

Creating a Powerful Black Friday / Cyber Monday Sale Checklist



What's your goal?

- How many customers do you want to create?
- How many members do you want to add?
- What \$ amount do you want to achieve?

Step 1: Choose Your Strategy!

Black Friday Strategy

Friday, Nov 27th – Ends Today

Friday, Nov 27th – Black Friday

Thursday Nov 26th - Big Announcement

Wednesday, Nov 25th – Big Announcement

Black Friday/Cyber Monday Strategy

Monday, Nov 30th – Cyber Monday (PM)

Monday, Nov 30th – Cyber Monday (AM)

Sunday, Nov 30th – Email

Friday, Nov 27th – Black Friday

Thursday Nov 26th - Big Announcement

Wednesday, Nov 25th – Black Friday Preview

Which strategy is right for you?

Step 2: Build Your Offer

Sample Offers:

- Free trial membership with purchase
- Buy one product get one free plus free trial membership
- Free trial, free product, just pay shipping
- First two months half-off
- First two months just \$
- “Gift Package”

Trial Membership:

- 7 Days
- 14 Days
- 30 Days
- 60 Days
- 90 Days

Step 3: Craft Your Emails

Email #1: Wednesday

Subject: before you leave

Hey [first name],

Before you leave for Thanksgiving break, I thought I'd shoot you a quick email and let you know to be on the lookout for an email announcing the "Black Friday Sale" where you can save up to (\$) and [pick up some great tools, resources, etc.] [get an amazing opportunity to become a member of NAME]

You can get a 'sneak peak' here – [insert link]

Ok, it's time for me to head out and spend time with my family. Hope you have a great thanksgiving!

Scott

Emails 3-5

See the Black Friday / Cyber Monday Email Samples Swipe File

Use your best "proven" promotional emails to promote your offer.

Additional Tips

- Create scarcity: Just # left!
- Use a countdown timer. Ex: 36 hours left
- Use \$ rather than %
- Use video to help your promotion
- Create a special page just for your sale
- Use a guarantee
- Add bonuses to avoid discounting
- "New resources added!"
- Remove your current members from the promotion!

BONUS #1:

Use pictures - www.Picsnippets.com



BONUS #2:

Use Gifs- www.Giphy.com



BONUS #3:

Test Your Subject Line - <https://sendcheckit.com/>