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*Kill 5 birds with 1 stone, with the...*

# **Multipurpose Bundle Offer!**

**This one clever strategy helps you:**

1. Make sales on demand...
2. Clear out slow moving products
3. Reactivate non-buyers & past buyers
4. Remove the 'deadwood' from your list
5. Improve email deliverability

*Hey Insiders!*

Here's a "Multipurpose" promotion you can do any time... without waiting for a Holiday or key calendar event.

Like during August for instance?

Yes, we timed it perfectly for you ;)

Think about this... How would you like to make money by reactivating prior customers or people who've never bought from you, and clean up your list at the same time?

That's what this month's GSD is all about.

Quick - Easy to set up – and perfect to run at any time.

Here we go ...

## **Activating Leads and Reactivating Prior Customers**

We all know that for each sale there is a cost.

What's yours?

**How much money have you invested in this database of yours over the years?**

Let's work it out...

Every lead on your list (and every prior customer who hasn't purchased in a while), cost you \$X to be on your list. And you're also paying for the privilege of keeping them on your list.

So, out of interest, just do a quick calculation of how many non-buyers you have on your list. Next, times that number by your "cost per lead".

How much is that?

Next, do a quick calculation of how many un-engaged 'old' customers you have. Then times that number by your "cost per sale"

Now, how much is that?

**Total those two numbers and that tells you how much money you've invested in that database of yours.**

Worthy exercise.

See, one of the most profitable strategies you can implement is a simple email promotion that gets non-buyers to buy, and past customers to buy again.

Nothing new about that, right?

But, in this GSD we're going to show you how you can do this in a way that helps you clear out old stock, improves the quality of your list, and generates new buyers that you can sell too ... bringing your list back from the dead.

**Here's the outline of the strategy we're giving you this month.**

1. Create a 'bundle' offer that is the most audacious you've ever put together.
2. Make this offer only available to non-buyers and/or customers who haven't purchased from you in a while.
3. Make this offer time-limited, so that it's only available for e.g. 5 or 7 days
4. Make this offer stock-limited, so that it's only available for e.g. the first 20 or 50 or 100 people.
5. Use a special 'trigger' link in your emails that people can use to remove themselves from the promotion, without unsubscribing from your list or becoming suppressed.

## **The Bundle Offer**

You don't have to do a bundle offer if that doesn't suit your business. It's just that bundle offers can work really well. So that's what we're going to show you.

Depending on your store and the bundle offer you put together, you might need an app, or you might not.

The app we're showcasing in this GSD is the "Bundle Products" app by Thimatic. There are others, but we used this one because it did what we wanted it to do and the reviews were good.

## **The Scarcity**

If you can, it makes sense to combine two forms of scarcity in this offer.

1. A time-limit, where the deal is only available until a set date. You can use a countdown timer on your page to reinforce the urgency to buy. In this GSD we have provided some code that you can insert onto your offer page that displays a countdown timer.
2. A stock-limit, where the deal is only available to the first X number of buyers.

## **The Email Campaign**

You're going to send a lot of emails out over a short period of time, and every time you send an email, you'll make sales.

I'm sure that there are people reading this right now who are already shaking their heads saying, we don't want to send out too many emails.

But wait ... before you decide against sending lots of emails, just take a moment to consider this strategy.

We all know that there will be people who will want to unsubscribe from your list when you send a series of promotional emails.

That can be a good thing. You don't want to pay for them to be on your list if they're not buyers.

But too many unsubscribes can be bad for deliverability and list reputation.

So, here's what we do instead.

You'll create a link for every email that invites people to 'click' in order to remove themselves from the promotion.

This is NOT an unsubscribe link, it is a special trigger link that when clicked, will simply remove people from the campaign (or flow if you're using Klaviyo).

That way, they'll stop getting any further emails about this offer without increasing your unsubscribe rate and without becoming suppressed.

In fact, what they'll be doing is increasing your Click Through Rate ... which is a GOOD thing for your list reputation.

It shows engagement.

People are opening. People are clicking. Even if they're clicking, and that click triggers an automation to remove them from the flow, it's still a 'click through' rather than an 'unsubscribe'.

Also, when they click that link, instead of being taken to a page that says, 'sorry to see you go, you've been successfully unsubscribed' ... you can send them to any page you'd like.

E.g., you could send them to a page that says, "OK, no problem. We won't email you any more about our XYZ Bundle Offer. But since you're here, is there any other way we can help you?"

And then on that page you could:

1. Have a short survey
2. Offer them another product
3. Enable them to enter a competition to win something

The creativity is up to you, but the opportunity is there for you to take advantage of.

To show you what's possible, here's recent campaign we've run.

### **Case Study: Dr Nic Lucas**

8,441 Emails of non-buyers sitting on a rarely emailed list.

Sent 10 emails over 12 days.

- Total Unique Opens 4,404 (52%)
- Total Unique Clicks to Sales Page 561 (12.7%)
- Total Number of Sales 106 (18.9%)
- Revenue \$20,882



In terms of people not wanting to receive emails:

- Average Unsubscribe Rate per Email was 0.2%
- Total Unsubscribes over entire campaign 193 (4.4%)
- Total Number of People Who Clicked the Trigger Link to remove themselves from the promotion 141 (3.2%)

Here's an example of email metrics from one of the flows:

Opens	Clicks	Unsubscribes
35.7%	2.8%	0.5%
16.8%	1.3%	0.1%
20.5%	0.7%	0.1%
23.1%	1.2%	0.2%
19.0%	0.6%	0.2%
25.6%	0.9%	0.2%
17.7%	0.3%	0.2%

So, by emailing a dead list and making \$20,882 Dr Nic got:

- 52% of the non-buyers to open at least one email
- 106 new buyers generated
- 4.4% unsubscribed in total (within acceptable limits), and
- Overall list engagement improved.

Not too bad.

Clearly emailing your customers works (duh) but what's different about this promotion is that it's designed to help you:

- Clear out stock that's old or lying around by including it in a bundle
- The bundle offer is so compelling that it generates lots of sales
- You can reactivate old customers and activate non-buyers
- You can give people the option of removing themselves from the campaign by clicking a link or button

This helps you clean up your list, improve reputation, add new buyers to your list and make money at the same time ... hence the name 'Multi-Purpose Promotion.

### **This GSD has 4 sections:**

1. Example of an email promotion and what to include
2. How to set up Klaviyo so users can remove themselves from the promotion
3. How to set up the Bundle Product app to use on Shopify, and
4. How to install a countdown timer on your offer page for scarcity

So, let's go straight to the Email copy!

### **Email Copy for Bundle Offer (Example)**

Because this GSD will be so individual depending on your offer, we've chosen to give you an example of the general email copy and sequence, along with some placeholder text for you to follow.

Of course, you should modify the email subject lines, copy, number of emails and frequency to suit your business.

----- Email 1 Template: Monday -----

**Subject Line:** Important Information About Your Account

TEMPLATE:

Start this email with an explanation of why they in particular are getting it by referencing their 'account' with you (e.g. their email account), what the bundle offer promotion is, and why it's so audacious.

{Link to the bundle offer page.}

Explain that the time is limited, and the amount of stock is limited and that the offer will close down when whichever of these runs out first.

{Link to the bundle offer page.}

Then explain that you'll be emailing them over the next week with details about this offer to help them understand each components of the offer.

{Link to the bundle offer page.}

Then invite them to click a link to remove themselves from this promotion.

"If you would prefer not to receive any further emails about this promotion, just click the link/button below and we'll stop sending you emails about it."

{Add Trigger Link or Button in Klaviyo}

But if you'd love to learn about each component and how it can help you XYZ, then stay tuned and we'll let you know over the next few days."

Then sign off and in the PS reiterate the limited time, limited stock and link to the bundle offer page.

----- Email 2 Template: Tuesday -----

**Subject Line:** Proof that ABC is XYZ

Start this email by highlighting a situation a typical customer finds themselves in and how one of the products in your bundle can benefit their situation.

You could start with a story about a situation, and then pivot to talking about how one of the products in the bundle offer helps them in that situation.

You point out that normally, this product costs \$XX but that they can get the entire bundle for just \$YY, making it a no-brainer for them to pick up the bundle.

{Link to the bundle offer page.}

Then go into detail about this particular product in the bundle, it's features, it's benefits and advantages.

{Link to the bundle offer page.}

Reiterate the limited time, and limited stock.

Sign off

PS: Reiterate the entire bundle offer again

{Link to the bundle offer page.}

Provide link for them to remove themselves from receiving further emails about this promotion.

{Add Trigger Link or Button in Klaviyo}

----- Email 3 Template: Wednesday -----

**Subject Line:** Get ABC without XYZ

Use this email to highlight another typical life situation and pivot to how another one of the products in the bundle can help them in that life situation.

{Link to the bundle offer page.}

Then, go into detail about the features, benefits and advantages of this particular product.

Then point out that this particular product normally costs \$XX but that they can get the entire bundle for just \$YY, making it a no brainer.

{Link to the bundle offer page.}

Reiterate the limited time and limited stock

Include a few one-liner testimonials from a happy customer.

Sign of

PS: Reiterate the whole bundle offer Link to the bundle offer page.

Then provide a link for people to remove themselves from the promotion

{Add Trigger Link or Button in Klaviyo}

----- Email 4 Template: Thursday -----

**Subject Line:** Are you just a lurker?

Use this email to specifically talk to the lurkers ... the people opening and reading but not buying.

Call them out and say that the purpose of this bundle offer is to specifically entice them out of lurking and into buying.

Reiterate the entire bundle offer.

Explain that the time and stock is limited.

Explain that normally, to get everything in the bundle, they would have to pay XYZ but now they only have to pay ABC.

Point out exactly what the dollar amount saving is and what the percentage amount saving is.

{Link to the bundle offer page.}

Warn them not to miss out and that buying this bundle will cure them of being a lurker.

Sign off

PS: Explain how many people are taking up this offer.

{Link to the bundle offer page.}

Provide a link for them to remove themselves from the promotion.

{Add Trigger Link or Button in Klaviyo}

----- Email 5 Template: Friday -----

**Subject Line:** Why Amy\* hasn't got the bundle offer (yet).  
(\*Choose any name you want to use, of course)

Use this email to point out how many have been purchased and how many are left and how much time is left.

Then say you've received a ton of support tickets with questions, and that this one from Amy really stood out.

Then insert Amy's support question:

"I was interested in buying the bundle offer, but I wanted to know if ..."

Then say,

And here's how I responded to Amy ...

"Hi Amy, and thanks for writing in. I understand completely. (Then answer the question) ... "

{Link to the bundle offer page.}

Then reiterate the bundle offer, the time limited and stock limit.

Then say, here are a few other questions we received

FAQ1

FAQ2

FAQ3

{Link to the bundle offer page.}

Sign off

PS: Here's what one of our happy customers (name) sent in (4-star review)

Can you believe it? Getting 5-star reviews is hard these days ... we hope you won't just give us a 4-star review if you're as happy as (name).

{Link to the bundle offer page.}

Provide link to remove themselves from promotion.

{Add Trigger Link or Button in Klaviyo}

----- Email 6 Template: Saturday -----

**Subject Line:** Light-hearted sales pitch

Use this email to give a full force, but humorous sales pitch and let them know that's exactly what you're going to do.

“Hi there ... it seems you might still be on the fence about our bundle offer and so, I thought, heck, why beat around the bush ... so I'm going to use this email to make it crystal clear exactly why you should get the bundle offer.

I'm going to give it my best shot at convincing you to buy the bundle offer, and so if you're offended by hard sales pitches, you can just skip this email or click the link below to remove yourself from this promotion ...

Or, if you think you can withstand my powers of persuasion, then read on.

When you get this bundle offer, you will

Be smarter\*

Be more attractive\*

Achieve your wildest dreams\*

Walk on air\*

Finally know your one true life purpose\*

\*None of these are guaranteed but we'd love to think they're true.

What we can guarantee is that you'll get

A - normally \$\$\$

B - normally \$\$\$

C - normally \$\$\$

And so, this bundle would normally cost \$\$\$

But, because you're you ... and we love you ... you can get the whole lot in our special bundle for just \$\$\$

That's a saving of \$\$ which is more than XYZ% off.

**So, if you like X**

This is for you

**And if you like Y**

Then this is for you

**And if you like Z**

Then this is for you (and who doesn't like Z)

**And if you love getting great deals**

Then this is for you

**And if you hate paying full price**

Then this is definitely for you

**And if you love being treated as the super special person that you are**

Then for the love of God, this is for you

{Link to the bundle offer page}

If you'd like the finer details of what's included in this bundle offer, you can skip to the PS below.”

Sign off

PS: Reiterate the offer in detail, the time left, and the number left in stock.

{Link to the bundle offer page}

Provide link for them to remove themselves from the promotion

{Add Trigger Link or Button in Klaviyo}

----- Email 7 Template: Sunday -----

**Subject Line:** Less than X left in stock (Last Day)

Wow, this day came around fast. We started with XYZ bundle offer in stock, and now there are only ABC left ...

... and it's the last day of this promotion as well.

Look, we knew we'd sell out, and so it was just a matter of how soon.

{Link to the bundle offer page.}

If you'd like to get XYZ for just \$ABC instead of the normal \$ZZZ then now is the time to take action

... and that's if there are any left by the time you get there.

Today really is the last day and so if you're just waiting until the very last moment to pounce on this, then please don't.

Go now and pick up the offer, here's what the page will look like when you land there.

(Screen shot of sales page)

{Link to the bundle offer page.}

Sign off

PS: Reiterate full offer, and limited time and number.

Link to the bundle offer page.

Provide link for them to remove themselves from promotion

{Add Trigger Link or Button in Klaviyo}

----- Email 8 Template: Sunday night -----

**Subject Line:** Final reminder (X left in stock)

If you'd like to pick up one of the last remaining bundles of XYZ in stock ... then this really is it.

There's less than four hours to go ... and that's if there are any places left!

Get your bundle here ... you might be the lucky last.

The choice is yours.

You can wake up tomorrow without this awesome deal,

Or

You can wake up tomorrow having made a smart, savvy decision ... with XYZ bundle ... and having paid only \$ABC.

This is the final reminder ... I won't be sending out anymore.

Over to you ...

Be smart. Be savvy. Get one of the last bundles now.

It's been a fun promotion,

Sign off

----- END OF EMAIL CAMPAIGN -----

## How to Let People Remove Themselves from the Bundle Offer Flow Without Unsubscribing or Suppressing Them from Your List

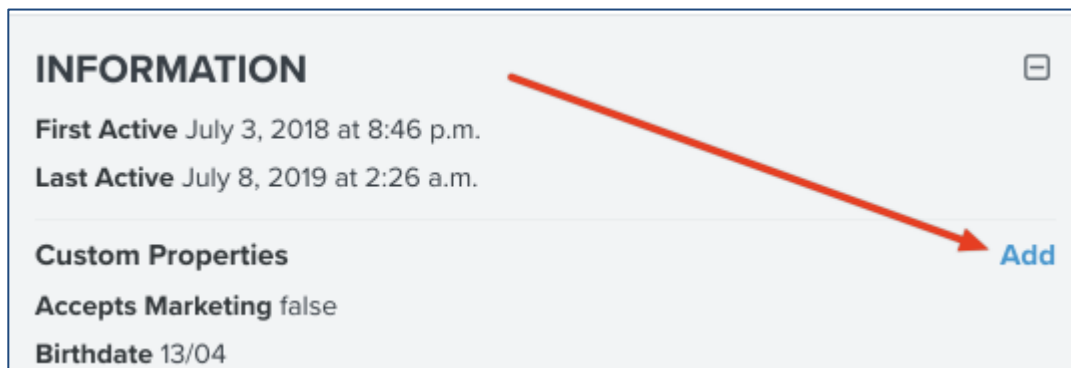
Achieving this in Klaviyo is a little tricky but it can be done, and once you've learned how to do this you might find other creative ways to use this functionality in other email flows.

In order to remove someone from a flow in Klaviyo, you have to 'filter' them out using an 'additional filter' based on a certain property in their profile.

Note, this is not the same as the 'trigger filter' you use when you first set up a flow. It's an 'additional filter' you set up on at the specific email level.

### Step 1: Create a Custom Property

Navigate to a customer profile (e.g. yours) and on the bottom right under 'Information' you'll see the option to 'Add' a new custom property.



In this example, we're calling this custom property 'bundle offer' however you might call it 'bundleoffer-august' or 'bundleoffer-tshirt-cap-mug' or whatever will help you identify this exact offer.

You will also need to set a value in order to proceed, so I just set my value to 'no' as shown in the image below.

## Add Property ✕

Enter a property and value. We will automatically convert numbers and other data types.

Property	Value
<input type="text" value="bundleoffer"/>	<input type="text" value="no"/>


Click the blue 'Add Property >>' button to continue, and then you'll see the new property listed in your information as shown below.

### INFORMATION ☰

**First Active** July 3, 2018 at 8:46 p.m.  
**Last Active** July 8, 2019 at 2:26 a.m.

---

**Custom Properties** [Add](#)

**Accepts Marketing** false  
**Birthdate** 13/04  
**bundleoffer** no   
**Shopify Tags**

That completes step 1. Now you'll need to create a button to use in your emails.

## **Step 2: Create a new flow to use for the promotion and add a button in the first email.**

Here's what you'll program the button to do when a user clicks on it:

1. It will set the value of the 'bundleoffer' property to 'no'
2. It will redirect the user to a custom URL on your website
3. Then, you'll use this custom property to filter out this user from the flow using the 'additional filters' function on the next email.

Note: You will need to create a page on your website for the user to land on if they click this button to opt out from receiving emails about the bundle offer.

You can put whatever you'd like on that page and it's a great opportunity to further engage with your customers and potentially make a sale, ask a question, or make some other call to action.

Here is the format of the link you'll use for the button:

```
{% update_property_link 'profile_property' 'property_value' 'redirect_link' %}
```

You just need to replace the following values:

profile\_property  
property\_value  
redirect\_link

- Our profile\_property set in step 1 is 'bundleoffer'
- The property\_value we want to set when someone clicks is 'no'
- And the redirect\_link is the page we want them to land on our website if they click.

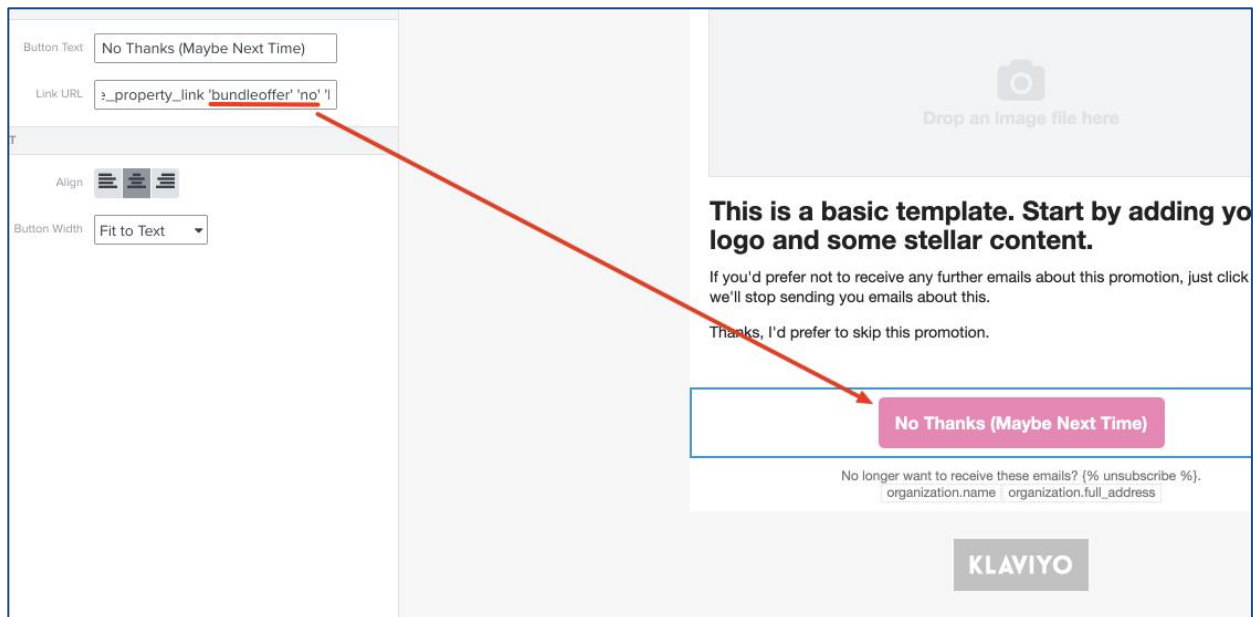
For example, we might format our link to look like this:

```
{% update_property_link 'bundleoffer' 'no' 'https://buildgrowscale.com/ok' %}
```

To set this as the button link, click on the button block, enter the button text and then enter the link you have formatted in the Link URL field.

When a person clicks on the button, the custom property will be set to 'no' and they'll be redirected to the custom page on your site.

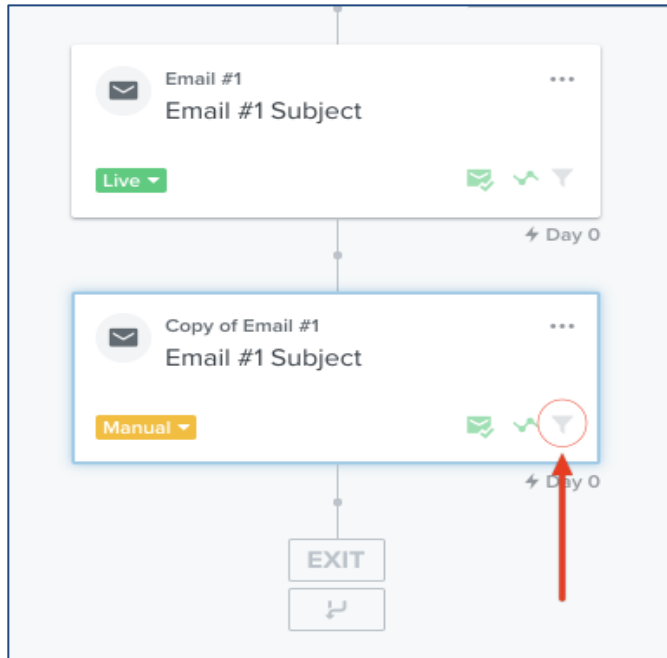
Here's what that looks like in Klaviyo.



Now that Step 2 is complete, you need to set the 'additional filters' in the subsequent emails so that if someone clicks the button, they will be filtered out of the flow and will stop getting the emails.

### Step 3: Setting the Additional Filters

Drag a second email into the flow and then click on the greyed out 'filter' icon as shown below.



Once clicked, this will open more preferences in the left panel. Find the 'additional filters' and click to open.

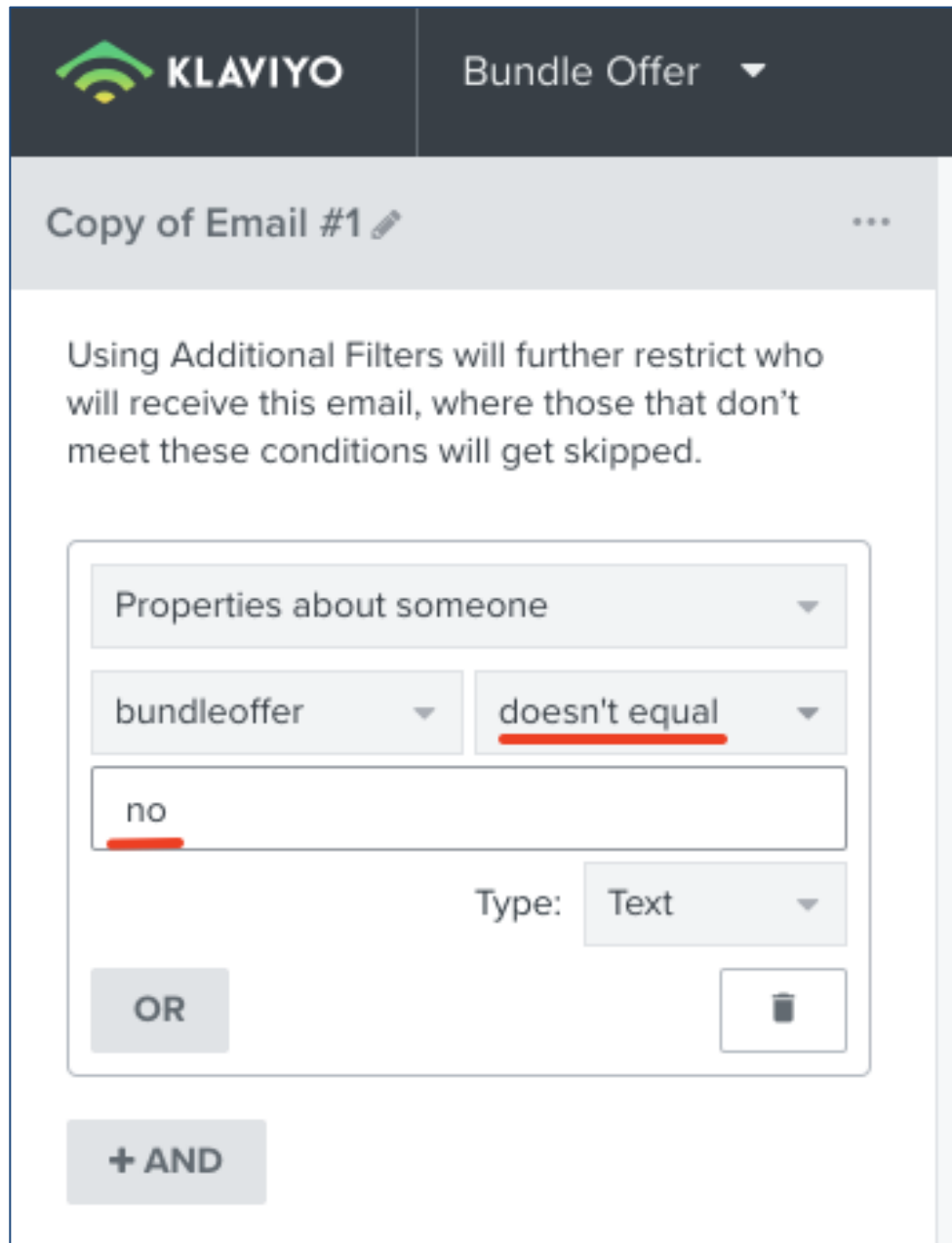
The screenshot displays the Klaviyo interface for editing an email campaign. On the left, the 'Copy of Email #1' settings are visible, including the subject 'Email #1 Subject' and the sender 'Sayvana'. Below this, the 'ANALYTICS (30 DAYS)' section shows metrics for Delivered (0), Open Rate (0%), Click Rate (0%), Placed Order Rate (0.0%), and Revenue (\$0.00). The 'SETTINGS' section includes 'Smart Sending' (ON), 'UTM Tracking' (ON), and 'Additional Filters' (OFF), which is highlighted with a red box and an arrow.

The main workflow area on the right shows a sequence of steps: a 'Trigger' event 'When someone subscribes to NaaS.', followed by a 'Conditional Split' step. The 'Conditional Split' has two paths: 'YES' leading to 'Email #1' (subject: 'Email #1 Subject', status: 'Live') and 'NO' leading to 'Copy of Email #1' (subject: 'Email #1 Subject', status: 'Manual'). Both email steps are scheduled for 'Day 0'.

We want to filter people out who using the 'Properties About Someone' option.

So, select 'Properties About Someone' from the drop-down menu and then search the 'Dimensions' drop down for the custom property you created in step 1, e.g. in our example, 'bundleoffer'.

You'll then set the value to 'doesn't equal' and then set the value to 'no' as shown in the image below (just type the word 'no' in the field as shown).



The screenshot shows the Klaviyo interface for configuring an email filter. At the top, the Klaviyo logo and 'Bundle Offer' are visible. Below, the email is identified as 'Copy of Email #1'. A message explains that additional filters will restrict recipients. The filter configuration is as follows:

- Category: Properties about someone
- Property: bundleoffer
- Operator: doesn't equal
- Value: no
- Type: Text

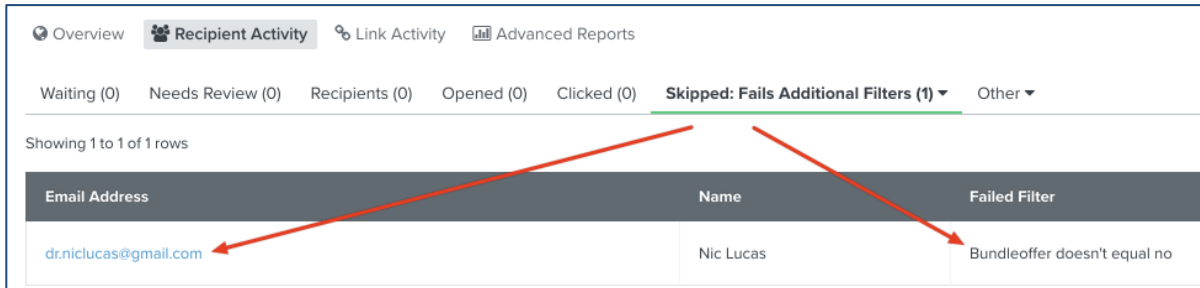
Buttons for 'OR', '+ AND', and a trash icon are also present.

When a person reaches this email in the flow, and if they don't meet the condition that their 'bundleoffer' property doesn't equal 'no', then they will get skipped and filtered out of receiving the email.

And if that sounds confusing, then welcome to the double-negative world of Klaviyo filters.

Think of it this way ... because my 'bundleoffer' value was set to 'no' in Step 1, I don't meet this condition because **my value does equal 'no'**, and so because I don't meet the condition, I will get skipped.

Here's a screenshot confirming that my email was skipped because of this setup.



The screenshot shows the 'Recipient Activity' tab in Klaviyo. The navigation bar includes 'Overview', 'Recipient Activity', 'Link Activity', and 'Advanced Reports'. Below the navigation bar, there are status filters: 'Waiting (0)', 'Needs Review (0)', 'Recipients (0)', 'Opened (0)', 'Clicked (0)', 'Skipped: Fails Additional Filters (1)', and 'Other'. The 'Skipped: Fails Additional Filters (1)' filter is selected. Below the filters, it says 'Showing 1 to 1 of 1 rows'. A table with three columns is displayed: 'Email Address', 'Name', and 'Failed Filter'. The first row contains the email address 'dr.niclucas@gmail.com', the name 'Nic Lucas', and the failed filter 'Bundleoffer doesn't equal no'. Two red arrows point from the 'Skipped: Fails Additional Filters (1)' filter to the 'Email Address' and 'Failed Filter' columns of the table.

Email Address	Name	Failed Filter
<a href="mailto:dr.niclucas@gmail.com">dr.niclucas@gmail.com</a>	Nic Lucas	Bundleoffer doesn't equal no

#### Step 4: Complete Your Flow

If you'd like to give people the option to stop receiving emails from this flow in every email (as suggested), then you need to include a button in each email that will set the custom property value to 'no'.

And, then you'll also need to set the 'additional filter' as described in Step 3 or each email in the flow.

Having done that, you've now created a flow that will enable anyone in that flow to remove themselves from the flow from within any email, without unsubscribing from your list or segment and without being suppressed.

If you'd like to read the Klaviyo help article on this, here's the link:

<https://help.klaviyo.com/hc/en-us/articles/115005255248-Use-Buttons-in-an-Email-to-Collect-Information-About-Your-Recipients>

Now that you've set up your flow, you need to set up a bundle offer on your store.

Now ... you might not want to set up a bundle offer. That's fine. You can use this promotion straight to a single product or a coupon offer ... it's up to you.

For this GSD, we're going to show you how to do a bundle offer on Shopify and to do that we're going to introduce you to an app that does bundles.

We don't have an affiliation with this app developer and you certainly don't have to use this app. If you're on another platform then you will need to find a way to make your offer.

So, let's get to the offer.

## **How to Set Up a Scarcity Based Bundle Offer on your Shopify Store**

The easiest way to set up a bundle on shopify is to just create a new product and include a number of products inside that product.

But there are limitations with doing it this way that impact the way you present that offer and how well it works with product variants.

So, given that we want to optimize revenue, we tested a few different apps and found an app by Thimatic called "Bundle Products".

Here's how it works.


You install the app (it has a 14 day free trial, so if you just want to test out this entire GSD, you could set the whole thing up, launch it over 7 days, and get out again without even paying for the app.)

Then,

1. You add products that you want to include in the bundle
2. You choose the pricing structure (e.g. a discount or a set price)
3. You get a single line of code
4. You add that line of code to a new page that you create on Shopify
5. And hey presto, the bundle will appear ... and if you have product variations, customers will be able to select things like color and size.


E.g., here's an example of how a bundle offer looks when embedded on a blank page in Shopify.

**Bundle Offer!!!**  
Buy a combo pack and get \$40 off on the Total Price.




**Black T-Shirt Demo**  
★★★★☆  
4.5 (17 Reviews)  
**\$179.00**  
Color  
Black

+



**Blue T-Shirt**  
★★★★☆  
4.5 (14 Reviews)  
**\$75.00** ~~119.00~~  
Size  
S  
Color  
Blue

+



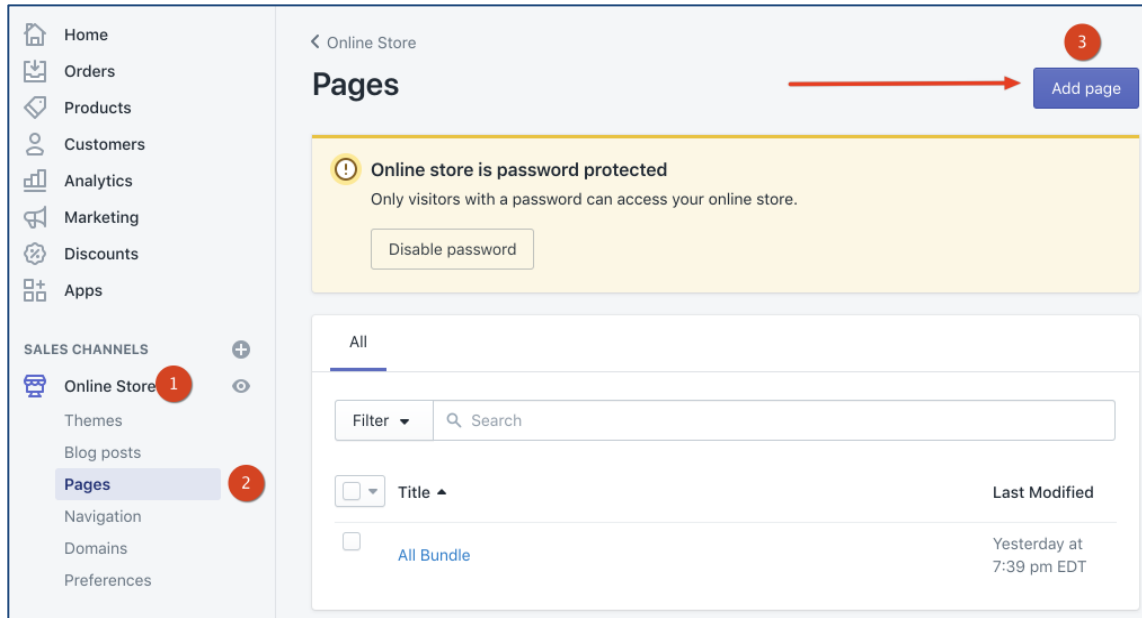
**Gold T-Shirt**  
★★★★☆  
4.4 (12 Reviews)  
**\$35.00** ~~119.00~~  
Color  
Gold

Separate Price: \$289.00  
**Save: \$40.00**  
**Total Price : \$249.00**

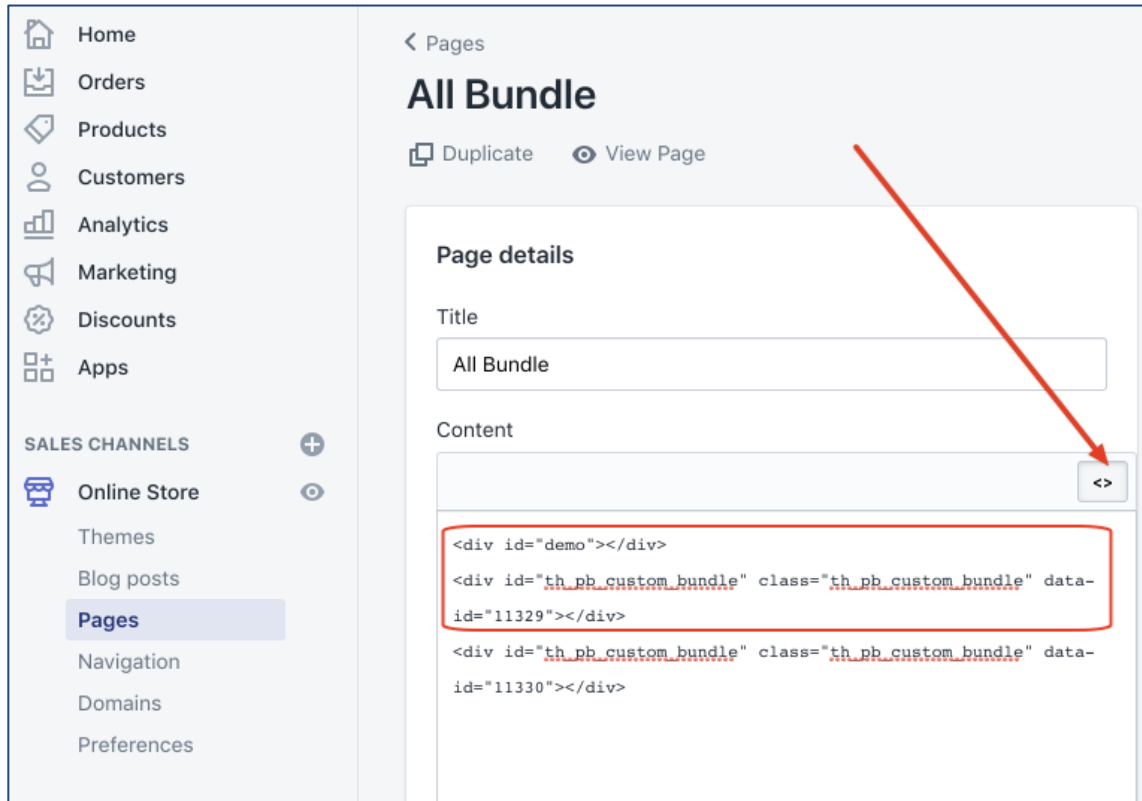
**ADD TO CART**

To add the single line of code to a page in Shopify, do this:

Go to the Online Store and then select 'Pages' from the menu and then 'Add Page'



Then, click on the <> button to access the html editor for that page, and paste in the line of code you copied from the Bundle Product app (as shown below)



This will add the bundle to your page.

Of course, you can add any other design elements to the page, e.g. images and copy.

And we want to go one step further by adding scarcity to this offer in a way that matches the scarcity you're using in the email promotion.

We do this by adding a countdown timer to the page, and in order to do this you'll need to do a little coding.

Rather than filling up these pages with those instructions, we've created a special place in the Brain in the members area for you to:

1. Get the code, and
2. Watch a video instructing you how to set it up

So, to add this element of scarcity to your bundle offer page, here's the link to this training module in the Brain:

<https://members.ecominsider.com/knowledge-base/countdown-timer-on-shopify-page/>




And here's what the countdown timer looks like on the page with the bundle (again, if you want additional design, you'll need to adjust the code / CSS of the page.)

Home Catalog

## All Bundle

**Ends In:52d 10h 10m 0s**

all bundle

	blue T-Shirt red ▾	1	₹21.00 <del>₹30.00</del>
	Maroon T-Shirt red ▾	1	₹21.00 <del>₹30.00</del>
	red T-Shirt red ▾	1	₹21.00 <del>₹30.00</del>

Total Price: ₹63.00 ~~₹90.00~~  
You have to buy min 1 QTY of all products to get 30% discount.

**ADD TO CART**

Note: This is just a basic timer and doesn't have any redirect functionality.

So, to run a genuine scarcity offer, you'll need to manually remove the offer when the countdown timer hits zero.

All you'll need to do is edit the page, delete the one line of code for the Bundle Product and replace it with a message that says something like:

"Oooops ... looks like this offer has ended. But all is not lost! Check out our XYZ here."

By doing it this way you act in integrity, and you can still leverage any visitors that come to the page by making them an alternative offer.

## **Bonus Idea**

How would you like to ramp up the scarcity even further and create even more demand?

Here's what Dr Nic did ...

Instead of saying there were 200 units available, which sounds like quite a lot, he split his list of 8,000 into 4 groups of 2,000 and created 4 separate pages and made only 50 units available to each group.

That's still 200 units, but now the messaging was that there were only 50 units available ... which was true, because for any particular group there were only 50 units available.

This also meant that there had to be 4 separate email flows ... one for each group.

Did it make a difference?

Well, Dr Nic didn't test it ... he went with an educated guess that 50 units would create more scarcity than 200 ... and in the end, the conversion rate of the unique clicks to sale was 18.9% ... so we hypothesize that scarcity had something to do with these results.

And that's why it's a bonus tip ... if you'd like to test scarcity like this, go for it and let us know.

## Summary

So, that wraps up another money-making GSD for you.

1. You've got the outline of an email promotion for a bundle offer.
2. You've got the instructions for how to set up your flow in Klaviyo so that if someone doesn't want to receive emails from you about this bundle offer, they can remove themselves from the flow, without unsubscribing or becoming suppressed.
3. You've been able to send those people who do remove themselves to a custom URL on your website to further engage with them.
4. We've introduced you to an app for Shopify that enables you to bundle your products and easily add that bundle to an offer page, and
5. We've given you a link to the code for the countdown timer and an instructional video over in the Brain in the members area.

And with that, it's time to go Get Shit Done.

*Tanner, Matthew, Nic & Bret*