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The Dream Team

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Hey, Insiders!

June is just around the corner ...

So, for this month's GSD, we're giving you a ready-to-use Father's Day email and SMS campaign to help you make the most of this gifting holiday. (Yes, we want you to be ready a month before so you can iron out the details for this special day.)

We'll also be discussing how to build a dream team for your ecom business. Whether you're new to the entrepreneurial game or a seasoned pro, you'll get a clearer picture of what your dream team should look like. We'll show you org structure options and recommend roles in key areas of ecommerce.

Ready?

Let's get to it!

Matthew Stafford

The Mindset

By Matthew Stafford

(Just a heads up ... This month's mindset section may sting a little.)

I'm so glad to finally be able to dig in again and return to what I love best—innovating and creating the stuff that makes ecommerce fun and highly profitable.

To do that, I had to get down to the nitty-gritty myself, asking the hard questions and answering them with radical honesty ... no ego allowed.

I will discuss some of my processes with you, and my hope is that you'll commit to giving them a shot and get the same radical results I've gotten.

We tend to look at what's happening in the world around us. The noise and propaganda, the "check out my new crypto opportunities," and on and on. It can be easy to blame those things for our current results (or lack thereof).

The most important work we will ever do is notice what is happening in the six inches between our ears.

How do we think about how we think?

One thing's for certain: to get real results from our thinking time, we must be sure we have "accurate" thinking.

Accurate thinking requires you to see things *as they really are*.

So ... Are you willing to humor me? Will you open your eyes and push your ego far enough away to see your current reality as it truly is?

A little over 10 years ago, I attended a Tony Robbins event in Newark, New Jersey. He said that the quality of your questions would determine the quality of your life—something I wrote down and have never forgotten. Because whenever things were not going as planned, I knew I needed to sit down and think about how I think:

- What questions were I asking myself to get the results I was getting?
- What would I have to believe to be true to get the results I was creating?

Questioning your beliefs

We may have to acknowledge parts of ourselves we've tried not to notice—things we prefer to ignore—rather than admit what's most likely true.

Sleeping at night is much easier when we keep justifying our results by maintaining that they're reflections of external circumstances instead of our own internal deficiencies. (You may need to read that a couple of times.)

Here's why that "radical honesty" is critical to your breakthroughs and innovation ...

You will never find the success you seek until you stop looking *outside* yourself, and start looking *inside* yourself.

It's simple—but don't confuse that with "easy."

You either get it, or you don't.

To change your results, you need to change yourself.

Let's look at a straightforward analogy: Imagine going to the doctor's office with a terrible headache. When it's your turn to see the doctor, you head into the examination room; the doctor asks you what the problem is, and ... YOU REFUSE TO ANSWER! Imagine how successful the doctor would be in treating your headache. Obviously, it would be challenging, and likely impossible.

Or, what if when you saw the doctor, you lied? What are the chances your headache would be resolved if you told the doctor you were struggling with insomnia?

Sounds silly, right?

But when you're unwilling to admit to yourself what the real problems are in your life and business, at best, it's the equivalent of remaining silent in the doctor's office.

When you ignore these problems and choose to work on other business areas instead, you have the same situation as if you were lying to the doctor. Because you're lying to yourself ... the only person with the cure.

What are you pretending not to notice?

As entrepreneurs, we tend to suffer from lots of blind spots. Step number one is to call our own attention to them.

Ask yourself the hard questions you'd rather not answer or think about, like:

- Which of my current behaviors may destroy my chances of succeeding in business?
- Before I achieve business success, what will I have to deal with, fix, clean up, handle, end, develop, etc.?

If you want to succeed, *you need to wake up.*

Start to see things as they are, or the competition (from around the globe) will beat you up and take your lunch money. There's no way around it.

Winning in business is difficult enough. You have skeptical shoppers, demanding customers, and aggressive competitors. Don't make your success more difficult by avoiding your inner demons too.

Remember: if you can't face it, you can't replace it.

How do we creatively self-sabotage our own business success?

What blind spots and negative behaviors have kept us from making the progress we've desired?

Have they made us disappoint ourselves and others who count on us?

Have they kept us stuck while we continue to spin our wheels?

Take a minute or two right now and answer this question ...

What impact have the blind spots and negative behaviors we've covered had on my dreams, business, and life so far?

The first common tendency is toward self-denial—simply resisting accepting what is really going on. We may wonder, “Why do I do these things? I know I know better, yet I continue to behave in self-destructive ways. WHY?”

More and more, I'm discovering that it stems from “inaccurate thinking” and irrational beliefs. They came about because we made assumptions or created beliefs as coping mechanisms for things we didn't understand. We adopted or created opinions and beliefs, but failed to test and verify them with clear thinking ... which led us to wrong conclusions and beliefs.

Since we tend to trust ourselves and have confidence in the accuracy of what we believe to be true, we can easily close our minds to contradictory information or perspectives.

So, let's look at what may be currently causing us not to act in our business's best interests.

When you can trace a behavior back to its cause, getting rid of it will be easier than ever before. Why? Because you'll know the real reason you've been doing it in the first place.

Beliefs are powerful. They impact your thoughts, your attitudes, and your actions. So, right now, your beliefs are either *helping* or *hindering* your results.

In fact, beliefs can create massive success or destroy any chance of it.

This is even scarier: all it takes is one toxic belief to destroy your future.

Over time, we begin to treat our beliefs as facts. We forget they are nothing more than a feeling of certainty about something. Instead, we see them as reality. We "know" they are true, so we accept and live them.

This causes us to use our beliefs to create filters through which we process our experiences. And little by little, these filters determine the information we receive and ignore from the world around us.

That's why an entrepreneur, once infected with a false belief, might struggle with self-sabotaging behaviors indefinitely. Their behavior is continually reinforced by:

1. The bad belief itself
2. The filtering of experiences the belief causes

So, being aware of and controlling our beliefs is vital to success. We must ensure we aren't carrying around any common false beliefs ... ones capable of damaging or destroying our chances of success.

Let me introduce you to one of the most common destructive beliefs many entrepreneurs are already infected with. You could also label it as a “mindset” or “point of view.”

But regardless of how you categorize it, what matters is whether you've bought into it or not.

When an entrepreneur discounts their current reality as not being an accurate reflection of who they are and what they're about, what they are doing and experiencing today isn't what they're all about.

They rationalize their current situation by thinking about the future: “Someday (most likely soon), I'll act/do things differently, and my situation will be very different.”

Why? Because the not-so-shocking news (for those struggling) is ...

"Someday" and "later" do not exist ... never have, never will.

There is no “someday.” There's only *today*.

There is no “later.” There's only *now*.

When tomorrow comes, it will be another “today.” So will the next day, and the day after that. They all will. There is never anything but today.

Suppose the struggling entrepreneur doesn't make the necessary changes right now (today). They are deluding themselves.

Don't believe me? If so, the odds are you're hoping for your big break. A lucky break that'll lead to a breakthrough. A breakthrough large enough to transport you from your current reality to the idealized version you've constructed in your mind.

But as you'll see in the coming GSDs, that's not how things really work.

The opportunity-seeker myth relies on finding the giant step ... the larger-than-life leap ... or even the single heroic effort.

But the truth is this: no success is immediate, nor any failure instantaneous.

They are products of what you believe, how you think, and what you do now.

The Scout

By Team GSD

*“If you want to go fast, go alone.
If you want to go far, go together.”
—African proverb*

In my early years of being an entrepreneur, I was always in turbo mode. I felt like I had to do everything according to my vision to ensure it all went right. I had to double-check every little detail and see things end to end. I'd spend early mornings and late nights writing emails, reviewing images and layouts, crunching my numbers, checking my inventory, and talking to my suppliers.

It was a shortcut to Burnout City.

I slowly realized that I couldn't do everything independently if I wanted to “build, grow and scale.”

If I wanted to go far, I needed a team—a *great* team.

How do you start building your dream team? Who should be on your team? What talents should they have? What should you be looking for?

First things first: The team you need depends on the status of your business. A start-up newbie's team will look very different from a seasoned entrepreneur with \$10k monthly revenue, so in this section, we're dividing our recommendations into two. The first part will be for our EI members who have just begun and are excited to scale but unsure how to proceed.

The second part will be for members already in growth mode. To help you scale, we'll tell you how to build the team that will get you to the big leagues. But please note: our members' industries and business sizes are varied, so use this section as a guide and not a mandate.

If you're ready, let's get started!

THE DREAM TEAM FOR UP-AND-COMING ECOM STORE OWNERS

When starting out, everything can seem daunting. Funds are likely limited since investors probably aren't lining up at your door (yet, anyway). You're still figuring out how to operationalize your business. You don't know how your products will fare among your target market.

So, what's the org structure that would work for you?

In his book, *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*, author and entrepreneur Eric Ries proposes a framework for the founding members of your team:

- **Visionary:** Often the CEO—someone who can visualize the future and the role your products will play in it.
- **Hacker/hardware:** The tech expert.
- **Hustler:** The salesperson or marketer—someone who sells your product and gathers feedback.

- **Designer:** The creative—someone with a vision for how your products look and how your audience experiences them.

Ries's framework is a good jumping-off point when you design your team. Ideally, you get to hire each one so you can start strong.

But the reality is, in your early days, hiring has to be strategic and cost-efficient, so it's likely that you'll have to wear multiple hats. This goes for the people you will hire. You want to look for generalists when you're in the start-up stage. People who can handle different responsibilities and aren't afraid to get their hands dirty.

And while it may be tempting to take on *everything*, you must also be the ship's captain. You need to navigate the waters, so delegate as much as possible.

That said, you can hire virtual assistants (VAs) or freelancers for the more tedious requirements. You should also maximize the functions and features that your chosen platforms (like Shopify, etc.) offer.

So, your team can look like this:

- **Visionary:** You.
- **Hacker/hardware:** VA (or ask your partner platform for whatever support they can offer)
- **Hustler:** VA (you can get social media ad managers, customer service support, or data analysts via Upwork)
- **Designer:** VA (you can get graphic designers via Fiverr)

With this team, you can have more time and energy to focus on where to go and what to do next.

ALL ABOUT VIRTUAL ASSISTANTS

You should get a VA if:

- You have work that doesn't require a full-time employee.
- Your business is already up and running. If you hire a VA too early (without a clear system in place), you may find it hard to define your VA's tasks.
- You are stressing over repetitive, non-critical tasks.
- You are losing sleep and want to take some time off.
- You don't have the skill set to work on specific tasks.
- You don't have funds to hire a full-time employee.

Speaking of virtual assistants ...

Virtual assistants can be such a great help to ecom store owners. Essentially, VAs can take on administrative tasks that are tedious and time-consuming, giving you more time to strategize and optimize. They're perfect for startups and can help you:

1. **Avoid burnout:** When your business consumes your every waking hour, a VA can take care of the small things for you (like clearing your inbox, answering client questions, or responding to customer concerns). This way, you can cover all bases without spreading yourself too thin. And it also gives you more time to pursue your passions outside of work, which helps you stay better balanced mentally and emotionally.
2. **Add more hours to your day:** You can hire VAs from different time zones to ensure your business covered day and night. And, unlike regular employees who are only accessible for eight or so hours, 24/7 VAs will adjust their schedules to suit your needs.

3. **Close your skills gap.** If you lack particular skills (say, bookkeeping or project management), you can bet there's a VA for that. They can take care of these specialized tasks for you.

Another bonus is that hiring a replacement VA is easy, should things go south. There are many competent VAs from all over the world, and you can find them online.

Investopedia recommends the following sites to help you in your search:

- a. Best Overall: **Time etc**
- b. Best for Solopreneurs: **Prialto**
- c. Best for Small Businesses: **Upwork**
- d. Best for On-Demand Tasks: **Fancy Hands**
- e. Best for Specialized VAs: **Belay**
- f. Best for Rush Projects: **Magic**
- g. Best Service Guarantee: **WoodBows**

Before you hire a virtual assistant ...

- **Clarify your business needs, in detail.** What tasks do you want your VA to do? Match this with the corresponding skills you need.
- **Review their work history.** Have they worked in the same industry or job before? Are they certified (i.e., expert level)? What tools did they use, and how did they manage their scope of work? How do they handle complex tasks?
- **Check their communication skills.** This is critical. Are they good communicators across platforms (call, chat, email, etc.)? Are they able to understand your directions and respond accordingly? Can they represent your brand well in the way they communicate to clients or customers?

- **Check for culture fit.** What are their work ethics? Are they self-initiated? Are they responsive? Are they tardy?

To determine if your new hire is “worth it,” analyze whether they could free up time and energy for you to generate more money. If you can earn more than your cost to hire, then it’s a good investment.

You don’t have to do everything on your own. If you focus on the little things, get out of your own way!

Side note: You’ll need to assess your financial standing and decide how many roles you can fill. If you can’t assemble the ideal team from the get-go, you can start with one hire (while you wear multiple hats in the meantime). As soon as your budget allows, hire the next one.

Once you’re financially able to hire more people, be careful not to go on a careless hiring spree. Large teams don’t always equal success. You must go back to your main objectives and goals, then figure out what your business needs *right now*. Ultimately, it’s up to YOU to manage your resources, depending on how fast and big you want to scale.

SOME CONSIDERATIONS:

1. Determine your staffing needs. Hire the right people in the right roles (who to hire), at the right time (when to hire) and location (where these people should be located) to scale up a digital-first business.
2. Investing in human resources is crucial for midsize companies, especially with no HR department. The CEO must find and train the right people as the business grows and changes.

3. Decide which jobs to keep in-house and which can be outsourced to contractors. Outsourcing will significantly cut costs, but unlike in-house employees, these staff won't always be available when you need them. (We have a section about this below.)
4. Account for the time needed to train new hires and consider the impact on senior members who may need to focus on strategy and growth.
5. If you're starting, don't hire managers. Hire doers. Thank me later.

THE DREAM TEAM FOR SEASONED ECOM STORE OWNERS (SCALE)

If your business has flourished and you're ready to take it to the next level ... KUDOS!
Mighty proud of you!

At this stage, you're probably wondering how to be more efficient in your processes and seeing if there are any gaps you need to fill.

But first, you may want to decide on what organizational structure will suit your business best.

One way is to use a **functional structure**, which divides your business into separate areas, like finance, production, and marketing. This way, different tasks and responsibilities are shared across each area.

Another option is a **flat structure**, where there's little to no middle management, and employees are closer to management. This allows for more efficient communication.

If your team is split across different locations, you can use a **geographic structure** that spreads tasks across regions.

A **product-based structure** is a great option for larger enterprises with multiple products. This places management around different products, allowing team members to become experts on them and improve product development and marketing.

A **market-based structure** focuses on your business' audience instead of products. Each team works to suit that audience specifically.

DIFFERENT DEPARTMENTS WITHIN AN ECOMMERCE TEAM

To stay ahead of the game, you need people and teams that bring specialized and diverse skill sets to the table.

Here are key areas you should focus on:

1. **Development Team:** Creates and maintains your brand's online presence and ensures customers can interact with it successfully. This team is critical for attracting and retaining customers.
2. **Sales Team:** Generates leads, negotiates with clients, and coordinates sales tasks.

3. **Marketing Team:** Promotes your brand through social media and email marketing to increase awareness and attract customers. It may include writers, graphic designers, and more.
4. **Business Analyst Team:** Observes business data and gets insights to help you make data-based decisions.
5. **Accounting Team:** Handles financial tasks like sales, expenses, financial reports, and taxes.
6. **Customer Support Team:** Helps customers throughout their online shopping experience via live chat or support calls. This team is critical in providing a positive customer experience.
7. **Project Management Team:** Delegates tasks and ensures everyone is on the same page, so look for candidates with great communication and relationship-building skills.
8. **HR Team:** Responsible for employee support throughout the workday.
9. **Legal Team:** Protects your ecommerce business from any legal actions.

Key roles to fill:

1. **Director of Ecommerce:** Manages all aspects of ecommerce strategies and ensures your business achieves its overall goals.
2. **Ecommerce Business Analyst:** Analyzes the metrics of your business and transforms data into presentable formats.

3. **Ecommerce Developer:** Manages the technical elements of your brand, from developing your ecom site to developing an efficient IT strategy across your company.
 4. **Digital Marketing Manager:** Harnesses your marketing strategy and develops online content, such as videos, copy, and images.
 5. **Customer Support Specialist:** Handles customer communications and ensures a top-quality customer experience.
 6. **Inventory Manager:** Manages product inventory to ensure all your digital operations run smoothly.
 7. **Logistics Manager:** Ensures that your goods journey from your manufacturers into the safe hands of your customers.
 8. **Content Writer:** Makes sure that your ecommerce site contains succinct copy and uses calls to actions.
 9. **Graphic Designer:** Ensures your brand has visual appeal, from logo design to brand colors.
 10. **IT Technician:** Responsible for your company's digital infrastructure.
 11. **Program Manager:** Ensures that your product or service information is accurately and efficiently shared among your retail partners.
 12. **Finance and Accounting:** Responsible for budgeting and taxes to market speculation.
-

IN-HOUSE OR OUTSOURCE?

Should you build your in-house team with regular employees? Or should you outsource? Below is a helpful table to guide you.

PROS OF HIRING AN IN-HOUSE TEAM	CONS OF HIRING AN IN-HOUSE TEAM
Full control over team structure, culture, and processes	Higher overhead costs for office space, equipment, and training
Easier communication and collaboration among team members	Limited pool of talent to choose from
Better understanding of and alignment with company vision and mission	Higher risk of turnover and loss of institutional knowledge
Ability to offer more opportunities for career growth and advancement	Need to manage payroll, benefits, and taxes
Ability to build stronger relationships and deeper expertise over time	Potential for team conflicts and difficult personalities
Greater control over quality assurance and timely completion of tasks	May require more time and effort to onboard and train new hires
Reduced risk of intellectual property theft or data breaches	May be less flexible in scaling up or down based on demand

PROS OF HIRING AN OUTSOURCED TEAM	CONS OF HIRING AN OUTSOURCED TEAM
Access to a wider pool of talent and specialized expertise	Less control over team structure, culture, and processes
No need to worry about payroll, benefits, or taxes	Communication and collaboration may be more difficult due to distance or language barriers
No need to worry about managing team dynamics or conflicts	Quality assurance and timely completion of tasks may be more difficult to manage
Reduced risk of incurring overhead costs for office space, equipment, and training	Potential for intellectual property theft or data breaches
Ability to focus on core business operations without being bogged down by HR-related tasks	Lower level of understanding and alignment with the company's vision and mission
Lower labor costs, and prevents burnout of full-time staff	May not offer as many opportunities for career growth and advancement

HOW TO HIRE THE RIGHT PEOPLE

Now let's talk about how you can find the right candidates for the roles you need.

To reiterate: Before hiring, you must know your business needs. For example, if you spend two thirds of your day fretting over your operations, you may need to hire an operations manager. If you need online presence and conversion, you need a social media manager or a digital marketer. Start from there. Identify the need and look for the skill set to match.

HOW TO CREATE A GOOD JOB DESCRIPTION:

- Open with a strong, attention-grabbing summary that provides an overview of your company and expectations for the position.
- Include details about your company culture, explaining why a candidate would love to work for you.
- Make job titles specific and use targeted key phrases that accurately describe the role.
- Outline the position's core responsibilities, emphasizing duties unique to your organization.
- Specify how the position fits into the organization and who the job reports to.
- Include a salary range to attract best-fit candidates and list your top perks and benefits to encourage more people to apply.
- Identify the must-haves vs. nice-to-haves to encourage a more diverse set of candidates to apply.
- Provide an exact job location to optimize your job posting.
- Highlight the day-to-day activities of the position to help candidates understand the work environment.
- Avoid using internal jargon and stick to standard experience levels like "Senior."
- Include a list of hard and soft skills required for the role, but keep it concise.

Then, you can do the following:

- **Call a friend.** Ask colleagues and ex-colleagues if they can refer any brilliant people they've worked with.
- **Tweet or post about your job openings on social media.** You can also advertise job openings on these platforms.
- **Update your LinkedIn profile.** To attract top talent, you have to be attractive, too! Highlight your career opportunities and job openings. Showcase your company culture and benefits.
- **Be wary of the big fish.** Sure, getting a hotshot to join your small company may sound exciting. But if the manager you're hiring is used to having their way (i.e., their company has a generous budget and unlimited resources), they may struggle with your company's budget constraints.
- **Share your vision with your applicants.** Explain how their skill set matches the role. Talk to them about key performance indicators. Emphasize the value they will bring to the table. Salary and benefits aren't everything—people want to feel that they have something important to contribute.
- **Check for culture and team fit.** You are building your tribe. You do not want a-holes in your circle. Upon seeing and interviewing their CVs, you should observe your applicants to see if your values align.
- **Hire attitude and aptitude.** Skills can be learned.
- **Emphasize the value of being results-oriented.** Talk about key performance indicators and milestones to achieve.
- **Discuss the importance of clear communication.** Make sure goals and roles are clear.

Most importantly, when hiring, *trust your gut*—not people’s resumes. We have heard countless stories where leaders hired applicants who looked good on paper but showed some red flags during interviews. You may not be able to pinpoint it exactly, but your instincts will tell you if the person is a good catch or a bad apple. Consider implementing a probation period (3-6 months) for new employees so both parties can assess where they stand. This will give you a way out of a bad hire.

FATHER’S DAY SPECIAL BELOW THIS LINE

FATHER'S DAY EMAIL/SMS SWIPE FILE

No GSD would be complete without swipe files for the next big event: Father's Day!

Below we used a fake brand (Chiefs) for illustration. As usual, I'd like to remind you that you can edit the copy, schedule, and promo values as you see fit. Please make sure that the dates are feasible and implementable.

Additionally, **you should double-check your shipping cutoff dates and work backward based on the sales cycles you use.** This will ensure your shipping and delivery go smoothly, saving your customers hassle and heartbreak.

Date	Email/SMS	Description	Copy
May 25, 2023	Email	Announce Father's Day sale	<p>Subject line: Dad's Day is a few weeks away!</p> <p>Preview line: No gift? No prob!</p> <p>Headline: Get Dad something awesome!</p> <p>Body copy:</p> <p>Hey, [Name]!</p> <p>Father's Day is just around the corner, and what better way to celebrate than with a gift that your dad will love and cherish forever? At Chiefs, we offer a wide range of dad-approved ties that will suit your father's personality and style. From bold and colorful patterns to classic and timeless designs, we've got something for everyone.</p> <p>This Father's Day, we're excited to offer a special discount to our valued customers. Get 20% off all items in-store and online when you use the code FATHERSDAY at checkout. That's right—you can now treat your dad to a great gift from Chiefs and save big on your purchase!</p>

			<p>But that's not all. Our ties are stylish and made with premium materials that ensure long-lasting durability and comfort. Whether your dad is a fashion-savvy individual or prefers a more classic look, our ties will make him feel confident and stylish on any occasion.</p> <p>So, don't wait any longer. Visit our store or shop online today and enjoy our exclusive Father's Day offer. Give your dad the gift of style and sophistication with Chiefs. Order now and make this Father's Day one to remember!</p> <p>All the best, The Chiefs Crew</p>
<p>June 1, 2023</p>	<p>Email</p>	<p>Gift Guide for Father's Day</p>	<p>Subject line: Father's Day Gift Guide</p> <p>Preview line: Gift ideas Dad will LOVE</p> <p>Headline: Find the perfect Gift for Dad</p> <p>Body copy:</p> <p>Hey there, [Name]!</p> <p>If you're anything like us, you're probably struggling to find the perfect gift for your dad. But fear not because we've got your back! Our Father's Day gift guide has something for every type of dad out there, so you can show your appreciation in style.</p> <p>Is your dad a coffee lover? Why not get him a personalized mug with a witty saying that perfectly captures his sense of humor?</p> <p>Or, if he's more of a beer guy, check out our selection of bottle openers and pint glasses. You can even personalize them with his name or a funny quote he'll love.</p> <p>If your dad is a fan of the outdoors, we have plenty of options for him, too. From camping gear to fishing accessories, our Father's Day gift guide</p>

			<p>has everything he needs to enjoy his next adventure.</p> <p>And if he's more of a homebody, we have cozy blankets, comfy slippers, and other essentials that will make his downtime even more relaxing.</p> <p>Remember to use the code FATHERSDAY at checkout to get 20% off your purchase. It's our way of saying thanks for being awesome! Plus, with our easy online ordering and quick shipping, you can have your gift delivered right to his doorstep in time for Father's Day.</p> <p>So, what are you waiting for? Check out our Father's Day gift guide now and find the perfect gift for the most important man in your life. Order now and make his day one to remember!</p> <p>Happy shopping,</p> <p>The Chiefs Crew</p>
June 3, 2023	SMS	Reminder of Father's Day sale	<p>Hi, [Name]! Father's Day is just around the corner! Get 20% off all items with code FATHERSDAY. Don't wait. Shop now. [link]</p>
June 5, 2023	Email	Father's Day Gift Guide launch	<p>Subject line: Find the perfect gift for Dad with Chiefs' Father's Day Gift Guide</p> <p>Preview line: Not your usual ties!</p> <p>Headline: Unique gift for a unique dad!</p> <p>Body copy:</p> <p>Hey there, [Name]!</p> <p>Why do fathers take an extra pair of socks when they go golfing?</p> <p>In case they get a hole in one!</p> <p>(OK, OK ... We'll stick to recommending gifts from now on!)</p> <p>We know finding the right gift for your dad can be tricky, but our gift guide takes the guesswork out of</p>

			<p>the equation. From practical gadgets to quirky trinkets, we've handpicked the best gifts for every type of dad. And the best part? We're offering free shipping on all orders over \$50! So, whether you're shopping for a tech-savvy dad or one who loves a good laugh, we've got you!</p> <p>With our easy online ordering and lightning-fast shipping, you can have your gift delivered straight to your dad's doorstep in no time. And if you're worried about missing the Father's Day deadline, don't worry—we've got your back. Order today and take advantage of our free shipping offer to make sure your gift arrives on time.</p> <p>So, what are you waiting for? Check out our Father's Day gift guide now and find the perfect gift. Trust us ... He'll be laughing (or tearing up) when he receives his special gift from you. Order today to take advantage of our free shipping offer and make this Father's Day one to remember!</p> <p>All the best,</p> <p>The Chiefs Crew</p>
June 7, 2023	SMS	Gift Guide for Father's Day	<p>Hey, [Name], struggling to find the perfect gift for Dad? Check out our Father's Day gift guide for some inspiration. [link]</p>
June 9, 2023	Email	Last Chance for Father's Day sale	<p>Subject line: Last Chance to Get Dad the Perfect Gift for Father's Day</p> <p>Preview line: Can't miss this!</p> <p>Headline: Last chance to get Dad the perfect gift for Father's Day</p> <p>Body copy:</p> <p>Hi [Name],</p> <p>With Father's Day just a few days away, the clock is ticking to find the perfect gift. Luckily, our latest collection of Father's Day items has something for every type of dad, from sports fanatics to BBQ masters. And with our special offer, you can get</p>

			<p>20% off your purchase when you use the code FATHERSDAY at checkout!</p> <p>But that's not all—we also offer free shipping on all orders placed today! So, whether you're looking for a gift for your dad, grandpa, or father figure, we've got you covered. From personalized mugs to cozy robes, our Father's Day collection has it all.</p> <p>Our items are made from the highest quality materials, and each design is carefully curated to make a statement. Plus, with our easy online ordering and fast shipping, you can have your gift delivered straight to your dad's doorstep in no time.</p> <p>So, why wait? Don't miss this chance to make your dad's day extra special. Check out our Father's Day collection now and find the perfect gift for your dad. And remember to use the code FATHERSDAY at checkout to get 20% off your purchase.</p> <p>But hurry! Time is running out, and this offer won't last forever. Order today to take advantage of our free shipping offer and make sure your gift arrives in time for the big day.</p> <p>Thank you for choosing us for your Father's Day shopping needs. We can't wait to help you make this Father's Day one to remember!</p> <p>Here's to finding the perfect gift!</p> <p>The Chiefs Crew</p>
June 11, 2023	SMS	Exclusive offer for Father's Day customers	<p>Hi [Name]! Treat Dad to something magical. Use code FATHERSDAY for 20% off your next purchase. This offer expires soon, so shop today! [link]</p>
June 13, 2023	Email	Last day to order for free shipping	<p>Subject line: Get Dad's gift delivered in time!</p> <p>Preview line: Order now to guarantee a June 18 delivery!</p>

			<p>Headline: Today's orders will be delivered on Dad's Day</p> <p>Body copy:</p> <p>Hello, [Name]!</p> <p>We know how important it is to make Father's Day extra special for the dads in our lives. That's why we want to remind you that today is the last day to place your order and have it delivered in time.</p> <p>Don't worry, though, we've got you covered with our latest collection of Father's Day gifts that are sure to make your dad smile. From classic ties to stylish watches, we have something for every type of dad out there.</p> <p>But time is running out, so don't wait! Head over to our website now and shop our top picks for Dad. And if you're having trouble finding the perfect gift, check out our Father's Day gift guide for inspiration.</p> <p>Plus, to make things even better, we're offering free shipping on all orders over \$50. So not only will you get a great deal on a Father's Day gift, but you'll also save on shipping costs.</p> <p>So what are you waiting for? Place your order today and make your dad happy on Father's Day.</p> <p>Happy shopping!</p> <p>The Chiefs Crew</p>
<p>June 16, 2023</p>	<p>Email</p>	<p>Gift card</p>	<p>Subject line: Not too late to get Dad a gift!</p> <p>Preview line: Gift cards Dad will actually use</p> <p>Headline: Celebrate Father's Day with a fuss-free gift card</p> <p>Body copy:</p> <p>Hey there, [Name]!</p>

			<p>Are you still searching for the perfect Father's Day gift? No judgment. We've got you covered with our Father's Day gift cards.</p> <p>Don't know what your dad wants or needs? Let him choose with our gift cards! We offer a wide range of options, from \$25 to \$200, so you can choose the perfect amount for your budget. Plus, our gift cards never expire, so Dad can take his time picking out the perfect gift.</p> <p>At Chiefs, we understand that every dad is unique. That's why we offer a wide range of products for every type of dad. From stylish ties to functional accessories, we have it all. And with our gift cards, your dad can choose the gift that best suits his style and needs.</p> <p>So, whether you're running out of time or just want to give your dad the gift of choice, our Father's Day gift cards are the perfect solution. Visit our website now to purchase yours and make this Father's Day one for the books.</p> <p>Happy shopping!</p> <p>The Chiefs Crew</p>
June 17, 2023	SMS	Gift card	<p>Hey, [Name], in case you forgot: tomorrow's Father's Day! No gift yet? Get him a Chiefs gift card today! [link]</p>
June 18, 2023	SMS	Greeting	<p>Happy Father's Day to all Chiefs! May this day be special for you and your loved ones!</p>
June 18, 2023	Email	Thank you for celebrating Father's Day	<p>Subject line: Thanks for choosing Chiefs!</p> <p>Preview line: Happy Father's Day to all chiefs!</p> <p>Headline: Chiefs always has your back</p> <p>Body copy:</p> <p>Dear [Name],</p>

			<p>On behalf of the entire Chiefs team, thank you for choosing us as your go-to source for Father's Day gifts.</p> <p>We hope the items you purchased from us brought joy and happiness to your dads, grandfathers, uncles, or any father figure in your life. We know how important it is to show love and appreciation to those who have played a significant role in shaping our lives, and we're grateful to be part of your efforts to do just that.</p> <p>At Chiefs, we're committed to offering unique and thoughtful gifts that capture the spirit of fatherhood. It's our mission to help you celebrate the fathers in your life and make them feel loved and appreciated. We take pride in the quality of our products, and we hope you were satisfied with your purchase.</p> <p>Once again, thank you for making Chiefs part of your Father's Day celebration. Your support means everything to us, and we look forward to helping you celebrate the next important event in your life.</p> <p>Sincerely,</p> <p>The Chiefs Crew</p>
<p>June 19, 2023</p>	<p>SMS</p>	<p>Father's Day may be over, but the savings continue</p>	<p>Even though Father's Day is over, save big on items Dad will love. Get 15% off all items with code DAD15.</p>

BONUS

Father's Day ChatGPT Prompt

My ecommerce store is [YOUR STORE URL]. Our customers are [ENTER DEMOGRAPHICS]; example: female, 25-55 years old, and we focus on jewelry and apparel for women who love cats and dogs.] Our brand voice is [ENTER VOICE OF YOUR BRAND]; example: fun, sarcastic, whimsical, and engaging.]

SAMPLE PROMPT

My ecommerce store is Chiefs. Our customers are males 25-55 years old, and we focus on apparel for men who love stylish clothing, cool ties, accessories, and other manly gifts. Our brand voice is fun, friendly, and casual. Create a teaser email for my Father's Day campaign, with a subject line, headline, and body copy.

SAMPLE EMAIL TEASER FOR FATHER'S DAY

Subject line: Get your dad something special this Father's Day!

Headline: Celebrate Father's Day with Chiefs!

Body copy:

Hey there, [Name]!

Father's Day is just around the corner, and at Chiefs, we're excited to help you find the perfect gift for your dad! Whether he's a tie lover, fashion enthusiast, or just enjoys some cool accessories, we've got you covered.

From our wide collection of ties and cufflinks to our stylish shirts and jackets, we have everything you need to make your dad feel special this Father's Day. Plus, we have an amazing offer just for you! Get 10% off your purchase when you use the code THANKSDAD at checkout.

So, why wait? Shop our store now and find the perfect gift for Dad. And remember to use the code THANKSDAD to save 10% on your order!

Thanks for choosing Chiefs ... Happy shopping!

All the best,

The Chiefs Crew

Well, El fam ... That's a wrap for this month's GSD Report! Now, get to work assembling your dream team and prepping for a successful Father's Day!

Matthew