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— July 2020 —

TWO \$EASONAL PROMOTIONS!

1. **SUMMER Clearance SALE!**
2. **FALL (Autumn) SALE!**

Swipe these money-making emails for not one but TWO seasonal promotions!

Hey Insiders!

With Summer fading out and Fall (Autumn) creeping in (in the US), there's an exciting opportunity for not one but TWO money-making promotions!

When looking for top promotional ideas, remember: a new season is the reason!

However, most store owners miss out on this “one-two punch” opportunity for a seasonal promotion:

1. End-of-season clearance sale
2. New season sale

Lucky for you, we mapped out BOTH email campaigns for you ... including pre-written email swipe files! We’re about to dive straight in, but before we do, let’s quickly touch on some promotional best practices.

Promotional (Campaign) Best Practices

1. **Use themed banners and graphics on your store.** Starting with the basics, change the wording on the “top bar” of your store to say something like this:

Fall Sale—30% Off (Code: FALL30)

Next, change up your store with a themed banner. This gives customers a reason to come back and see the site, because it is always changing and not just the static “same old site” month after month.

2. **Use a themed email header banner and graphics.** Again, this keeps your emails fresh and new for your brand, so customers become intrigued to see what’s new! It’s not essential, but it’s recommended if time permits.
3. **Segment subscribers based on engagement.** Depending on your email server, you should be able to segment your subscribers into *engagement-based segments*. Segmenting your subscribers by engagement will improve deliverability, customer experience, and revenue, and it will minimize unsubscribes.

A simple way to divide them is into *active* and *inactive* subscribers, depending on how often they have opened or clicked your emails in

the last 30 days. To keep your email deliverability and open rates healthy, send more emails to the active segment and fewer emails to inactive subscribers.

- 4. Create a retargeting and follow-up strategy.** Your store's abandonment rates (checkout, product page, and homepage abandonment) will spike in the days of these promotions. You need to have a strategy in place to recover as many of these "abandons" as you can.

Speed Writing Hacks!

Here's something new ... have you ever wanted to look over my shoulder when I punch out an email campaign?

There's typically a lot of copy left on the "chopping board" that didn't make it on the page.

But one of the MOST important parts of creating a promotional campaign is the **PREPARATION!**

To help me come up with punchy/edgy copy, here's where I'll start digging:

- Punch Words and Phrases PDF (See members area or FB group)
- Google: "One-liners for <topic>" or "Best puns/jokes for <topic>"
- Google: "Best descriptive words for <topic>"
- Google: "Creative writing examples for <topic>"

The only caveat is that most of the creative writing examples that come up in a Google search are typically too "poetic" for the average reader.

Remember, you don't write to impress yourself or your audience. You write to connect with your audience.

That said ... for what it's worth, I thought I'd share my scrap board of copy chunks for this "Fall/Autumn" campaign.

<p>Descriptive words</p> <p>Abundant Amber Autumnal Back-to-school Blustery Bountiful Breezy Bright Brilliant Brisk Brown Changing Chilly Cold Colder Colored Colorful</p>	<p>Comfortable Cozy Crackling Crisp Crunchy Deciduous Earthy Enchanting Enjoyable Fallen Fireside Flannel Foggy Foraging Fresh Frosty Gold</p>	<p>Golden Gray Harvested Hibernating Howling Inspirational Leaf-strewn Magnificent Moonlit Orange Overgrown Pumpkin-flavored Pumpkin-spiced Rainy Raked Red Relaxing Ripe</p>	<p>Roaring Rust-colored Scary Seasonal Soggy Spectacular Spooky Turning Unpredictable Vibrant Visual Vivid Wilted Wilting Windy Wondrous Woodland Yellow</p>
<p>Creative writing</p> <p>Like that pumpkin spice latte, it's only available for a limited time</p> <p>Nature's dance of colorful leaves that tumble from the sky and blanket our sidewalks like Jurassic-sized confetti</p>	<p>The autumn was the time of hugs, of evenings with warm drinks and warmer smiles</p> <p>gold and reds that carpet the grass</p> <p>that come as a comforting quilt to the earth</p>	<p>With leaves turning golden, nights drawing in, and fires being lit, autumn is the perfect time to settle down in a comfy chair.</p>	<p>The autumn has dressed herself for the coming season, donning her most vibrant hues.</p> <p>season of mists and mellow fruitfulness</p>
<p>Puns/Jokes</p> <p>Leave Be-leaf Leaf me alone Racking it in Autumn-atic Autumn-atically Fallen Falling in love Fall for it Rainy day What a re-leaf</p>	<p>Here's why others FALL head over heels.</p> <p>What is the cutest season? Awwtumn.</p> <p>Autumn is a second spring when every leaf is a flower.</p>	<p>Humpty Dumpty had a great fall—hope you do too!</p> <p>I'm going to go out on a limb and say I be-leaf in you. Have a great Fall!</p> <p>If money really did grow on trees, in Fall, we'd all be raking it in.</p>	<p>It's been raining for three days without stopping. My kids are going crazy looking through the window. If the rain doesn't stop tomorrow, I'll have to let them in.</p> <p>I would tell you my autumn joke, but you probably wouldn't fall for it.</p>

Campaign #1: Summer Clearance Sale

Okay, let's get going ...

This “Summer Clearance” sale/campaign can be as short or long as you'd like—depends on your brand. Also, the timing of this promotion is another variable—only you can decide what is best for your brand.

As an example, I've mapped out a quick 'n easy two-day FLASH sale. It's up to you, but you can run this during the first few days of August.

Quick note: When running any kind of “clearance” sale, the audience is typically expecting a large discount, or they may not bite! You can always increase the discount in the middle of a campaign. For instance, if you start with 30% and your sales are dismal ... the next day try 40%, and so on, until you find the sweet spot!

For the example below, I'm using a 50% discount. Again, that's NOT a suggestion—just an example.

Summer Clearance Sale				
#	Send	Message	Send to (examples)	Time
1	Monday, 8/3	Teaser 1	Active subscribers	10:00 a.m. EST
2	Tuesday, 8/4	Announcement 1 (Open)	Active and inactive subscribers	10:00 a.m. EST
3	Tuesday, 8/4	Reminder	Active subscribers	3:00 p.m. EST
4	Wednesday, 8/5	Last Day	Active and inactive subscribers	10:00 a.m. EST
5	Wednesday, 8/5	Reminder	Active subscribers	3:00 p.m. EST
6	Wednesday, 8/5	Last Chance	Active and inactive subscribers	7:00 p.m. EST

Campaign #1 Email Swipes

Summer Clearance Sale

Email 1: Teaser 1—Monday, August 3 (Morning)

Subject: Heads up!

Preview: Summer clearance sale starts tomorrow! 50% off select stock. 48 hours only ...

<Banner>

Summer Clearance SALE!

Starts Tomorrow

Up to 50% OFF

Heads up!

Only 4 weeks left of Summer!

Tomorrow we're doing a RARE and exciting ...

SUMMER CLEARANCE SALE!

Up to 50% off select items!

Only 48 hours!

Be sure to tune in tomorrow to SAVE (BIG TIME)
during our Summer Clearance Flash sale!

See you tomorrow!

<Sign off>

Email 2: Announcement 1 (Open)—Tuesday, August 4 (Morning)

Subject: We're LIVE! ✂ Up to 50% Off ✂ 48 hours!

Preview: Summer clearance sale is on!! 50% off select stock. 48 hours only ...

Summer Clearance SALE!

Up to 50% OFF

We're LIVE!

Get up to 50% off select stock ...

[Take a look at our Summer Clearance Sale](#)<Link>

48 hours only!

Product 1 + See more <button>
Product 2 + See more <button>
Product 3 + See more <button>

End Summer with a BANG and treat yourself with one of these <insert product> specials!

Tomorrow's the LAST DAY!

Don't miss this.

[Go take a look at what specials you can grab.](#)<Link>

Our team is ready to ship!

<Sign off>

Email 3: Reminder—Tuesday, August 4 (Afternoon)

Subject: Up to 50% Off (End-of-Summer Sale)

Preview: Hurry, only 48 hours left. Say “goodbye” to Summer with one of these **<insert product + benefit>**.

“Goodbye Summer” SALE!

Up to 50% OFF

48 hours—Select stock!

With Summer in its final weeks ...

You can take advantage of our Summer clearance sale!

Get up to 50% off select stock ...

[Take a look at our Summer Clearance Sale.](#)**<Link>**

Hurry, 48 hours only!

Product 1 + See more <button>
Product 2 + See more <button>
Product 3 + See more <button>

Say “goodbye” to Summer with one of these **<insert product + benefit>**

Tomorrow’s the LAST DAY!

Don’t miss this.

[Go take a look at what specials you can grab.](#)**<Link>**

Our team is ready to ship!

<Sign off>

Email 4: Last Day—Wednesday, August 5 (Morning)

Subject: 24 hours ...

Preview: There's still time! Take 50% off these <product + benefit>. End-of-Summer clearance ends today ...

**“Goodbye Summer” SALE!
24 Hours Left!
Up to 50% Off Select Stock!**

There's still time!

Take 50% off these <product benefit>.
[Hurry, last day of our Summer Clearance Sale](#)<Link>

Don't miss out on these RARE specials:

Product 1 + See more <button>
Product 2 + See more <button>
Product 3 + See more <button>

Today's the LAST DAY!

End Summer with a BANG and treat yourself with one of these <product benefit>.

Sale ends in 24 hours ...
[Take a look at the End-of-Summer Sale.](#)<Link>

Get your 50% off select <product> to help <problem you solve>.

<Sign off>

Email 5: Reminder—Wednesday, August 5 (Afternoon)

Subject: Flash sale ending ↗ Half-price clearance!

Preview: Argh! Last day for up to 50% off! End-of-Summer sale ends today ...

End-of-Summer Sale

Argh! Last Day!

Up to 50% Off Select Stock!

Hey **<First Name>**,

Will you help us clear out this stock?

Last 2 days have been WILD and CRAZY!

But you haven't claimed your end-of-Summer treat yet.

There's still time, but hurry!

Take 50% off these <product benefit>.

[Hurry, last day of our Summer Clearance Sale<Link>](#)

Product 1 + See more <button>
Product 2 + See more <button>
Product 3 + See more <button>

Today's the LAST DAY!

End Summer with a BANG and treat yourself with one of these **<product benefit>**.

You've got this!

[Last day to claim your End-of-Summer bargain.<Link>](#)

<Sign off>

Email 6: Last Chance—Wednesday, August 5 (Evening)

Subject: Sorry, 50% ends tonight!

Preview: Last reminder! Get one of these <your product(s)> at half price while there's time!

Sorry, <First Name>, last reminder ...

Take one of these <your product(s)> at up to half price while there's still time!

Hurry! (No more reminders after this)

[Tap this shiny blue link to see what's left.](#) <Link>

Product 1 + See more <button>
Product 2 + See more <button>
Product 3 + See more <button>

Last chance to treat yourself with our RARE "End-of-Summer" Clearance specials!

You deserve one of these quality <products>.

[Take me to this page before it's pulled down.](#)<Link>

<Sign off>

Campaign #2: FALL (Autumn) Sale!

Delivery Table

Since Fall is NOT a “gift-giving” holiday, you won’t need a deadline for delivery. However, like all promotions, you still need a start and finish date. For this example (below), we’re kicking off the promotion at the start of September and ending on September 11. You can make it shorter or longer, no problem.

Okay, check it out!

#	Send	Message	Send to	Time
1	Monday, 8/31	Teaser 1	Active subscribers	10:00 a.m. EST
2	Tuesday, 9/1	Announcement 1 (Open)	Active and inactive subscribers	10:00 a.m. EST
3	Tuesday, 9/1	Reminder	Active subscribers	3:00 p.m. EST
4	Thursday, 9/3	Product Showcase	Active and inactive subscribers	10:00 a.m. EST
5	Friday, 9/4	Humor	Active subscribers	10:00 a.m. EST
6	Monday, 9/7	Reminder	Active and inactive subscribers	10:00 a.m. EST
7	Wednesday, 9/9	72 Hours	Active subscribers	10:00 a.m. EST
8	Thursday, 9/10	48-Hour Deadline	Active subscribers	10:00 a.m. EST
9	Thursday, 9/10	Reminder	Active and inactive subscribers	3:00 p.m. EST
10	Friday, 9/11	Last Day	Active subscribers	10:00 a.m. EST
11	Friday, 9/11	Reminder	Active subscribers	3:00 p.m. EST
12	Friday, 9/11	Last Chance	Active and inactive subscribers	6:00 p.m. EST

Campaign #2 Email Swipes

Fall (Autumn) Sale

Email 1: Teaser 1—Monday, August 31

Subject line: Can you be-leaf our FALL sale starts tomorrow?

Preview text: Goodbye Summer, Hello Fall discounts! One more night's sleep until our FALL SALE is open ...

One more night's sleep until ...

OUR FALL SALE!

Can you be-leaf it's September tomorrow?

Help us welcome FALL by checking out our exciting Fall sale!

Our SALE starts tomorrow!

(September 1 through 11)

Fall is a time of warm drinks and warmer smiles ...

Nature's dance of colorful leaves that tumble from the sky and blanket our sidewalks like Jurassic-sized confetti ...

Be sure to cozy up to our exciting store discounts tomorrow!

I'll see you over there!

<Sign-Off>

Email 2: Announcement 1—Tuesday, September 1 (Morning)

Subject line: 🍁 New Fall SALE 🍁 On Now!

Preview text: Take a look! You have 30% Off our new FALL range, ready and waiting for you ...

<Fall Sale Banner>

Our FALL SALE Has Started!

Hey <first name>

The New Season is a time to celebrate!

Help us welcome FALL by taking 30% off any of your favorite <products> storewide! during our any We just added an exciting 30% OFF to our

Take 30% OFF! Coupon Code: FALL30

[On sale here for a limited time](#)<Link>

Cozy up to the new season by treating yourself to one of these specials!

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

Take 30% Off

Coupon Code: FALL20

<Sign-Off>

Email 3: Reminder—Tuesday, September 1 (Afternoon)

Subject line: 30% OFF Fall Sale 🍁 Take a peek ...

Preview text: It's time to RAKE in the bargains on the opening day of our FALL SALE! Come take a look at our store and save ...

<FALL Banner>

30% OFF 🍁 FALL SALE

It's time to RAKE in the bargains on the opening day of our FALL SALE!

Come take a look at our store and save 30%!

Take 30% OFF! Coupon Code: FALL30

[On sale here for a limited time](#)<Link>

Check out more of our FALL gifts!

Product 1	Product 2
Product 3	Product 4

Take 30% Off

Coupon Code: FALL30

Get your Autumn-atic 30% Off with code: **FALL30** [right here](#).<Link>

The change of season is your reason!

<Sign-Off>

Email 4: Product Showcase—Thursday, September 3

Subject line: Why they "FALL" in love with this <insert product(s)>

Preview text: 🍁 Here's why others FALL head over heels for this <insert product(s)>. Get your 30% OFF while there's still time ...

<FALL Banner>

TAKE 30% OFF
FALL Head Over Heels
for This Best Seller!

Hey <First Name>!

Here's why others FALL head over heels for this <insert product(s)><Link>
Psst ... **Take 30% off with code: FALL30**

If you're <insert problem>, then this best seller will <insert solution>.

Don't be-leaf me? Read this ...
<insert ★★★★★review>

Reasons to FALL in love with this ...

<ul style="list-style-type: none"> • <insert benefit 1> • <insert benefit 2> • <insert benefit 3> • <insert benefit 4> <p>See More <button></p>	<p>Take 30% OFF: FALL30</p> <p><Product Image></p>
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<insert ★★★★★review>

Take 30% Off

Coupon Code: **FALL30**

<Sign-Off>

Email 5: Humor—Friday, September 4 (Morning)**Subject line:** These Fall Puns Will Leaf You Smiling ...**Preview text:** It's been raining for three days, the kids are going crazy, staring through the window. If the rain doesn't stop tomorrow, I'll have to let them in ...

<FALL Banner>

Hey <First Name>!

It's been raining for three days, and the kids are going crazy, staring through the window. If the rain doesn't stop tomorrow, I'll have to let them in ...

Okay, I knew you wouldn't "fall" for that joke ...

You're still here? Phew ... That's a re-leaf.

Most people would autumn-atically have leafed by now.

You can still rake in a [30% discount storewide](#) (code: FALL30)

Look, if Humpty Dumpty had a great fall ... Then why not you?

Just like a delicious pumpkin spice latte, this sale is only available for a limited time!

If money really did grow on trees, in fall we'd be raking it in!

So don't hibernate on us while our sale is on ...

I'm gonna go out on a limb and say, I be-leaf in you!

You got this!

Gifts to FALL in love with ...

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

Take 30% Off**Coupon Code: FALL30**

Our sale ends on Friday, September 11.

[Go here now, and then I'll leaf you alone.](#) <Link>

<Sign-Off>

Email 6: Reminder—Monday, September 7 (Morning)

Subject line: Five days left :(

Preview text: 🍁 Don't leaf empty-handed from our FALL Sale ... 30% discounts don't fall from trees, so take your pick from our range today ...

<FALL Banner>

**Only Five Days Left!
SAVE 30% OFF**

Hey <First Name>!

Don't leaf empty-handed from our FALL Sale ...

30% discounts don't fall from trees, so take your pick from our range today ...

Take 30% OFF! Coupon Code: FALL30

[Hurry! Only 5-days left t claim your discount<Link>](#)

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

Take 30% Off

Coupon Code: FALL30

Like a delicious pumpkin spice latte, this sale is only available for a limited time!

Our sale ends on Friday, September 11.

[Go here now, and then I'll leaf you alone.<Link>](#)

<Sign-Off>

Email 7: 72 Hours—Wednesday, September 9 (Morning)

Subject line: 72 hours re-leaf ...

Preview text: Hurry! There's still time to rake in your 30% off before our FALL SALE blows over ...

<FALL Banner>

Hurry! Only 72 hours Before Our FALL SALE Blows Over!

Hey <First Name>!

We noticed you haven't used your 30% coupon code: **FALL30**
[There's still time to rake in a bargain today.<Link>](#)

Yes, there's still time. (What a re-leaf!)

Fall is nature's dance of color that tumbles from the sky and blanket our sidewalks with Jurassic-sized confetti.

Help us celebrate fall by rewarding yourself with a gift ...

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

Take 30% Off

Coupon Code: FALL30

Like a delicious pumpkin spice latte, this sale is only available for a limited time!

Our sale ends on Friday, September 11.

[Go here now, and then I'll leaf you alone.<Link>](#)

<Sign-Off>

Email 8: 48-Hour Shipping Deadline—Thursday, September 10 (Morning)

Subject line: <first name>, we be-leaf in you! 🍁 48 hours left!

Preview text: Your 30% Off autumn-atically ends in 48 hours! You got time, but hurry ...

<FALL Banner with deadline>

FALL Sale Ends Soon Only 48 Hours Left!

Hi <First Name>,

Your 30% Off discount autumn-atically ends in 48 hours!

You got this—We be-leaf in you!

Spoil someone for FALL ...

Be sure to use your 30% OFF! **Coupon Code: FALL30**

[Take a look at our specials before the sale ends in 48 hours.<Link>](#)

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

Take 30% Off

Coupon Code: FALL30

There's still time to rake in your 30% OFF discount ...

Our Fall Sale ends on Friday, September 11.

[Go here now, and then I'll leaf you alone.<Link>](#)

<Sign-Off>

Email 9: Reminder—Thursday, September 10 (Afternoon)

Subject line: Heads up! Fall sale ends tomorrow ...

Preview text: Sorry <First Name>: Tomorrow is your last chance to save 30% on our Fall Sale gifts. Take a quick look now ...

<FALL Banner with deadline>

Sorry, <First Name>!

Tomorrow (Friday) is your last chance to save 30% on our Fall Sale range ...

Like a pumpkin spice latte, it ends too soon!

Be sure to use your 30% OFF today—Code: **FALL30**

[Hurry! Your discount autumn-atically ends tomorrow.<Link>](#)

Gifts to FALL in love with ...

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

[See More](#)

30% OFF Coupon Code: FALL30

There's still time to rake in your 30% OFF discount ...

Our Fall Sale ends tomorrow, Friday, September 11.

[Go here now, and then I'll leaf you alone.<Link>](#)

<Sign-Off>

Email 10: Last Day—Friday, September 11 (Morning)

Subject line: 🍁 Last day! 🍁

Preview text: Argh! Say goodbye to 30% Off ... Our Fall Sale ends today, but there's still time ...

<FALL Banner>

**Last Day to Save 30%
Fall Sale Ends Tonight!**

Argh! Say goodbye to your 30% OFF!

Like a pumpkin spice latte, it ends too soon!

Today is the last day, but there's still time ...

Life gets busy ...

We get it—

There's still time to claim your 30% OFF—**Code: FALL30**

[Hurry! Your discount autumn-atically ends tomorrow.<Link>](#)

Gifts to FALL in love with ...

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

See More

30% OFF Coupon Code: FALL30

There's still time to rake in your 30% OFF discount ...

Our Fall Sale ends today!

[Go here now, and then I'll leaf you alone.<Link>](#)

<Sign-Off>

Email 11: Reminder—Friday, September 11 (Afternoon)**Subject line:** Humpty had a great fall, why not you?**Preview text:** <First Name>, last day! Don't waste your 30% Fall Discount ...

Don't leave empty-handed while there's still time to save 30%, but you have to hurry ...

<FALL Banner>

Last Day to Save 30% Fall Sale Ends Tonight!

This is it!

Sorry <First Name>, but there are no more reminders after this.

We tried, but we're not giving up on you yet ...

Let's make this FALL extra special with your 30% off discount.

Be sure to use your 30% OFF today—**Coupon Code: FALL30**

[Hurry, as our shipping window closes today.](#)<Link>

Don't miss out on this discount ...

Last chance before the shipping deadline is here!

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

See More (Last Chance)

30% OFF Coupon Code: FALL30

Like a delicious pumpkin spice latte, this ends too soon!

[Don't leaf without taking one more look!](#)<Link>

30% OFF Coupon Code: FALL30

<Sign-Off>

Email 12: Last Chance—Friday, September 11 (Evening)**Subject line:** Backdoor 30% Expires Tonight ...**Preview text:** Okay <First Name>, We're about to pull the curtains here. Consider this your backdoor invitation to use your 30% ...

<FALL Banner>

**Final Reminder ...
30% Fall Discount
Expires Tonight!**

Okay, <First Name>, last chance!

We're about to pull the curtains here.

Consider this your backdoor invitation to use your 30% before it expires ...

No more reminders after this, sorry.It'll be a re-leaf knowing you didn't waste this—Code: **FALL30**[Your 30% discount autumn-atically ends tonight.<Link>](#)**Take a look now before your discount expires!**

Product 1	Product 2	Product 3
Product 4	Product 5	Product 6

See More (Last Chance)**30% OFF Coupon Code: FALL30**

This is it!

Your very last reminder.

It's been fun! We hope to see your last-minute order before our sale ends!

[Don't leaf without taking one more look!<Link>](#)**Use 30% OFF Coupon Code: FALL30**

<Sign-Off>

SMS TEXT Copy for FALL Promotion

Here are all the text messages in one nice list:

- 1. First text (Announce):** Hey **<First Name>**, **<Name>** here from **<Company Name>**. We just unlocked your 30% OFF discount for our Fall Sale, here: **<Link>**.
 - 2. Second text (Reminder):** Hi **<First Name>**! Did you see our **<Company Name>** 30% OFF Fall Sale? Code: FALL30—Take a quick look: **<Link>**.
 - 3. Third text (Last Chance):** Sorry **<First Name>**, our **<Company Name>** Fall Sale is ending soon. Be sure to use your 30% OFF code “FALL30” before it expires: **<Link>**.
-

Alrighty ... That's all folks!

You know what's next. Go and “G.S.D.” and then report back in the Facebook group with your results!

Tanner, Matt, and Bret