGLE "the joke's over. you're not bad at [___], you were just handed bad advice." name the thing everyone believes that isn't true.

APR 3

Find a Rainbow Day

ANGLE "the pot of gold was your [] the whole time." drop in the thing they already have and overlook. great for the you-already-have-what-you-need angle.

APR 22

Earth Day

ANGLE "stop starting [] over every season. build something that lasts." drop in the thing they keep restarting. lean on the reduce/reuse idea.

May

MAY 4

Star Wars Day (May the 4th)

ANGLE "the force is strong with []." drop in your thing. huge social energy, very meme-able. lean into the fun, sell the real thing underneath.

MAY 9

National Lost Sock Day

ANGLE "you keep losing [] somewhere along the way. here's where it's going." drop in sales, progress, momentum, time, whatever leaks.

MAY (2ND SUN)

Mother's Day

ANGLE "you take care of everyone else's [] but your own." drop in needs, goals, whatever. speaks to anyone who puts themselves last. can be tender.

June

JUN 5

National Donut Day

ANGLE the classic. "let's fill the gaps in your []." drop in business, routine, wardrobe, skincare, whatever has holes. fun, visual, everyone gets it.

JUN 8

Best Friends Day

ANGLE "be the friend who finally tells you the truth about your []." drop in the thing they need honest help with. warm, honest, permission to hear it.

JUN 18

International Picnic Day

ANGLE "[] should feel this easy: lay it out, they come to you." drop in sales, meals, planning, whatever you make simpler. calmer, less-hustle energy.

July

JUL 1

International Joke Day

ANGLE "the real joke is how hard you're making []." drop in the thing your buyer overcomplicates, then undo it for them.

JUL 4

Independence Day

ANGLE the freedom angle. "independence from []." drop in the thing that's got them stuck: the algorithm, the hustle, the 9-to-5, the old way. vacation-proof.

JUL 19

National Ice Cream Day

ANGLE "pick your flavor." perfect for a menu-style sale where different [___] suit different people. drop in products, packages, options. playful and summery.

August

AUG 8

National Lazy Day

ANGLE "do less, get more [___]." drop in your outcome: sales, results, free time. ideal for anything that removes hustle. lean all the way in.

AUG (VARIES)

National Sisters Day (1st Sun)

ANGLE "the friend-who-gets-it energy" around [___]. drop in your topic. community, support, being in it together. good for memberships and group offers.

AUG 15

National Relaxation Day

ANGLE "your [___] should let you rest, not the other way around." drop in business, routine, systems. end-of-summer reset before everyone gets serious for fall.

September

SEP 6

Read a Book Day

ANGLE "you don't need another [___]. you need to do the thing." drop in book, course, freebie, tip. for buyers who consume endlessly and never implement.

SEP 19

Talk Like a Pirate Day

ANGLE "stop chasing treasure maps. the gold is the [___] you already have." drop in list, audience, skills, tools. very fun, very shareable.

SEP 22

First Day of Autumn

ANGLE the fall reset. "summer's over, your [___] doesn't get to stay on vacation." drop in business, goals, routine. strong seasonal urgency, no discount needed.

October

OCT 1

International Coffee Day

ANGLE "what you could do for your [___] before your coffee gets cold." drop in your quick win. speed and simplicity in one sitting.

OCT 31

Halloween

ANGLE "the scariest thing about your [___] is the part you're avoiding." drop in the thing they're scared to face. name the fear, then remove it. costumes optional.

November

NOV 13

World Kindness Day

ANGLE a genuine "thank you" sale before the Black Friday noise. give them [___] as the thank-you. get in early, beat the crowd by a couple weeks.

NOV (4TH THU)

Thanksgiving / Black Friday

ANGLE the big one. everyone's buying anyway. "the [] you'll actually use in January." drop in your thing. position against the impulse-buy pile.

December

DEC 23

Festivus

ANGLE "the airing of grievances." call out everything wrong with how your industry does [], then be the refreshing opposite. very fun.

DEC 31

New Year's Eve

ANGLE "next year's [] starts before the ball drops." drop in results, goals, sales. beat the January rush: the people who win Q1 set it up in December.

One rule before you run any of these

The angle is the hook, not the whole sale. Once the holiday gives you the "why now," build the rest properly: a real deadline, a menu that sorts your products by who they're for, and messaging that speaks to what your buyer is quietly embarrassed about. The date gets attention. The system makes the sale.

Now go pick one. There's always one coming up, that's the whole point.