

Creating a Powerful Black Friday 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!

Basic Strategy

Monday, Nov 29th – Cyber Monday (Ends Today)

Friday, Nov 26th – Black Friday

Wednesday, Nov 24th – Big Announcement

Advanced Strategy

Tuesday, Nov 30th – Ends Today

Monday, Nov 29th – Cyber Monday (Ending Soon)

Friday, Nov 26th – Black Friday

Wednesday, Nov 24th – Big Announcement

Tuesday, Nov 23rd – question for you

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 \$

Trial Membership:

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

Step 3: Build Your Emails

See the Additional Bonus Email Templates

- 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:

Use Countdown Timers - PlusThis.com