

# Members Only

---

# Privileged Information

## LEGAL DISCLAIMER AND TERMS OF USE

You have no resell rights or giveaway rights to any portion of the publication. Only customers that have purchased this publication are authorized to view it. This publication contains material protected under International and Federal Copyright Laws and Treaties. No part of this publication may be transmitted or reproduced in any way without the author's prior written permission. Violations of this copyright will be enforced to the full extent of the law.

This publication's information services and resources are based on the current Internet marketing environment. The techniques presented have been extraordinarily lucrative and rewarding. Because the Internet is constantly changing, the sites and services offered in this publication may change, cease or expand with time. We hope the skills and knowledge acquired from this course will allow you to adapt to the inevitable Internet evolution. However, we cannot be held responsible for changes that may affect the applicability of these techniques.

Any earnings, income statements, or other results are based on our testing and are only estimates of what we think you could earn. There is no assurance that you will do as well as stated in any examples. If you rely upon any figures provided, you must accept the risk of not doing as well as the information provided.

Screenshots in this publication are from publicly accessible field archives. All product names, logos, and artwork are copyrights of their respective owners. None of the owners have sponsored or endorsed this publication. While all attempts have been made to verify the information provided, the author assumes no responsibility for errors, omissions, or contrary interpretations of the subject matter.

Any perceived slights of people or organizations are unintentional.

The purchaser or reader of this publication assumes responsibility for using these materials and information. No guarantees of income are made. The author reserves the right to make changes and assumes no responsibility or liability whatsoever on behalf of any purchaser or reader of these materials.

# **SUMMERTIME, AI, AND Q4 ... OH MY!**

# TABLE OF CONTENTS

**Hey, Insiders! ..... 5**

**The Mindset (by Matthew Stafford) ..... 6**

**The Scout (by Team BGS) ..... 17**

**Summertime Campaign Ideas ..... 17**

**Prepare NOW for Q4 2023 ..... 19**

**Are You Using AI Yet? ..... 28**

**Christmas in July: Email & SMS Swipe Files ..... 30**

**Back to School: Email & SMS Swipe Files ..... 40**

*Hey, Insiders!*

We hope you've been having an awesome summer! It's time again ... to GSD.

This time we're bringing you:

- More nuggets of mindset wisdom from Matthew Stafford
- A slew of summertime campaign ideas
- Reasons to start using AI in your business (if you're not already)
- Tips and steps for Q4 prep (start NOW)
- Christmas in July: email and SMS swipe files
- Back to School: email and SMS swipe files

So, let's get started!

*Matthew Stafford*

# The Mindset

By Matthew Stafford

## **Ideas are powerful.**

They can create blockbuster promotions and incredible businesses. But they can also destroy any chance of you succeeding in business.

There are two major pitfalls when it comes to ideas that I'd like to share with you:

1. Having too many ideas
2. Getting psychological payoff for sharing an idea

## **Pitfall #1: Too Many Good Ideas**

In the online realm, it's easy to have too many good ideas.

What's worse is that you need to be more focused online to succeed than offline.

This goes back to what we covered last month regarding limits. Whether generating lots of great ideas will be a blessing or a curse depends on you.

It'll be a blessing if you force yourself to develop as many good ideas as possible, rank them by value, and choose the best one.

But, if your ideas spread you too thin, cause you to switch directions too often, and leave you nothing more than scattered ... They will lead to your downfall.

## **Pitfall #2: Psychological Payoff for Sharing Ideas**

If you're guilty of being a 24/7 good-idea machine, there's little doubt you're also guilty of this second pitfall. But that's actually good news—and I'll tell you why in a minute.

First, I want to explain what I mean by “psychological payoff.”

It's simple, really.

Have you ever come up with such a good idea that you couldn't wait to share it? And then when you shared it, others agreed it was a great idea, and it felt fantastic to hear their praise and acknowledgment. (We all love that feeling of approval.)

If you've experienced this, then you've received a payoff from idea sharing.

And guess what?

Each time that happens, it takes away some of your mental energy and enthusiasm to install the idea.

Why?

Compare the effort involved in sharing the idea versus implementing it.

Sharing it gives you an awesome feeling, but getting busy and doing all the work necessary to actually make it happen is not as motivating.

Besides, it might not work out as you expressed it when you explained it.

That's why it's good news if you suffer from both.

Because all you have to do is stop sharing your ideas and start listing them. As your list grows, the real winners will stand out.

You'll immediately get into action when the real winner appears. And you won't have time for all the other ideas that come to you, so you can just keep adding them to your list.

## **The Boiling Frog Syndrome**

If you throw a frog into a pot of boiling water, it will leap out immediately to escape danger.

Put the same frog in a cool and pleasant pot, gradually heating it until it boils, and the frog will not become aware of the threat until it's too late.

Most entrepreneurs behave similarly.

Issues surface. They become challenges ... morph into problems ... and end up becoming major frustrations that continue to stack up, one after another.

And one day, it's too late.

Because all the little things in your personal life add up to your life. And all the little things in your business add up to your entire business.

So, if you don't get them right, nothing else matters. Every time you decide not to see a situation's cold hard reality, you'll make some bad decisions and take some wrong actions.

If you're suffering from any of the following ...

- Future living
- Destination disease
- Immediate gratification
- Searching for more, more, and still more
- Waiting for resources instead of being resourceful and having no limits
- Getting juiced by ideas

... You've got a problem.

You're no better off than the frog in the warming water.

I want you to realize that the water will start boiling soon.

In fact, the water is about 211 degrees. (Google it.)

But don't mistake my message here. You can build the business of your dreams. And while it won't happen overnight, it can happen faster and easier than you realize.

Stick with me here, and I'll show you a better way to think and what to do.

I will open your eyes to how these innocent beliefs can wreak havoc, and teach you to start questioning and being suspicious of new beliefs before you take them on.

Next up ... eliminating beliefs currently keeping you from your goals!

## **Rid Yourself of Toxic Beliefs**

By this point, you can see that operating under false beliefs can inflict major damage.

Any one of them can annihilate your chances to succeed in business and life.

But it's impossible for me to list out all of the false beliefs that could pose a danger ... so you'll have to be diligently self-aware to identify any others that are hurting your performance. Then once you know they're there ... Drop 'em like a bad habit (because that's exactly what they are).

To do this well, let's cover the following:

1. Criteria for determining which beliefs to keep (and get rid of)
2. Surfacing the beliefs that are getting in your way
3. Eliminating your detrimental beliefs
4. Out-thinking your bad beliefs
5. How to block poor beliefs from infiltrating your brain moving forward

## Evaluating Your Beliefs

When it comes to surfacing poor beliefs, it's important to be clear about what a poor or toxic belief actually is.

For our purposes, a belief is toxic if it **a)** decreases our ability to be effective, **b)** decreases our chances of doing what's right, and/or **c)** prevents us from reaching our goals.

Notice I didn't mention whether it's true or false, right or wrong, accurate or inaccurate.

These distinctions aren't relevant to our objective. All we're concerned about is whether a belief hinders your ability to reach your goals. If it does, it's gotta go.

## Identifying Your Toxic Beliefs

You may be wondering, “How do I figure out if I have toxic beliefs ...and if I do, what they are?”

It’s actually easier than you might imagine. It requires you to pause, reflect, and follow the clues. (Take time away from busy work, and think about your thoughts. Stop operating on autopilot and become more cognizant.)

### Here are some clues to look for:

1. Excuses
2. Self-destructive behaviors
3. Negative habits

Why are these clues?

If you only remember one thing I ever say, please remember this and understand it. Your brain will resist this belief with every excuse it can come up with, so it gets to be right (whether it is or not).

You don’t do anything without a reason or a payoff.

Please, read that again: *You don't do anything without a reason or a payoff.*

This applies to everything you do. Anytime something interferes with your progress toward your goals, there’s a hidden reason behind it. And more often than not, the culprit is a false belief doing its damage.

So, the next time you don’t take an action you know you could ... or you take an action you know you shouldn’t ...

You have an opportunity to play “belief detective” and find out why.

Use these questions to help you process:

1. Why?
2. What would I need to believe for this (excuse, behavior, or habit) to make sense?

I definitely recommend writing your way through this discovery process. Don't try to do it in your head ... unless you're content with getting more of the same.

Let's look at a couple of examples:

### ***Example #1: The Case of Intellectual Entertainment***

Meet Jack.

Jack reads lots of self-help books. In fact, he's read hundreds of them. Yet he never does the exercises or recommended actions in them. So, apart from receiving intellectual entertainment, the books don't help him.

For him to *actually benefit* from what he's reading ... The next time he's reading a book and comes across an exercise he thinks he'd benefit from, he would need to step back and reflect on what was happening.

So it might go something like ...

Jack's initial thought: “I'll do this later.”

### **Question #1: Why?**

**Answer:** “Because I’d rather keep reading.” Why? “Because I’m enjoying the book.”

**Question #2:** What would I need to believe for this to make sense?

**Answer:** “That I was reading this book for enjoyment rather than improvement.”

See what happened here?

The behavior of passing over the exercises makes sense if Jack is reading for enjoyment. So even though that isn’t true, it’s the belief he’s operating under.

And that’s important to realize.

Because it’ll make changing Jack’s behavior much easier.

You’ll see it a little later on.

### ***Example #2: Buying Stuff = Success***

Meet Jennifer.

Jennifer buys a lot of internet marketing products. She actually buys much more than she learns and uses. She knows she should buy less, but she doesn’t. Jennifer notices she feels better about herself and her chances of success immediately after she buys the product.

What’s going on in this scenario?

After Jennifer’s next purchase, the opportunity arises.

**Question #1:** Why did I make this purchase?

**Answer:** “Because it will make my success easier.” Why? “Because it might have information I need to know.”

**Question #2:** What would I need to believe for this to make sense?

**Answer:** “That my success will happen when I have the right resources (secret information).”

I may have jumped a few questions to arrive at Jennifer’s realization, but do you see the twisted logic going on here?

My guess is that Jennifer might actually believe her answer to the second question.

But that’s OK (for now), because the goal of this first step is just to bring the toxic belief to the surface.

See how straightforward that was?

Now take a moment to write down one behavior you would benefit from fixing.

Stop and write down the behavior. Don't be a Jack.

C’mon ... Pause, grab a pen and paper, and write an actual behavior. Nothing changes if nothing changes.

Now answer Question #1, like we did in the examples above, and give the reason why.

Next ask yourself “Why?” about *that*.

OK, on to Question #2.

Using your last “Why?” response from Question #1, answer “What would I need to believe for this to make sense?”

It's possible that when you become aware of the toxic belief, you won't continue to feel the urge to act or not act in the same destructive manner. But sometimes—most times—knowledge won't be enough by itself to stop the negative pattern. So, once you've identified the toxic belief, your next step is to call it out on its crap.

## **Dispute Toxic Beliefs**

Once you've *identified* your toxic beliefs, you need to *eliminate* them.

The easiest way to start dissolving a belief is to dispute it, and that requires you to start questioning it.

By questioning the belief, you will sow the seeds of doubt. And when there is enough doubt, the original belief is either no longer believed, or it becomes weak enough to get rid of it.

And when you no longer believe it, it's no longer your belief!

I went a bit long here, but I am passionate about people learning to clean up their thinking. It's one of the hardest things we will ever do.

Henry Ford said, **"Thinking is the hardest work there is, which is probably the reason so few engage in it."**

Unfortunately, I wholeheartedly agree with him.

So let's pick it up here next month. We will break down some common toxic beliefs. You won't be able to unsee them when you see them, and it will unlock many possibilities for each of you ... which is exactly why I'm still here doing what I do.

# The Scout

By Team GSD

## Summer Campaign Ideas

Originally, when I started thinking about what to include in this GSD, I was going to focus on the “Back to School” season. But once I started digging deeper, I realized this one topic wasn’t really enough for a whole issue.

So here’s a more comprehensive list of ideas and campaigns you can take advantage of this summer (or winter, for those of you Down Under). They’re in no particular order, but could easily be adapted to any product line or niche.

**Summer Essentials Sale:** Highlight the must-have items for summer, like swimwear, beach accessories, outdoor gear, and summer fashion. Offer discounts or exclusive bundles to attract customers looking to make the most of the season.

**Stay Cool with Summer Savings:** Emphasize products that help customers (or their pets) beat the heat, like air conditioners, fans, summer beverages, and cooling apparel. Promote special deals or limited-time offers to create a sense of urgency.

**Vacation Ready—Travel Gear and More:** Showcase travel essentials, luggage, travel-sized products, and versatile fashion items for those planning summer getaways. Offer travel-themed discounts or exclusive travel bundles to capture the attention of potential vacationers.

**Outdoor Adventures Await:** Highlight products for outdoor activities, such as camping, hiking, and picnics. Promote items like camping gear, portable grills, outdoor furniture, and sports equipment. Consider offering package deals or free shipping on outdoor-related purchases.

**Summertime Self-Care:** Encourage customers to prioritize self-care during the summer months. Showcase skincare products, sun protection, beauty essentials, and wellness items. Offer special promotions on self-care products and emphasize the importance of taking care of oneself during the season.

Before you know it, August will be here ... which means time for “Back to School” promotions!

**Gear Up for Success (Back-to-School Essentials Sale):** Highlight essential school supplies, backpacks, lunch boxes, stationery, and other items students need for the upcoming academic year. Offer discounts, bundle deals, or free shipping to incentivize customers to shop early and ensure they’re well-prepared for the new school season.

**Study in Style (Back-to-School Fashion Event):** Showcase trendy and comfortable clothing, shoes, and accessories suitable for students of all ages. Promote the latest fashion trends, school uniforms, and versatile outfits that allow students to express their individuality while adhering to dress codes. Consider offering student-exclusive discounts, or host a virtual fashion show to engage and inspire shoppers.

And who could forget Christmas in July?

**Jingle Bell Savings—Christmas in July Sale:** Create a festive atmosphere by offering exclusive discounts and deals on Christmas-themed products, such as ornaments, holiday decor, festive attire, and unique gifts. Emphasize the limited-time nature of the sale to create a sense of urgency, and encourage customers to get a head start on their holiday shopping.

**Cool Yule Giveaways—Christmas in July Surprise:** Engage customers by running exciting giveaways or contests with a holiday twist. Offer a chance to win popular Christmas items, gift cards, or surprise gift bundles. Encourage participants to share the holiday spirit by submitting their favorite holiday memories or creative holiday-themed photos.

**Warm Wishes—Spread Holiday Cheer in July:** Encourage customers to embrace the joy of giving by partnering with a charitable organization. Donate a percentage of sales from Christmas-themed products or offer a "Buy One, Give One" promotion, where a purchase triggers a donation to a deserving cause. Highlight the spirit of giving back and the opportunity to make a difference, even during the summer months.

Now, I realize that I included products you may not have in your store in most of these campaigns, but I’m sure you’ll be able to easily adapt them to your specific niche.

## Prepare NOW for Q4 2023

This last part was the perfect segue into a very important topic for you to start thinking about—your Q4 marketing strategy for this year.

Let's talk about some proactive steps you can take early on to position your store for success during the fourth quarter holiday season. Remember to continuously monitor and optimize your efforts based on customer feedback and market trends to maximize your marketing impact.

### Plan Early

Start mapping out your holiday marketing strategies, campaigns, and promotions. Identify key dates, such as Black Friday and Cyber Monday, and outline the messaging, channels, and offers you plan to utilize.

When it comes to Q4, early preparation is essential for success. Mapping out your marketing strategies, campaigns, and promotions well in advance will help ensure a smooth and effective execution during this busy and often hectic time of year.

Let's explore some specific ways and resources that can help you get started!

### Create a Marketing Calendar

First and foremost, create a comprehensive marketing calendar. Whether you prefer a digital tool or a physical planner, mark down important dates, like Black Friday, Cyber Monday, and other significant holidays or observances relevant to your business. Visualizing the timeline allows you to allocate resources, plan campaigns, and set deadlines.

And don't forget those lesser known holidays!

Visit <https://nationaldaycalendar.com/> and look for possible celebrations you can incorporate into your marketing efforts.

## **Stay In-the-Know**

To make informed decisions, stay on top of consumer trends. Research industry reports, explore trend analysis websites, and use social media listening tools to gather insights on popular products, shopping behaviors, and emerging trends within your target market. This understanding will help you align your offerings with customer preferences.

## **Analyze Past Performance**

This is another valuable exercise. Review data from previous holiday seasons to identify successful marketing campaigns, popular products, and effective promotional strategies. What worked well in the past? Which initiatives fell short? By learning from your own history, you can fine-tune your approach for the upcoming season.

## **Set Goals**

Determining clear objectives is crucial. What do you want to achieve with your holiday marketing efforts? Are you looking to increase sales, boost website traffic, expand your customer base, or enhance brand awareness? Establishing specific, measurable, attainable, relevant, and time-bound (SMART) goals will guide your decision-making process and help you stay focused.

With your goals in mind, it's time to plan your promotions and offers. Determine the types of promotions you'll run during the holiday season. Will you offer discounts, bundle deals, free shipping, or exclusive holiday-themed products? Tailor your offerings to meet the desires and needs of your target audience, creating compelling incentives that drive engagement and sales.

## **Choose Marketing Channels Wisely**

Selecting the right marketing channels is vital to reaching your audience effectively. Consider a mix of digital channels (email marketing, social media advertising, influencer partnerships, SEO) and paid online ads. Optimize your website for search engines to improve visibility and ensure your brand stands out.

Keep in mind that the costs for paid advertising will go up 3-4x or more starting in late September, so anything you can do now to build your first party data (email and SMS lists) will give you substantial savings during Q4. Consider looking into paid "lead

generation ads” to boost your email list. **Note:** I believe this will be covered on an upcoming *Traffic Talk Friday* call.

## **Craft Compelling Messaging**

This one is key to capturing attention and driving action. Develop captivating messaging that highlights the value and benefits of your products or services. Consider the emotions, aspirations, and pain points of your target audience, tailoring your messaging to resonate with them during the holiday season. Consistency across all marketing channels and touchpoints is essential for building a strong and cohesive brand presence.

## **Automate**

Leveraging marketing automation tools can save time and streamline your campaigns. Explore automation platforms that allow you to schedule emails, segment your audience, automate social media postings, and analyze campaign performance. These tools provide efficiency and allow for personalized communication that resonates with your customers.

Planning early and utilizing the aforementioned strategies and resources will position your business for success during the wild and wonderful Q4 season.

And remember: Continuous monitoring, optimization, and adaptation based on customer feedback and market trends are vital for maximizing your marketing impact. Start now, and let your holiday marketing efforts shine!

## **Optimize Your Store**

Ensure your store is mobile-friendly, user-friendly, and optimized for speed. Streamline the purchasing process, improve site navigation, and enhance product descriptions and images to provide a seamless and engaging shopping experience.

There are specific ways to optimize your store and provide a seamless and engaging shopping experience.

## Mobile-Friendliness

With the increasing use of smartphones for online shopping, it's crucial to cater to mobile users. Ensure that your store design is responsive, adapting to different screen sizes and resolutions. Test your store across various mobile devices to guarantee a consistent and visually appealing experience for mobile users.

## User-Friendliness

Next, prioritize user-friendliness. Streamline the purchasing process by simplifying your checkout procedure. Clearly display shipping and return policies, payment options, and any other relevant information to instill confidence in your customers.

Improve site navigation to help users find what they're looking for effortlessly. Optimize your menu structure, ensuring it is intuitive and well-organized. Implement a search bar and filters to enhance the browsing experience and enable customers to quickly locate specific products or categories. Regularly monitor user behavior and analyze website analytics to identify any areas that may require improvement.

Enhance your product descriptions and images to create a compelling and informative shopping experience. Write clear, concise, and persuasive product descriptions that highlight key features, benefits, and unique selling points. Utilize high-quality product images that accurately represent your offerings from multiple angles. Consider incorporating videos or interactive elements to provide a more immersive experience for your customers.

In terms of resources, there are many tools available to assist you in optimizing your store. Look into the various Shopify apps to include predictive search, collection page filtering, customer reviews, and possibly a loyalty program.

## Site Speed

Website optimization tools like Google PageSpeed Insights, GTmetrix, or Pingdom can help you assess your website's performance and identify areas for improvement, such as page load times and mobile responsiveness.

Consider having the BGS team conduct a site audit or site speed optimization on your store ahead of Q4. This will allow you to maximize every site visitor during the holidays. The same goes for Google Analytics. **Remember:** As of July 1, 2023, Universal Analytics is no more ... so if you're not updated to GA4, you're no longer collecting data.

Using these specific strategies and resources will go a long way in optimizing your store to provide a seamless, user-friendly, and engaging shopping experience for your customers. And as always, don't forget to regularly monitor and analyze user feedback and website analytics to identify opportunities for further optimization and enhancement.

## **Expand Your Social Media Presence**

Expanding your social media presence requires specific strategies and the utilization of available resources. By identifying the social media platforms where your target audience is most active and developing a comprehensive social media strategy, you can effectively build brand awareness and drive traffic to your store.

Create engaging and valuable content to captivate your audience. Craft compelling and shareable posts, including images, videos, infographics, and informative articles. Mix promotional content with entertaining, educational, or inspirational content to keep your audience interested and engaged. Utilize storytelling techniques to connect with your audience on a deeper level.

Consider expanding your targeted ads to reach a wider audience and generate brand awareness. Take advantage of the targeting options provided by the social media platforms to ensure your ads are shown to the right people at the right time. Experiment with different ad formats, such as image ads, video ads, or carousel ads, to find the most effective approach for your target audience. Remember that this can change often, so always be testing.

Leverage influencers in your industry or niche to expand your reach and build credibility. Identify influencers who align with your brand values and have a significant following. Collaborate with them to create sponsored content or product reviews that showcase your offerings to their audience. Influencers can help increase brand visibility, drive traffic to your store, and foster trust among their followers. Consider testing Shopify Collabs or Social Cat to find micro-influencers you can align with.

Take advantage of social media management software, like Hootsuite, Later, or Sprout Social, to help you schedule posts, monitor engagement, and analyze performance across multiple platforms. These tools allow you to stay organized, save time, and effectively manage your social media presence.

Additionally, stay updated on the latest trends, algorithms, and features of the social media platforms you use. Regularly review and analyze your social media analytics to

understand what content resonates most with your audience. Use the insights gained to refine your strategy, optimize your content, and maximize engagement.

I know that's a lot! But working on putting the above strategies into action in your ecom business can expand your social media presence, build brand awareness, and drive traffic to your store.

And you know I can't leave this out: Remember to regularly assess and adjust your social media strategy based on audience feedback, platform updates, and market trends to ensure ongoing success.

## **Leverage Customer Reviews and Testimonials**

To leverage customer reviews and testimonials effectively, store owners can implement specific strategies and utilize available resources. By encouraging satisfied customers to leave reviews and testimonials on your store and also on popular review platforms, you can build trust and credibility with potential customers, especially during the busy holiday season.

Start by proactively encouraging customers to share their feedback. After a purchase, send a follow-up email thanking them for their support and kindly request their honest review. Make it easy for them to leave reviews by providing direct links or buttons to popular review platforms, such as Google Reviews, Yelp, or Trustpilot.

Offer incentives to encourage reviews. Consider implementing a loyalty program where customers earn rewards or discounts for leaving reviews. Additionally, you can hold contests or giveaways exclusively for customers who leave reviews, further incentivizing their participation.

Highlight positive feedback on your website and marketing channels. Create a dedicated testimonials section on your website, featuring customer reviews and testimonials. Include their names, locations, and even their profile pictures (if possible) to add authenticity. Share positive reviews on social media, incorporating them into your content strategy to build credibility and trust.

Respond to all reviews, both positive and negative, in a timely and professional manner. Express gratitude for positive reviews and address any concerns or issues raised in negative reviews. This shows that you value customer feedback and are dedicated to providing the best possible experience.

Leverage available resources to manage and promote customer reviews. Utilize reputation management tools or software to monitor and respond to reviews across different platforms efficiently. This streamlines the process and ensures that no review goes unnoticed. Some platforms even offer features that allow you to embed customer reviews directly onto your website.

Encourage customers to leave reviews through various touchpoints. Include reminders and CTAs on your website, product packaging, and email communications. Consider including a review request within the order confirmation or shipping notification emails. Additionally, provide clear instructions on how customers can leave reviews on different platforms.

Monitor and analyze customer feedback regularly to identify areas for improvement. Look for common themes or issues raised in reviews and use this feedback to enhance your products, services, or customer experience. Actively incorporating customer feedback demonstrates your commitment to continuous improvement and customer satisfaction.

By implementing these specific strategies and utilizing available resources, you can effectively leverage customer reviews and testimonials to build trust and credibility during the busy holiday season. Remember to respond to reviews promptly, highlight positive feedback, and continuously monitor and analyze customer feedback to enhance your offerings and customer experience.

## **Build Your Email / SMS List**

Building an email and SMS list is a valuable strategy for ecom store owners to establish direct communication with their audience, and there are some specific approaches you can take to build yours. Encouraging visitors to sign up and nurturing those leads with regular newsletters and relevant content will help you generate anticipation and stay top of mind during the holiday season.

Start by offering incentives to encourage visitors to sign up for your email list. Provide exclusive discounts, early access to sales, or freebies in exchange for their email address. Make the sign-up process simple and hassle-free, ensuring that the opt-in form is prominently displayed on your store, particularly on high-traffic pages like the homepage or landing pages.

To capture visitors' attention and entice them to sign up, create compelling opt-in forms. Use persuasive copy and visually appealing design elements to highlight the benefits of joining your email list. Consider using exit-intent pop-ups to capture attention when visitors are about to leave your website.

Once you're building your email list, it's important to nurture those leads by sending regular newsletters. Plan and schedule a consistent email cadence to keep your audience engaged. Share valuable content, such as informative articles, industry insights, or tips and tricks related to your products or niche. Provide exclusive sneak peeks, pre-holiday offers, or early access to sales to make subscribers feel valued.

Segment your email list based on customer preferences, purchase history, or demographics to deliver more personalized and relevant content. Tailor your emails to specific segments, ensuring that the content resonates with their interests and needs. Utilize email marketing automation tools to streamline the process and deliver targeted emails based on predefined triggers or customer behavior.

With the recent changes in deliverability, focus on sending to people who have either engaged with your emails or have been active on your store within the past 30, 60, or 90 days. Once they move beyond that, consider syncing that audience to Facebook/Instagram or Google, and running ads to get them to come back into the “engaged” segments.

Create pre-holiday-related content to generate anticipation and excitement among your email subscribers. Share holiday gift guides, decorating ideas, or seasonal recipes. Offer helpful tips for navigating the holiday season, such as stress-free shopping strategies or budget-friendly gift ideas. By providing valuable content, you position yourself as a trusted resource and build a stronger connection with your subscribers.

Leverage available resources to optimize your email marketing efforts. Use platforms like Klaviyo or Mailchimp to manage your subscriber list, design visually appealing emails, and track email performance. These platforms offer features such as automation, personalization, and analytics that allow you to fine-tune your email marketing strategy.

In addition to email marketing, leverage other channels to promote your email list. Use social media platforms to direct followers to your website and encourage them to sign up for exclusive offers. Collaborate with influencers or industry partners to cross-promote and expand your reach. Consider running targeted ads to reach a wider audience and drive sign-ups.

Implementing these specific strategies and utilizing available resources will aid in effectively building your email list and nurturing leads to generate anticipation for the upcoming holiday season. Remember to consistently provide value, personalize your content, and monitor email performance to optimize your email marketing efforts.

Your goal should be to have 25-40% of your store's revenue coming from email and SMS marketing in advance of Q4 so that you can maximize your results once the ad costs begin to skyrocket.

If the thought of implementing these email/SMS strategies is overwhelming to you, **schedule a call with Mark Shilensky to discuss our done-for-you email & SMS marketing packages**. Whether it's managing your automated flows, or both flows and campaigns, there are options that will fit your needs.

## Are You Using AI Yet?

I wanted to give you some quick pointers about how you can maximize your results with the help of some AI magic.

If you haven't already started using ChatGPT or some other AI tools in your business, please, please, PLEASE take a look at implementing them.

First thing, if you haven't done this already, is to teach it (AI) about your business; include information on your products, what makes you unique in the marketplace, and what UVPs and USPs you have identified for your business.

Next, teach it about your customer avatar—who they are, demographics, interests, hobbies, likes and dislikes.

Then, add in a little magic pixie dust. Take a minute to identify the tone of voice you want to use when speaking to your customers. This can come in the form of samples of your past emails, product descriptions, and blog articles.

Now that you've trained it with the specifics of your business, you can easily take any of the sample emails that we're including in our monthly GSD campaigns and have them changed to match your products, your customers, and your voice.

For example, let's take a paragraph from one of this month's "Christmas in July" emails:

"Whether you're looking for a special gift for a loved one, or a little something to treat yourself, our Christmas in July sale has you covered. Explore our selection of widgets and discover the perfect fit for every personality, style, and occasion. From elegant and functional to whimsical and unique, we have something that will bring joy to all."

Now, for example ... Let's say we have a store that sells elegant women's clothing. If we tell the AI to rewrite this email in our voice, and instead of talking about widgets to talk about *our* products, we would get something like this:

"Whether you're searching for a timeless gift for someone dear or indulging in a luxurious treat for yourself, our Christmas in July sale is an exquisite affair not to be missed. Immerse yourself and uncover the epitome of elegance, sophistication, and style. From chic blouses that effortlessly elevate any ensemble to sleek slacks that exude confidence and grace, our curated

collections cater to the refined tastes of the fashion-conscious woman. Experience the thrill of finding the perfect fit for every occasion, allowing your unique personality to shine through. Embrace the artistry and impeccable craftsmanship that adorn our creations, captivating both the eye and the soul. This is your moment to revel in the joy of fashion and indulge in the sheer beauty of our exclusive offerings."

Obviously, the more you train the AI, the better and more accurately it will speak to your customers.

This isn't something to ignore/pass on. It takes a little time, but once you get it dialed in, it will be a game-changer in your business.

### **Time for Some Campaigns!**

This month, we're including two campaigns for you to implement. The first is a "Christmas in July" theme, and the second is a "Back to School" theme.

Enjoy!



Remember: This is just an outline, and you should customize the content to align with your ecommerce store's specific offerings and brand voice. Ensure that each email and SMS provides value, evokes the Christmas spirit, and drives engagement and conversions during the Christmas in July campaign.

Type	Content
Teaser Email #1	Subject: "Santa's Secret: Christmas in July Sale is Coming Soon!"
SMS #1	<p>"Ho Ho Ho! Santa's Surprise - Christmas in July Sale Starts Today!"</p> <p>Announce the start of the Christmas in July sale via SMS, creating excitement.</p>
Email #2	Subject: "Unwrap the Joy: Exclusive Discounts on widgets for Christmas in July!"
SMS #2	<p>"Get Ready to Deck the Halls - Exclusive Widget Discounts Await!"</p> <p>Highlight the exclusive discounts on widgets available only during the Christmas in July campaign.</p> <p>Encourage recipients to visit the website and start shopping now.</p>
Email #3	Subject: "Last-Minute Christmas Vibes: Shop Now and Save Big!"

SMS #3	<p>"Spread Joy This Christmas in July - Surprise Someone With a Widget Gift!"</p> <p>Remind recipients about the gifting potential of widgets. Highlight the wide range of widgets available for different recipients.</p>
Email #4	<p>Subject: "Spread the Christmas Cheer: Get Your Favorite widgets at Unbeatable Prices!"</p>
SMS #4	<p>"Last Chance to Save! Christmas in July Sale Ends Tonight at Midnight"</p> <p>Create urgency by announcing the end of the Christmas in July sale.</p> <p>Remind recipients to take advantage of the limited-time offers before they expire.</p>
Email #5	<p>Subject: "Final Hours: Don't Miss Out on Our Christmas in July Sale!"</p>

**EMAIL #1**

Send to: Past purchasers

Dear [First Name],

Are you ready to experience the magic of Christmas in July? Brace yourself for a secret Santa surprise like no other! We're excited to announce that our much-anticipated Christmas in July sale is just around the corner, and we couldn't wait to share the news with you!

Starting [Sale Start Date], get ready to unwrap the joy with exclusive discounts on our beloved widgets. It's the perfect opportunity to bring a touch of holiday spirit to your summer days. We've been working behind the scenes to curate a collection of irresistible deals that will have you singing carols in delight!

But here's the twist ... This sale is Santa's secret! We're keeping the details under wraps until the sale begins. Rest assured, it will be worth the wait! Get ready to revel in the excitement of discovering amazing discounts on your favorite widgets.

As a valued customer, we wanted to give you a sneak peek and let you in on Santa's secret before anyone else. Consider this your golden ticket to holiday happiness! Keep an eye on your inbox for an exclusive invitation to our Christmas in July sale, where you'll find surprises, savings, and an abundance of joy.

Remember, the magic starts soon! Mark your calendars for [Sale Start Date], and prepare for a shopping experience filled with holiday cheer. Stock up on gifts for loved ones or treat yourself to a little Christmas indulgence—because who says we have to wait until December to celebrate?

Stay tuned for more exciting updates, special offers, and festive fun leading up to our Christmas in July sale. The countdown to this holly, jolly event has officially begun!

Wishing you anticipation and merriment,

[Your Store's Name] Team

P.S. Be on the lookout for Santa's secret email invitation with all the details of our Christmas in July sale. It's going to be epic!

**EMAIL #2**

Send to: 90-day engaged audience

Dear [First Name],

The wait is finally over, and the magic of Christmas in July has arrived! We are thrilled to invite you to our exclusive Christmas in July sale, where you can unwrap the joy of irresistible discounts on our beloved widgets!

As a valued customer, we wanted to ensure that you get a front-row seat to this festive extravaganza. Starting today, for a limited time only, we're offering exclusive discounts on our entire range of widgets ... just for you! It's our way of saying thank you for your continued support and loyalty.

Whether you're looking for a special gift for a loved one, or a little something to treat yourself, our Christmas in July sale has you covered. Explore our selection of widgets and discover the perfect fit for every personality, style, and occasion. From elegant and functional to whimsical and unique, we have something that will bring joy to all.

But that's not all! We've sprinkled in some extra holiday magic just for you. To show our appreciation, we're offering an additional [Discount Percentage]% off your purchase during this sale. Simply use the code [Discount Code] at checkout to enjoy this exclusive gift from us to you.

Don't miss out on BIG savings! The Christmas in July sale is only here for a limited time, so make sure to shop early to secure your favorite items before they're gone.

Hurry, unwrap the joy of Christmas in July now by visiting our website at [Your Website URL]. Let the spirit of the season infuse your summer days with delight, wonder, and the magic of our incredible widget deals.

Thank you for being a part of our [Your Store's Name] family, and we look forward to serving you during this special holiday sale.

Wishing you a merry and delightful shopping experience!

Warm regards,

[Your Store's Name] Team

**EMAIL #3**

Send to: 90-day engaged audience, excluding anyone who has purchased since the sale started, and optionally anyone who has clicked the previous emails.

Dear [First Name],

Can you hear those sleigh bells ringing? It's the sound of Christmas in July, and we have an irresistible treat just for you! There's still time to embrace the festive spirit and make this summer unforgettable with our Last-Minute Christmas Vibes sale. Get ready to shop 'til you drop and save big on our incredible widgets!

As someone who appreciates the magic of the season, we wanted to extend a special invitation to you. Starting today, you have the chance to enjoy BIG discounts on our entire range of widgets, making it the perfect opportunity to check off those gift lists or treat yourself to something extraordinary.

Why wait for December when you can experience the joy of Christmas right now? Dive into our virtual wonderland of widgets and discover the perfect treasures to brighten your day. From enchanting gadgets to delightful gizmos, we have something for everyone on your list.

But don't delay, dear friend! This Last-Minute Christmas Vibes sale is fleeting like a snowflake on a sunny day. It's your chance to seize incredible savings and secure those must-have widgets before they vanish into the holiday mist.

To sweeten the deal, we're offering an exclusive [Discount Percentage]% OFF discount on your entire purchase. Simply enter the code [Discount Code] at checkout to unwrap your special gift and let the savings snowball!

The clock is ticking, and the reindeer are on the move. It's time to transform your summer into a winter wonderland of excitement and joy. Embrace the Christmas spirit, and let our widgets bring the magic to your doorstep.

Shop now at [Your Website URL] and experience the thrill of Last-Minute Christmas Vibes. But remember, this sale is here for a limited time only, so act swiftly to make the most of this jolly opportunity.

Spread the cheer and share the news with your loved ones. After all, there's nothing quite like the gift of Christmas in July to make spirits soar and hearts glow.

Don't miss out on the magic and savings that await you. Let's make this summer one for the books with our Last-Minute Christmas Vibes sale. Click below to start shopping now and create memories that will warm your heart long after the summer fades away.

[\[CTA Button: Shop Now\]](#)

Wishing you a joyful and unforgettable Christmas in July!

Warmest regards,

[\[Your Store's Name\]](#) Team

**EMAIL #4**

Send to: 90-day engaged audience, excluding anyone who has purchased since the sale started, and optionally anyone who has clicked the previous emails.

Dear [First Name],

'Tis the season to spread joy and embrace the magic of Christmas in July! We're thrilled to invite you to our extraordinary sale, where you can unwrap the cheer and get your favorite widgets at unbeatable prices. It's time to make your summer shine with the spirit of the holidays!

Picture this: twinkling lights, warm cocoa, and the delight of discovering incredible deals on our most sought-after widgets. Whether you're looking to surprise a loved one or treat yourself, our Christmas in July sale has everything you need to make this summer unforgettable.

Step into our virtual wonderland of widgets and prepare to be dazzled. We've curated a collection that will make your heart skip a beat, featuring the latest innovations and timeless classics that our customers adore. From whimsical gadgets to functional marvels, you'll find the perfect widget to add a touch of enchantment to your everyday life.

But here's the best part: our unbeatable prices! We believe that the magic of Christmas should be accessible to all. That's why we're offering incredible discounts on our entire range of widgets. Now you can indulge in your favorites without breaking the bank. It's our way of spreading the cheer and making this season truly merry and bright.

This is the moment you've been waiting for, and we don't want you to miss out. Time is of the essence, as our Christmas in July Sale will only last for a limited time. So, don't let this opportunity slip through your fingers like melting snow. Grab it with both hands and make this summer one to remember!

Are you ready to experience the joy of unwrapping your favorite widgets at irresistible prices? Head over to our website at [Your Website URL] and start exploring. Add the items that make your heart skip a beat to your cart, and let the anticipation of Christmas cheer fill the air.

Oh, and don't forget – sharing is caring! Spread the Christmas spirit by telling your friends, family, and colleagues about our unbeatable deals. They deserve to experience the magic too!

Now is your moment to create memories, ignite smiles, and make this summer sparkle with the enchantment of Christmas. Don't wait another second. Join us in celebrating the joy of Christmas in July!

[\[CTA Button: Shop Now\]](#)

Wishing you a summer filled with magic, laughter, and delightful surprises.

Warmest regards,

[\[Your Store's Name\]](#) Team

**EMAIL #5**

Send to: 90-day engaged audience

Dear **[First Name]**,

Time is slipping away like sand through an hourglass, and we wanted to make sure you don't miss out on our incredible Christmas in July Sale! As the clock ticks, we wanted to remind you that this is your final chance to grab the enchanting discounts and experience the magic of our Christmas in July celebration.

Our elves have been working tirelessly to bring you the most delightful deals on our beloved widgets. But remember, the clock strikes midnight tonight, and with it, the magic of Christmas in July will fade away.

If you've been procrastinating or waiting for the perfect moment, now is the time to act! This is your last opportunity to indulge in the joy of our unbeatable discounts, bringing smiles and saving you money.

Imagine the excitement of unwrapping your favorite widgets, all at prices that will make you beam with delight. Whether you've had your eye on that whimsical widget, the gadget that sparks your imagination, or the functional marvel that simplifies your life, now is the time to make it yours before it's too late.

We don't want you to have any regrets as the clock strikes midnight. Embrace the spirit of the season and make your summer sparkle with the magic of our Christmas in July Sale. You deserve to experience the joy and wonder of these special discounts, crafted just for you.

Remember, these are the final hours, the last moments of our Christmas in July celebration. Don't let time slip away without taking advantage of the incredible savings. Head to our website at **[Your Website URL]** and browse through our enchanting selection of widgets. Add them to your cart, and let the anticipation of receiving your magical package fill your heart with joy.

Hurry, as this is your last chance to make the most of our Christmas in July Sale. Don't let the opportunity vanish like a snowflake on a warm summer's day.

**[CTA Button: Shop Now]**

Thank you for being a part of our Christmas in July celebration. We appreciate your support and hope this sale brings a little extra sparkle to your summer.

Wishing you a magical finale to our Christmas in July Sale!

Warmest regards,

[Your Store's Name] Team



Ensure that each email and SMS includes a clear call to action, directing recipients to your store or specific collection pages. Tailor the messaging and offers to resonate with the back-to-school audience, emphasizing the value and benefits of widgets for students. Monitor the campaign's performance and adjust your strategy if necessary to maximize engagement and conversions.

Type	Content
Teaser Email #1	Subject: "Get Ready for School with Exciting Deals on Widgets!"
SMS #1	"Gear up for School! Our Back-to-School sale is coming soon. Get ready to save big on widgets. Stay tuned for more details!"
Email #2	Subject: "Unlock Your Academic Success with Back-to-School Widget Essentials!"
SMS #2	"Study smarter this school year! Our Back-to-School widgets are here to boost your academic journey. Don't miss out on exclusive deals. Shop now!"
Email #3	Subject: "Stand Out from the Crowd with Stylish Widgets for Back to School!"
SMS #3	"Style meets functionality! Elevate your Back-to-School game with our trendy widgets. Shop now and save. Limited time offer!"
Email #4	Subject: "Final Day: Grab Your Back-to-School Widgets Before It's Too Late!"

SMS #4	"Don't miss out! Our Back-to-School sale ends today at midnight. Get your widgets now and save. Final chance to score big!"
--------	---

**EMAIL #1**

Send to: Past purchasers

**Note:** Create anticipation by mentioning the upcoming Back-to-School sale for widgets. Highlight the importance of being prepared for the school season and tease exclusive discounts and offers.

Dear [First Name],

Can you hear that familiar sound? It's the school bells ringing, announcing the arrival of a new academic year! At [Your Store's Name], we believe in setting students up for success, and that's why we're thrilled to announce our highly anticipated Back-to-School sale.

Get ready to kick-start the school season with a bang! Our team has been hard at work, handpicking an incredible selection of widgets to equip you for a year of triumphs, discoveries, and unforgettable moments.

Why settle for the ordinary when you can have the extraordinary? Our Back-to-School sale is your ticket to discovering exciting deals and special offers on a range of innovative widgets. From study aids to productivity boosters, we have the tools you need to conquer every challenge that comes your way.

Be the star of your class with widgets that make learning a breeze. Imagine the satisfaction of organized notes, efficient time management, and dazzling presentations. Whether you're a student, a teacher, or a lifelong learner, our widgets are here to empower you on your educational journey.

But here's the best part: these exceptional deals are exclusively available during our Back-to-School sale. This is your golden opportunity to score amazing savings and unlock a world of possibilities. Trust us, you won't want to miss out on these limited-time offers!

Mark your calendars for [Sale Start Date] as we unveil our Back to School collection, meticulously curated to cater to your needs. Stay tuned for our next email, where we'll reveal a sneak peek of the remarkable widgets awaiting you.

Get ready to thrive, shine, and make this school year your best one yet. Our Back-to-School sale is just around the corner, and we can't wait to embark on this educational adventure with you.

Wishing you a summer filled with excitement and anticipation,

[Your Store's Name] Team

P.S. Keep an eye on your inbox for our next email, where we'll unveil a preview of the incredible deals coming your way in our Back-to-School sale. It's time to make this school year extraordinary!

**EMAIL #2**

Send to: 90-day engaged audience

Dear **[First Name]**,

It's time to power up your potential and unlock a world of academic success! We're thrilled to announce the launch of our highly anticipated Back-to-School sale, where you can discover the essential Widget tools that will propel you towards greatness.

At **[Your Store's Name]**, we understand that the right tools can make all the difference in your educational journey. That's why we've curated a collection of Back to School Widget Essentials that will revolutionize the way you learn, study, and excel.

Prepare to be amazed as we unveil the secret weapons that will enhance your productivity, boost your focus, and ignite your passion for learning. These widgets have been carefully selected to cater to students of all ages and academic pursuits. From note-taking wizards to time-management geniuses, we have the perfect widget companions to accompany you on this transformative adventure.

Picture yourself effortlessly capturing every important detail, organizing your thoughts with ease, and conquering assignments like a pro. Our Back to School widgets will equip you with the confidence and tools you need to reach new heights of academic achievement.

But wait, there's more! To celebrate this momentous occasion, we're offering an exclusive discount of **[Discount Percentage]**% on our Back to School Widget Essentials for a limited time. Yes, you read that right – incredible savings on the very tools that will unlock your academic potential.

Don't miss out on this golden opportunity to invest in your future. Visit our website at **[Your Website URL]** and explore the range of Back to School widgets that will elevate your learning experience. Choose the ones that speak to your goals, aspirations, and personal style, and watch your academic journey come alive.

Remember, the Back-to-School sale is a limited-time event, so don't hesitate to secure your must-have widgets before they're gone. Let this be the year you shine, excel, and exceed your own expectations.

We can't wait to witness your academic success story unfold. Embrace the power of our Back to School Widget Essentials and get ready to unlock your full potential.

[CTA Button: Shop Now]

Wishing you a fulfilling and extraordinary back-to-school season!

Warmest regards,

[Your Store's Name] Team

**EMAIL #3**

Send to: 90-day engaged audience, excluding anyone who has purchased since the sale started, and optionally anyone who has clicked the previous emails.

Dear [First Name],

Get ready to make a statement as you step into the new school year! It's time to ditch the ordinary and embrace the extraordinary with our exquisite collection of stylish widgets for Back to School. Prepare to turn heads, inspire envy, and set your own trend as you stand out from the crowd!

At [Your Store's Name], we believe that individuality should never be compromised. That's why we've handpicked a range of widgets that not only deliver exceptional functionality but also make a bold fashion statement. Get ready to unleash your unique style and leave your mark on the academic landscape.

Imagine the excitement of entering the classroom with a widget that reflects your personality and showcases your creativity. Whether it's a sleek and modern design, a burst of vibrant colors, or a touch of elegance, our widgets will be the talk of the town.

But style is not the only thing that sets our widgets apart. They combine eye-catching aesthetics with the latest innovations to deliver unparalleled performance. From tech-savvy gadgets to artistic marvels, we have the perfect widget companions to elevate your Back to School experience.

Don't settle for the ordinary when you can have extraordinary. Our Back-to-School sale is now in full swing, offering you a chance to save big on these stylish widgets. To sweeten the deal, we're giving you an exclusive discount of [Discount Percentage]% on all fashion-forward items.

This is your moment to make a statement, showcase your personality, and set your own trends. Visit our website at [Your Website URL] and explore our collection of stylish widgets for Back to School. Mix and match, experiment, and find the widget that resonates with your unique style.

Remember, our Back-to-School sale won't last forever. Seize this opportunity to embrace your individuality, inspire others, and make this school year your most fashionable one yet. Stand out from the crowd and let your true colors shine!

**[CTA Button: Shop Now]**

Don't wait another moment. Make your mark, leave a lasting impression, and embark on a Back to School journey filled with style, confidence, and endless possibilities.

Wishing you a remarkable Back to School season filled with fashion-forward adventures!

Warmest regards,

**[Your Store's Name]** Team

**EMAIL #4**

Send to: 90-day engaged audience

Dear [First Name],

Time is slipping away like the last pages of a summer novel, and we wanted to make sure you don't miss out on our incredible Back-to-School sale! As the clock ticks, we want to remind you that this is your final chance to secure extraordinary discounts on the essential widgets that will kick-start your academic year.

Picture this: the school bells ringing, new adventures awaiting, and you with the perfect widgets to conquer the challenges that lie ahead. Don't let this golden opportunity slip through your fingers like sand in an hourglass. Act now, because at midnight tonight, our Back-to-School sale will be but a memory.

Our collection of Back to School widgets has been meticulously curated to support your academic journey, enhance your learning experience, and ignite your imagination. From digital assistants that keep you organized to cutting-edge tools that streamline your tasks, our widgets are designed to empower you and set you up for success.

We don't want you to have any regrets when the clock strikes midnight. Seize this moment and make your academic dreams a reality. Take advantage of the remarkable discounts and ensure that you're equipped with the tools that will fuel your intellectual pursuits.

The countdown is on, and this is your final opportunity to embrace the savings and possibilities that our Back-to-School sale offers. Visit our website at [Your Website URL] and explore the range of widgets that will revolutionize your academic experience. Add them to your cart, and let the excitement of the upcoming school year fill your heart with anticipation.

Remember, time is of the essence, and this is your last chance to secure the discounts that will make a difference in your academic journey. Don't let the clock run out on this incredible opportunity.

[CTA Button: Shop Now]

Thank you for being a part of our Back to School celebration. We appreciate your support, and we're excited to witness your journey to greatness. Let our widgets be the catalyst for your success.

Wishing you a remarkable Back to School season filled with learning, growth, and endless possibilities!

Warmest regards,

[Your Store's Name] Team

---

That does it for this GSD Report! We've given you a lot to consider and get done, but there's no need to feel overwhelmed. Make a list, and start working on things one at a time to ensure successful summer campaigns and Q4 prep. The more prepared you can be for the biggest shopping season of the year, the better your results will be!

(And don't forget to start playing around with AI for your business, if you haven't done so already. You'll be amazed by the benefits!)

And as always, if you have any questions, don't hesitate to ask in the Facebook group or email us at [support@buildgrowscale.com](mailto:support@buildgrowscale.com).

Our team is here to help and support you any way we can!

*Matthew*