



# TEMPLATES

This PDF contains all Black Friday/  
Cyber Monday promotional copy.

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# IMPORTANT

## READ THIS FIRST

### STOP—WAIT!

Before you turn the pages in the **Black Friday/Cyber Monday** monster edition of the GSD, there are some super-important updates.

If you've been an EI member longer than 12 months, you've seen the original version of the GSD in 2019. Well, to put it mildly, a lot has changed in 2020 (world's biggest understatement!).

Also, a lot of members implemented the 2019 edition of the GSD with wildly tremendous \$UCCESS. And with that came high-level feedback on how to make the 2020 version even better!

### Here's how we approached this 2.0 updated version for 2020 ...

1. We ran a Zoom Mastermind with **five EI members who openly shared how to make the 2020 BFCM promotion even better**. We recorded and transcribed the entire mastermind interview. You can access the MP4 video and PDF transcription in the USB card on the inside cover of this GSD.
2. EI member Deven Davis joined me for a separate call to go deeper on email strategies he learned by implementing the 2019 GSD promotion to his **Klaviyo list of over 400,000+**. These lessons and suggestions are included in this GSD.
3. Since it's every EI member's responsibility to personalize the prewritten emails in the GSD to match your brand voice, we decided **there was no need to rewrite every single email for the 2020 version**. Instead, I've changed the dates to suit 2020 and the subject lines and preview text to make them slightly different this year.
4. If you used the 2019 GSD, we recommend that you review which emails worked best (or worst) for you and use that data to make appropriate changes for this year's campaign. Good luck!

*Bret Thomson*

# EARLY-BIRD NOTIFICATION HOT LIST

	Date	Email	Description	Sending Details
I N V I T E	Tuesday, 11/3	1	First invite to HOT LIST	<b>Send:</b> Entire list <b>Exclude:</b> Exclusion list
	Thursday, 11/5	2	Second invite (optional)	<b>Send:</b> Entire list <b>Exclude:</b> HOT LIST, Exclusion list
	Tuesday, 11/10	3	Third invite (optional)	<b>Send:</b> Entire list <b>Exclude:</b> HOT LIST, Exclusion list
P	Autosend once they join.	4	<b>Welcome</b>	<b>Send:</b> HOT LIST
R	<b>Nurture emails:</b> Depending on how long people have been waiting in the HOT LIST, you should send “nurture” broadcast emails to build anticipation prior to the 48-hour notice below. Nurture emails can be non-salesy content emails with a simple reminder, just reminder emails that the launch day is approaching, and the like.			<b>Send:</b> HOT LIST
U N C H	Wednesday, 11/11	5	48 hours until launch	<b>Send:</b> HOT LIST
	Thursday, 11/12	6	24 hours until launch	<b>Send:</b> HOT LIST
O P E N  L A U N C H	Friday, 11/13	7	<b>We Are Open!</b> (7 a.m.)	<b>Send:</b> HOT LIST
	Friday, 11/13	8	Reminder 1 (10 a.m.)	<b>Send:</b> HOT LIST <b>Exclude:</b> Buyers last 24 hours
	Friday, 11/13	9	Reminder 2 (3 p.m.)	<b>Send:</b> HOT LIST
	Friday, 11/13	10	Reminder 3 (7 p.m.)	<b>Send:</b> HOT LIST
	Saturday, 11/14	11	Reminder 4 (9 a.m.)	<b>Send:</b> HOT LIST
	Sunday, 11/15	12	Reminder 5 (3 p.m.)	<b>Send:</b> HOT LIST
	Monday, 11/16	13	Last chance 1 (10 a.m.)	<b>Send:</b> HOT LIST
	Monday, 11/16	14	Last chance 2 (3 p.m.)	<b>Send:</b> HOT LIST <b>Exclude:</b> Buyers last 72 hours
	Monday, 11/16	15	Last chance 3 (7 p.m.)	<b>Send:</b> HOT LIST
<b>You can now include these subscribers in your regular promotional emails.</b>				

— END OF EARLY-BIRD PROMOTION —

**Email 1—First Invite to HOT LIST:** Tuesday, November 3

**Subject line 1:** Sneak peek at your Black Friday discounts?

**Subject line 2:** Pssst! For your 👁️ only ...

**Preview text:** Hey <Firstname>! Here's our secret plan for your early Black Friday Sale. Avoid the crowds and be the first to know all about it here ...

## Take a Sneak Peek at Your Black Friday Discounts!

Hey <Firstname>!

Want to see our secret plan for your Black Friday Sale?

You can be the first to know all about our discounts and timeline plan ...

We're not revealing this openly to the public, however ...

If you want to be the first to hear all about it, simply tap the shiny green button below ...

**PLEASE NOTIFY ME**

<Sign-off>

**Email 2—Second Invite (Optional) to HOT LIST:** Thursday, November 5

**Subject line 1:** Want to see our secret plan for Black Friday?

**Subject line 2:** Heads up

**Preview text:** Hey <Firstname>! We're going early with Black Friday discounts (and secret plan). Here's the story ...

## Black Friday Is Coming Early!

Hey <Firstname>!

Would you like to be the first to see our early Black Friday discounts (and secret plan)?

Let me tell you all about it before we announce it to the general public ...

We're only letting the cat out of the bag to a very limited number of subscribers.

... To join our exclusive "Early-Bird Notification" tribe, simply slap the shiny green button below ...

**PLEASE NOTIFY ME EARLY**

<Sign-off>

**Email 3—Third Invite (Optional) to HOT LIST:** Wednesday, November 11

**Subject line 1:** <Firstname>! Last shot for early Black Friday discount!

**Subject line 2:** Hey <Firstname>, You letting this go?

**Preview text:** I'm surprised you didn't respond to this. Your rare chance to jump the queue for the best Black Friday deals early ...

## **Last Chance to Jump the Queue for the Best Black Friday Deals!**

Hey <Firstname>!

I'm surprised you haven't joined our exclusive "Early-Bird Notification" tribe yet.

We're about to announce our secret plan and early-bird discounts before the Black Friday frenzy starts!

If you want to be the first to see our special Black Friday discounts (and when it begins), here's what to do ...

Simply tap that green button below and find out what to do next ...

**PLEASE NOTIFY ME EARLY**

<Sign-off>

**Note:** Use this as a simple landing page or opt-in form.

## **BLACK FRIDAY DISCOUNTS – Early-Bird Notifications –**

Be the first to hear all about our early Black Friday discounts!

Enter your email below and we'll let you know in advance about our secret plan for your **Early Black Friday Sale** (before the public).

Enter your best email here

**PLEASE NOTIFY ME**

### **“Thank-you page” (after opt in)**

Another concept—You could also invite them to join your SMS text message list and offer exclusive SMS offers only. You can create a form in Klaviyo to collect phone numbers.

## **BLACK FRIDAY IS COMING EARLY!**

You're in! Thanks for joining us!

We'll let you know in advance when our Early-Bird Black Friday discounts GO LIVE on our store!

That way you'll avoid the crowds and get the very BEST DEALS with plenty of time before the usual Holiday Frenzy!

***But there's MORE ...***

If you want to hear about some rare “out-of-the-box” super discount offers ... Be sure to say join our exclusive “Rare SMS Deals” VIP list by hitting the button below...

**YES! UPDATE ME ON THE VIP SMS CLUB**

🕶️ We're pretty chill with SMS and don't send a crazy amount. We don't like getting too many either, but we love VIP discounts! You can opt out anytime, so tap that button to get our best deals!

**Email 4—Welcome:** *Date isn't applicable; this is an autoresponder email.*

**Subject line:** You're in! Access Early Black Friday discounts!

**Preview text:** Thanks for joining us! You're now on the "inside" to receive early Black Friday discounts. Here's what to look forward to ...

## Black Friday Is Coming Soon!

You're in! Thanks for joining us!

You're now on the "INSIDE" and will hear in advance when our Early-Bird Black Friday discounts GO LIVE on our store!

In short ...

You now have the enormous advantage of skipping the Black Friday rush ... and getting an early discount that is reserved for **Cyber Monday!**

That way you'll get the best deals early before the Holiday Frenzy!

You'll hear more about the finer details soon.

### ***But there's MORE ...***

If you want to hear about some rare "outside-the-box" super discount offers ... be sure to join our exclusive "Rare SMS Deals" VIP list by hitting the button below...

**YES! UPDATE ME ON THE VIP SMS CLUB**

😎 We're pretty chill with SMS and don't send a crazy amount. We don't like getting too many either, but we love VIP discounts! You can opt out anytime, so tap that button to get our best deals!

Stay tuned for the next update ...

<Sign-off>

**Note:** *The emails below are the “countdown” emails that start 48 hours before the “early-bird” launch on Friday, November 13. If a bunch of people join the HOT LIST from the earlier “invite” emails on November 3 and 5, you can send more “nurture or tease” emails before you send the two emails below.*

**Email 5—48 Hours Until Launch:** Wednesday, November 11

**Subject line:** 48 hours for “EARLY-BIRD” Black Friday deals!

**Preview text:** You’re seeing this first because you’re in our Early-Bird Group. Here’s the news you’ve been waiting for ...

## **Here’s the GOOD NEWS You’ve Been Waiting For!**

You’re seeing this because you’re in our “Black Friday Early-Bird Notification” group!

Here’s the scoop about your Black Friday discounts ...

### **Cyber Monday Discounts Early!**

In typical **<your brand>** style ... we’re going against the grain and starting our Black Friday Sale EARLY!

Not only that, but we’re also giving you our BEST discount (from Cyber Monday) up front this Friday, November 13.

### **The 48-hour countdown has started!**

You’ll get to see our amazing specials before others who are outside of this Early-Bird group! So be quick ...

### **Our popular items are sure to sell lighting fast!**

Your special discount won’t be visible on the store, but we’ll send you a rare and exclusive coupon code this Friday morning!

Set your reminder ... More updates to come!

**<Sign-off>**

**Email 6—24 Hours Until Launch:** Thursday, November 12

**Subject line:** [Early-Bird] 24 hours ↗Ready for this?

**Preview text:** You're just one night's sleep away from your reward! You deserve every bit of this. Are you excited for your exclusive deals?

**Just 24 hours until your ...**  
**Early-Bird Black Friday Sale!**

You ready for this?

Just one more night's sleep ... Then you can treat yourself to our best deals of the year!

**You deserve every bit of this!**

You'll be skipping our Black Friday discount and getting our BEST Cyber Monday discount!

That way you can get in quick 'n' early before the Holiday Frenzy starts two weeks from now.

You will receive your exclusive coupon code tomorrow, Friday, November 13.

Are you excited?

**The 24-hour countdown is running!**

Heads up ... This is our BEST discount, and you get it two weeks before anyone else!

**Take your pick early from our best deals!**

See you bright and early tomorrow morning to celebrate your special Early-Bird Black Friday Sale!

Set a reminder on your phone! See you tomorrow!

<Sign-off>

**Note:** Don't think we're saying this design/layout is a winner. **The copy is king here!** Also note: Emails that show products will typically get better results.

**Email 7—We Are Open! (Launch to HOT LIST):** Friday, November 13, 7 a.m.  
**Subject line:** We're LIVE! Your exclusive coupon is now active!  
**Preview text:** Get in early! Our BEST deals are waiting for you. Don't waste your early-bird code ...

**We're now OPEN for our  
Early-Bird Black Friday Sale!  
Early 40% OFF**

It's on! Go, Go, Go!!

Take a look at our new store specials ...

**Spoil yourself with up to 40% OFF!**

As an exclusive Early-Bird subscriber, you are getting the very BEST discount. It's one that others will only see on Cyber Monday!

You've waited all year for these special deals ... Jump the queue and treat yourself to a well-deserved gift!

**Get 40% OFF Storewide**  
Special Code—**EBS40**—to claim 40%  
**Use Your 40% Now**  
Early-Bird Discount Ends on Monday, November 18

In typical **<your brand>** style, we're going against the norm and giving you a two-week head start! (Sale ends on Monday, November 16.)

Go and take a look at our store and use this 40% OFF **Coupon Code—EBS40—on your favorite items, while stocks last.**

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

**<Insert Best Review(s)>**

**Claim Your Early 40% Off**

**Coupon code: EBS40**

**<Sign-off>**

**Note:** Remember to test using emojis on these subject lines ...

**Email 8—Reminder 1:** Friday, November 13, 10 a.m.

**Subject line:** 🥰 Rare 40% off coupon (expires soon)

**Preview text:** Don't waste this! Time is ticking. You're only seeing this because you're in our rare Early-Bird club. Take a quick look at ...

## Look! Your 40% Off Early Holiday Discounts Have Started

C'mon! Go check out what we've done for you!

We did this because you're one of our loyal "Early-Bird Black Friday" subscribers.

You're getting our best Cyber Monday discount early, so don't waste it ;)

**An AVALANCHE of buyers will swoop in today, so take your pick of our best stock now, while it lasts!**

**Get 40% OFF Storewide**  
Special Code—**EBS40**—to claim 40%

**Use Your 40% Now**

Discount ends after Monday, November 16

### You've waited all year for these mammoth specials ...

Go treat yourself to this well-deserved gift with this 40% OFF  
**Coupon Code—EBS40—**[on your favorite items while stocks last.](#)

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

<Insert Best Review(s)>

**Claim Your Early 40% Off**

**Coupon code: EBS40**

<Sign-off>

**Email 9—Reminder 2:** Friday, November 13, 3 p.m.

**Subject line:** Bizarre story behind Black Friday + 40% OFF

**Subject line:** Use 40% code: EBS40

**Preview text:** Rare discount + why it's not called Pink Friday. Did you know ...

## Hurry! This is rare ... Don't Let Your 40% Store Discount Expire!

I want to tell you the bizarre store behind "Black Friday," but first ...

Our system tells us that you haven't used your special 40% early-bird **discount code**—**EBS40**—[storewide](#) yet!

Time's ticking! This is our **best discount, reserved for Cyber Monday**, but you get it today! Don't let this go to waste!

### Do you know why we call it "Black Friday?"

Apparently, our **#1 most popular shopping day** was originally called **Black Friday** because the volume of shoppers created traffic accidents and sometimes violence!!

### Grim, huh? Well, let's inject some JOY into the name!

In the 1950s, people began calling in sick the day after Thanksgiving to give themselves a four-day weekend ... Eventually, we were rewarded—our four-day weekend became official!

Since you're in the exclusive early-bird group, why not reward yourself with something amazing from our store?

You deserve it! Go use **coupon code EBS40** and [treat yourself here.](#)

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

**Claim Your Early 40% Off**

**Coupon code: EBS40**

<Sign-off>

**Email 11—Reminder 4:** Saturday, November 14, 9 a.m.

**Subject line:** Forgot to claim your 40%? (Last days)

**Preview text:** There's still time. AMAZING deals at 40% are still available, but you've got to be quick ...

## **We've got your back! 40% EARLY-BIRD SALE CLOSES on Monday!**

What a whirlwind of a day yesterday!!

How did you fare?

There's still time to snatch a bargain at 40% Off **Coupon Code EBS40** [storewide](#).

### **Remember, this is our BEST discount!**

You've got this and DESERVE every bit of this discount!

Let us ship one of these fast-moving products to you at a fraction of the normal price ... before the general promotion starts!

### **Don't waste your early-bird privilege**

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

You deserve it! Go use code **EBS40** and [treat yourself here](#).

**Claim Your Early 40% Off**

**Coupon code: EBS40**

<Sign-off>

**Email 12—Reminder 5:** Sunday, November 15, 3 p.m.

**Subject line:** ✓ Tick off your shopping list early (40% expiring)

**Preview text:** You've got this! Impress your family and finish your shopping early. Don't waste our biggest discount of the year!

## Avoid missing out! Don't Let Your 40% Store Discount Expire!

How's your holiday shopping list looking?

Why not impress your family and get organized early by using your RARE 40% Off **discount code—EBS40—**[storewide.](#)

Tick off your shopping list and feel satisfied and accomplished with our best discount of the year!

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

**Claim Your Early 40% Off**

**Coupon code: EBS40**

<Sign-off>

**Email 15—Last Chance 3:** Wednesday, November 18, 7 p.m.

**Subject line:** 🚀🔥 Final reminder ...

**Preview text:** Say goodbye to your 40% biggest discount! Only a night-owl shopper can save this one before it expires tonight ...

**(Last chance.)  
Your 40% is Going, Going,  
and (Almost) Gone!!**

Say goodbye to your BIGGEST discount of the year!

Only a night-owl shopper can save this one before it expires tonight ...

Now's your last chance to get those last-minute items before the price goes back up tomorrow.

Use code **EDS40** [storewide before it expires tonight.](#)

**Here's what some of our raving fans have to say ...**

<Insert Best Review(s)>

**LAST CHANCE for 40% OFF!**

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

**LAST CHANCE—40% Off**

**Coupon code: EBS40**

Absolute last chance to grab one last special [before stock goes and discount expires.](#)

No more “early-bird” reminders after this, sorry ...

<Sign-off>

**— END OF HOT LIST PROMOTION —**

## 7-Day Black Friday/Cyber Monday Promotion

<b>7-Day Promo</b>	<b>Events Covered</b>	<b>Number of Emails</b>
Thursday, November 26	Thanksgiving	2
Friday, November 27	Black Friday	5
Saturday, November 28 to Sunday, November 29	Black Friday weekend	4
Monday, November 30	Cyber Monday	5
Wednesday, December 2 Thursday, December 3	Post-sale promo	4

# 7-Day BFCM Holiday Promotion Plan

**Remember: Be sure to exclude the “Exclusion list” on all emails during this promotion. This will help improve your deliverability success.**

Date	Email	Description	Sending Detail Suggestions
Thursday, 11/26	1	<b>Thanksgiving</b> Teaser 1, 8 a.m.	<b>Send:</b> Active+nonactive subscribers
Thursday, 11/26	2	Teaser 2, 3 p.m.	<b>Send:</b> Active subscribers
Friday, 11/27	3	<b>Black Friday</b> , 8 a.m.	<b>Send:</b> Active+nonactive subscribers
Friday, 11/27	4	Reminder 1, 10 a.m.	<b>Send:</b> Active subscribers <b>Exclude:</b> Hot list+bought last 72 hours
Friday, 11/27	5	Reminder 2, 2 p.m.	<b>Send:</b> Active+nonactive subscribers
Friday, 11/27	6	Reminder 3, 5 p.m.	<b>Send:</b> Active subscribers <b>Exclude:</b> Hot list+bought last 72 hours
Friday, 11/27	7	Last chance, 8 p.m.	<b>Send:</b> Active+nonactive subscribers
Saturday, 11/28	8	<b>Saturday extension</b> , 10 a.m.	<b>Send:</b> Active subscribers <b>Exclude:</b> Hot list+bought last 72 hours
Saturday 11/28	9	Reminder, 3 p.m.	<b>Send:</b> Active+nonactive subscribers
Sunday, 11/29	10	<b>Sunday extension</b> , 10 a.m.	<b>Send:</b> Active+nonactive subscribers <b>Exclude:</b> Bought last 72 hours
Sunday, 11/29	11	Reminder, 3 p.m.	<b>Send:</b> Active subscribers
Monday, 11/30	12	<b>Cyber Monday</b> , 8 a.m.	<b>Send:</b> Active+nonactive subscribers
Monday, 11/30	13	Reminder 1, 11 a.m.	<b>Send:</b> Active subscribers
Monday, 11/30	14	Reminder 2, 2 p.m.	<b>Send:</b> Active+nonactive subscribers <b>Exclude:</b> Bought last 72 hours
Monday, 11/30	15	Reminder 3, 5 p.m.	<b>Send:</b> Active subscribers
Monday, 11/30	16	Last chance, 8 p.m.	<b>Send:</b> Active subscribers
No promotional emails on Tuesday, November 3 (known as “Giving Tuesday”) Unless you want to ask for donations toward a charity you support			
Wednesday, 12/2	17	<b>Wednesday—backdoor sale</b> CEO email: 10 a.m	<b>Send:</b> Active+nonactive subscribers
Thursday, 12/3	18	Backdoor reminder 1, 10 a.m.	<b>Send:</b> Active subscribers
Thursday, 12/3	19	Backdoor reminder 2, 3 p.m.	<b>Send:</b> Active+nonactive subscribers <b>Exclude:</b> Bought last five days
Thursday, 12/3	20	Last chance, 6 p.m.	<b>Send:</b> Active subscribers

**Email 1—Thanksgiving Teaser 1:** Thursday, November 26, 8 a.m.

**Subject line 1:** THANK YOU, <Firstname>! Little surprise inside ...

**Subject line 2:** THANK YOU, <Firstname>! Gobble up this gift!

**Preview text:** We couldn't help but reward you with a little surprise gift. Why? Because you're awesome, that's why ...

## THANK YOU! Gobble Up This Gift!

You're awesome! Did you know that?

As a way of saying, "THANK YOU" for being a <your brand> family member ... we wanted to reward you with a little surprise gift ... for Thanksgiving.

Here's the story ...

Technically, our massive "**Black Friday Sale**" starts tomorrow. However ...

Umm ... let's just say ... if someone were to "accidentally" visit our store today ... they just might stumble upon a little surprise.

I shouldn't tell you what it is, but it sounds something like, "*Take thirty percent off everything now.*"

Oops!

I'm sure you wouldn't complain about an early "leak" of our **Black Friday sale code**—**BFS30**—[off everything storewide](#).

Happy Thanksgiving ... and THANK YOU for your loyalty!

<Sign-off>

**Email 2—Thanksgiving Teaser 2:** Thursday, November 26, 3 p.m.

**Subject line:** Wash down your lunch with this 30% chaser!

**Preview text:** First dibs go to you! You deserve every bit of this 30% off, before tomorrow's frenzy!

## **Gobble Up 30% NOW! Before Tomorrow's Rush**

Wash down today's Thanksgiving lunch with this 30% chaser!

You deserve every bit of it ...

Some stock will likely be cleaned out starting tomorrow, so jump the queue and snag your favorites!

**Today's discount will be the same tomorrow,  
but the stock might not be! So, go save now ...**

Use **Coupon Code **BFS30**** [on your favorite items while stocks last.](#)

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

<Insert Best Review(s)>

**Claim Your Early 30% Off**

**Coupon code: **BFS30****

<Sign-off>

**Note:** *Black Friday is the busiest day for email, so try using creative emojis to “stand out.” Also, any poor attempt at humor in these emails won’t fit all brands, of course, but take what you want from it. No more apologies after this! ;)*~

**Email 3—Black Friday:** November 27, 8 a.m.

**Subject line:** 🌟We’re LIVE🌟BF discounts are active!

**Preview text:** Go, Go, Go! HUGE discounts are live. Come take a look at our Black Friday sale ...

## The Biggest Shopping Days Have Started! Black Friday Sale! TAKE 30% OFF

It’s OFFICIAL!

“**Black Friday Frenzy**” has begun with this whopping 30% OFF **Coupon Code—BFS30—**[on your favorite items while stocks last.](#)

Exciting! Hurry on over and check out our Black Friday sale!

You know the deal ... You just want our awesome products at their most awesome and best price, true?

Thought so. Well, here they are ... Take a look and go for it!

### Spoil yourself with up to 30% OFF!

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

**You’ve waited all year for these special deals ... Go treat yourself to this 30% OFF ...**

But hurry before some product lines sell out!

<Insert Best Review(s)>

**Claim Your Early 30% Off**

**Coupon code: BFS30**

<Sign-off>

**Email 4—Black Friday Reminder 1:** November 27, 10 a.m.

**Subject line:** 🎁Frenzy Friday🎁 Take 30% off!

**Preview text:** You've got this! We're ready to ship as soon as you pick out your favorite items ...

**Come take a peek at our store ...**  
**Your 30% Off Is Here Waiting for You!**

Crazy day, we know ...

You've got this!

We're ready to ship once you've picked your favorite products with this 30% OFF

**Code—****BFS30****—**[storewide while stocks last.](#)

**Customers are going crazy over these products ...**

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

<Insert Best Review(s)>

**Claim Your Early 30% Off**

**Coupon code: BFS30**

Be sure to claim this rare 30% off before the sale ends!

<Sign-off>

**Email 5—Black Friday Reminder 2:** November 27, 2 p.m.

**Subject line:** 🍷 Pink Friday?

**Preview text:** Says no one! The bizarre story behind BLACK Friday, with a 30% sweetener! Check out our store ...

## Avoid missing out! Don't Let Your 30% Store Discount Expire!

I want to tell you the bizarre store behind the name “Black Friday,” but first ...

Our system tells us that you haven't used your 30% Off **discount code**—**BFS30**—[storewide](#) yet.

Don't let this go to waste! But for now, check this out ...

### Do you know why we call it “Black Friday?”

Apparently, our #1 most popular shopping day was originally called **Black Friday** because the volume of shoppers created traffic accidents and *sometimes even violence!*

### Grim, huh? Well, let's inject some JOY into the name!

In the 1950s, people began calling in sick the day after Thanksgiving to give themselves a four-day weekend ... Eventually, we were rewarded—our four-day weekend became official!

Look, you've read this far now, so why not reward yourself with something amazing from our store?

You deserve it! Go use code **BFS30** and [treat yourself here](#).

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

**Claim Your Early 30% Off**

**Coupon code: BFS30**

<Sign-off>

**Email 6—Black Friday Reminder 3:** November 27, 5 p.m.

**Subject line:** \*\* Goosebump reviews \*\* and warning ...

**Subject line:** ~~30% OFF~~ Tear-jerking reviews ...

**Preview text:** Hurry! There's still time to clean up with 30% Off and get inspired by these heartfelt reviews ...

## Stock's moving fast, so don't miss out! Last Hours for Your 30% Black Friday Frenzy

Okay, we get you ... You're a strong finisher and don't rush into things, right?

We respect that. However, these are once-per-year discounts!

And now that the dust has started to settle (slightly), go take a stroll through [our store](#) with your 30% Off **code—BFS30—**before it expires.

Also, if you want PROOF that our products are the “real-deal,” read this amazing review ...

<Insert Best Review>

Gave me Goosebumps ... and was a bit of a tearjerker because it reminded us of why we do what we do!

## Go Use Your 30% Off in the Last Dying Hours of this Black Friday Frenzy!

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

**Claim Your Early 30% Off**

**Coupon code: BFS30**

<Sign-off>

**Email 7—Black Friday Last Chance:** November 27, 8 p.m.

**Subject line 1:** 🎯🎯🎯 For unashamed bargain lovers ONLY!

**Subject line 2:** 🦉 Night 🦉 Owl 🦉 Bargains ...

**Preview text:** 30% won't be here forever. Last-minute discounted specials for the night owls determined to SAVE ...

## For my fellow night owls ... Shop-Until-You-Drop Bargain Lovers!

This is an unapologetic “call out” to night-owl bargain lovers!

That's right, my fellow unashamed shopaholics who don't want to miss out on the biggest discounts of the year!

Our system tells us that you haven't used your 30% Off **discount code**—**BFS30**—[storewide](#) yet!

Let's fix that! Go take a look at our amazing products while they're only a fraction of the normal price ...

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

You deserve it! Go use code **BFS30** and [treat yourself here](#).

<Insert Best Review(s)>

**Claim Your Early 🦉 30% Off**

**Coupon code: BFS30**

<Sign-off>

**Email 8—Saturday Extension:** November 28, 10 a.m.

**Subject line:** 🎉 Good News! 🎉 EXTENDED SALE!

**Preview text:** Ran out of time yesterday? We've got your back! 30% is still available ...

**We've got your back!**  
**EXTENDED SALE**  
**30% for 48 hours!**

What a whirlwind of a day yesterday!!

How did you fare?

Look, we see that you still haven't used your 30% Off **discount code BFS30** [storewide](#) yet,

**So, we've EXTENDED our sales for 48 hours!**

You've got this and DESERVE every bit of this discount!

Let us ship one of these fast-moving products to you at a fraction of the normal price ...

**The 48-hour timer has started!**

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

You deserve it! Go use code **BFS30** and [treat yourself here](#).

<Insert Best Review(s)>

**Claim Your Early 30% Off**

**Coupon code: BFS30**

<Sign-off>

**Email 9—Saturday Reminder:** November 28, 3 p.m.

**Subject line 2:** Hate mail. Really?

**Preview text:** How would you respond to this? It's true, we have a FANATICAL tribe who LOVE what we do ... but we can't please everyone ...

Hate mail. *Hmm ...*

How would you handle that?

Yes, it's true ... We've sent out a bunch of emails this week.

Sure, our team is obsessively biased and believes we have the best products on this rotating rock called Earth!

And our raving fans agree!

We have a die-hard fanatical tribe who love what we do.

However, we can't please everyone, right?

We've had a tiny (miniscule) number of people who feel compelled to tell us (in their own colorful words) why they don't agree with how many emails we send during the biggest sale of the year!

Each to their own. But we have good reason ...

To be honest ... we feel obligated to get our products in the hands of as many people as possible!

In fact, anything less would be irresponsible on our part.

We don't want you wasting money on an inferior product, so we'll press on!

**Anyway, feel free to hit reply and share your thoughts!**

<Sign-off>

P.S. If you want to see why our tribe (and we) are so fanatically obsessed with our products ...

Go claim your [30% discount here and you'll see why!](#)

**Email 10—Sunday Extension:** November 29, 10 a.m.

**Subject line:** Controversy about the hate email (and extended sale) ...

**Preview text:** What a mixed bag of responses for the “Last day” of our sale. Here’s what we’ve learned ...

If you missed yesterday’s “Hate mail” message, here’s the guff ...

Despite helping over **<Insert number>** happy customers over the last **<insert time>** years ...

... we still “occasionally” have some people who don’t like our excitable frequency of emails during the biggest sale of the year!

So, we asked for your feedback yesterday ...

First of all, THANK YOU, for those who responded.

Bottom line ...

We LOVE you too!

And we respect what you all had to say.

That said, we’re thrilled to hear the overwhelming support for our passion to get our products to more people!

It’s more than a passion for us ... it’s an obligation!

So, in the spirit of the holidays ... if you haven’t claimed your 30% discount yet, go use it now with **code—BFS30—**[storewide on the last day of the Black Friday Sale.](#)

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

**Claim Your Early 30% Off**

**Coupon code: BFS30**

**<Sign-off>**

**Email 11—Sunday Reminder:** November 29, 3 p.m.

**Subject line:** ☆WE'LL☆ PAY☆SHIPPING☆

**Preview text:** 30% OFF +++ ZERO Shipping Cost. Take a quick look at the products we've put aside for you ...

**Avoid missing out!  
TAKE 30% OFF ...  
GET FREE SHIPPING**

Okay, okay, YES, this is exciting ...

In the spirit of the holiday season, we thought we'd do something outside the box ...

We gathered some of our best products into an exclusive page that not only has 30% off, but also has FREE shipping.

[Take a look now before this expires.](#)

**Use 30% discount code: BFS30**

Don't let this go to waste!

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

**Claim Your Early 30% Off**

**Coupon code: BFS30**

<Sign-off>

**Email 12—Cyber Monday:** November 30, 8 a.m.

**Subject line:** 🌟40% Cyber Monday 🌟Too RARE to ignore 🌟

**Preview text:** It's all yours! Come and get it! Take a look at what's on our store today ...

## **This is crazy, but we did it anyway!**

# **RARE, RARE 40% OFF**

Why not finish your wild shopping spree with a BANG!

In a somewhat INSANE decision, we're letting you take 40% off [our stock today!](#)

If there ever was a time to take action, it's NOW!

### **24 hours only! You snooze, you lose!**

**Discount code—****RARE4024****—**[storewide today only](#)

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

<Insert Best Review(s)>

**CYBER MONDAY 40% Off**

**Coupon code: RARE4024**

<Sign-off>

**Email 13—Cyber Monday Reminder 1:** November 30, 11 a.m.

**Subject line:** 🚫Psycho Monday🚫 40%🚫

**Preview text:** Today only. INSANE? Yup. Don't waste this rare 40% off. You'll laugh all the way to the bank ...

## You Snooze, You Lose! 40% Psycho Monday Hurry! Today Only

Maybe it's the adrenaline from Black Friday that's messed with our brain cells?

Whatever the case, this ~~CYBER~~ PSYCHO MONDAY 40% Off is a RARE (very rare) saving that [you should pounce on!](#)

If there ever was a time to take action, it's NOW!

## 40% OFF TODAY ONLY You snooze, you lose!

Discount code—**RARE4024**—[storewide today only](#)

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

<Insert Best Review(s)>

**CYBER MONDAY 40% Off**

Coupon code: **RARE4024**

<Sign-off>

**Email 14—Cyber Monday Reminder 2:** November 30, 2 p.m.

**Subject line:** 40 reasons to love online shopping! (40% Off)

**Preview text:** Like it or hate it, online shopping is exploding, right? But what do you think? Let's celebrate either way ...

## Help Us Celebrate Cyber Business with This RARE 40% OFF

Online vs. Offline?

Like it or hate it, online shopping is here to stay and only growing!

There's a decline in brick-and-mortar business, but did you know that online sales keep a lot of these businesses alive?

It's true. In fact ...

### The Online Shopping Tsunami Is to Be Celebrated!

It helps a lot of struggling businesses make a smooth transition to online ... and keeps their dream alive!

And that's why we're celebrating Cyber Monday in true style by giving you a RARE (very rare) ...

**40% OFF TODAY ONLY**  
**You snooze, you lose!**

Discount code—**RARE4024**—[storewide today only](#)

With a 40% discount, there are 40 big reasons to LOVE online shopping!

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

<Insert Best Review(s)>

**CYBER MONDAY 40% Off**

Coupon code: **RARE4024**

**Sale ends at midnight tonight!**

<Sign-off>

**Email 15—Cyber Monday Reminder 3:** November 30, 5 p.m.

**Subject line:** FOMO(D) on our biggest 40% sale! (Expires tonight ...)

**Preview text:** Hurry! Fight “Fear of Missing Our Discount” at this rare 40% off our best products ...

**Avoid missing out!  
HURRY! 40% OFF  
Expires Tonight!**

Hurry! There’s still time!

We don’t want you suffering from FOMO(D) syndrome ...

“Fear of Missing Our Discount”—It’s a real thing ;)~

**Use** this rare 40% Off code—**RARE4024**—at our [storewide, today-only sale](#) before it expires tonight!

**Your 40% is Going, Going, (Almost) Gone!**

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

<Insert Best Review(s)>

**CYBER MONDAY 40% Off**

Coupon code: **RARE4024**

**Sale ends at midnight tonight!**

<Sign-off>

**Email 16—Cyber Monday Last Chance:** November 30, 8 p.m.

**Subject line:** 🕒 Last chance 🕒 Going, going, (almost) gone!

**Preview text:** Say goodbye to your biggest discount! Only a night-owl shopper can save this one before it expires tonight ...

## Hurry! Last Chance ... Your 40% Is Going, Going, and (Almost) Gone!!

Say goodbye to your BIGGEST discount of all time ...

and to some of our limited stock that's being cleaned out.

Only night-owl shoppers can save this one before it expires tonight ...

Sorry ... you've had plenty of chances to use this special code—**RARE4024**—[storewide before it expires tonight](#).

Why not take a leap of faith and treat yourself to one last shop?

**Here's what some of our raving fans have to say ...**

<Insert Best Review(s)>

**LAST CHANCE for 40% OFF!**

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

**CYBER MONDAY 40% Off**

**Coupon code: RARE4024**

Absolute last chance to [grab one last special](#)

You know you deserve it!

<Sign-off>

We've skipped an email for December 3 (also known as Giving Tuesday). You can send an email asking for a donation to your favorite charity.

**Note:** Here's a new approach. Send an email from your CEO (or choose another idea you have) that looks different by changing the "From" section and text to a different font (Courier). We suggest using a larger font size (16 points or more). The idea behind this strategy is to point to a collection page showing built-in clearance sale discounts.

**Email 17—Backdoor Sale:** Wednesday, December 2, 10 a.m.

**From:** CEO of <your brand>

**Subject line:** Personal Message from the CEO, <CEO name>

**Preview text:** Hi <Firstname>, Hope you're well. My name is <CEO name>, and I'm the CEO of <insert brand name>

Hi <Firstname>, Hope you're well.

My name is <CEO name>, and I'm the CEO of <insert brand name>.

How has your week of holiday shopping been?

Tiring? Exciting? Both?

We're "Cyber"d Out"—but still not sleeping yet!

Let me tell you why I'm writing to you today ...

Our team discussed how there's usually a percentage of people who we affectionately call the ...

### **"I forgot to get—" customers**

That's those of us who realized (once the dust settled) that there are still some gifts or items "on the list" that were forgotten.

(I'll admit to being "that guy" sometimes.)

So, if you're "special" like us, we've opened up a temporary, exclusive backdoor for some last-minute bargains ...

But only for 48 hours.

**Also, we're not making it public on our store ... yet.**

If you're reading this, that's because you're one of a small group of subscribers who can take advantage of our special "exclusive backdoor" incentive.

Here's what it looks like ...

**For the next 48 hours only, we've activated similar discounts across some of our best bundles and products.**

**Get up to 30-40% off  
for this 48-hour clean-out sale!**

That way, you don't have to wait another year to get these special prices.

If you want to take advantage of this, please follow the link below within the next 48 hours. There's no discount code as we've already discounted the products on this page.

[Your backdoor code has been activated on our store.](#)

<Sign-off>

**Note:** This “should” point to a clearance collection page that shows certain bundles or product links with built-in discounts.

**Email 18—Backdoor Reminder 1:** Thursday, December 3, 10 a.m.  
**Subject line:** Phew! I’m almost Cyber’d out, but here’s your CEO link  
**Preview text:** We’re not sleeping yet! Here’s an exclusive backdoor link for the last-minute CEO discounts ...

## Forgotten items still on your list? Backdoor Bargains of Up to 40% Today Only!

Hi <Firstname>, did you get the email from our CEO, <CEO first name>?

The short version is ... we’re not sleeping (yet) ...

Yes, we’re Cyber’d out ... but ... we’ve created a special “backdoor” for last-minute bargains ...

We did this for our “last-minute, I-forgot-to-get—” customers!

You know what I’m talking about, right? Some of us (I’m guilty) still have items on our list and don’t want to wait another 12 months to get these big discounts!

We get it. So, here’s what we’ve done ...

**For today only, we’ve activated up to 40% off, across some of our remaining products.**

If you want to take advantage of this ... follow the special link below and save on our clearance stock while it lasts!

[Your backdoor discount has been activated on our store.](#)

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

<Insert Best Review(s)>

**CEO special up to 40% Off**

<Sign-off>

**Email 19—Backdoor Reminder 2:** Thursday, December 3, 3 p.m.

**Subject line:** CEO backdoor 30–40% code expires today!

**Preview text:** <Firstname>, It could be 12 months until you see this deal again.

Last day, sorry ...

## **CEO 30–40% Backdoor Code Expires Today!**

Hi <Firstname>, Are you sure you want to let this special deal go?

You know it could be another 12 months before you see it again ...

**For today only, we've activated up to 40% off,  
across some of our remaining products.**

If you want to take advantage of this ... follow the special link below and save on our clearance stock while it lasts!

[Your backdoor discount has been activated on our store.](#)

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

<Insert Best Review(s)>

**CEO special 30–40% Off**

<Sign-off>

**Email 20—Last Chance:** Thursday, December 3, 6 p.m.

**Subject line:** NOTICE: Expiring Discounts (30–40% clearance gone)

**Preview text:** <Firstname>, We hope this message reaches you in good time ... No more reminders after this ...

**Very last reminder, sorry ...  
30–40% Backdoor Code  
Expires Tonight!**

Hi <Firstname>, We hope this message reaches you in good time.

By now you should know the story behind this unique 40% CEO code ...

This is to help customers who got too busy and forgot to take advantage of our recent Holiday sale.

This email is your last reminder, sorry.

**For today only, we've activated up to 40% off,  
across some of our remaining products.**

If you want to take advantage of this ... follow the special link below and save on our clearance stock while it lasts!

[Last chance! Your special backdoor code expires tonight.](#)

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

<Insert Best Review(s)>

**CEO special 30–40% Off**

<Sign-off>

**— END OF BFCM PROMOTION —**

# BROWSER ABANDONMENT

**Email 1—Browser Abandonment:** Trigger at two hours after browser abandonment

**Subject line:** We saw you checking us out <eye emoji>

**Preview text:** Hey <Firstname>, This item could sell out today, so hurry back before the discount and stock are gone ...

## You've got to move quickly this week! Hurry Back Before This Sells Out!

Hey <Firstname>, Did this item catch your eye?

Heads-up ... With this "Black Friday Frenzy" ... this item could sell out super fast!

So, hurry back before our **massive holiday discount expires** or the stock runs out!

[Go here now so you don't miss out.](#)

<Insert Dynamic Product Link>

### These Products Are Selling Like Crazy Too!

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

<Insert Best Review(s)>

**Claim Your 30% Off Here**

Coupon code: **BFS30**

<Sign-off>

**Email 2—Browser Abandonment:** Trigger at 24 hours after browser abandonment

**Subject line:** <Firstname>, Want an extra 5% off this?

**Preview text:** Only chance for an extra 5% off the product you checked out yesterday ...

**Quick one! This might “sell out” ...  
Don’t Waste an Extra 5% OFF  
During This SALE!**

Hey <Firstname>, We saw you checking this out yesterday!

Big chance it might sell out during this crazy sale!

In a last-chance to help you out, here’s an additional 5% off.

Use code **BBS35** for an extra 5% which makes it a 35% discount!

Are you sure you want to give up your massive discount on this?

[Why not use our store discount here before it expires?](#)

<Insert Dynamic Product Link>

**Hurry! These Products Are Also Selling Like Crazy!**

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

<Insert Best Review(s)>

**Claim Your 30% Off Here**

Coupon code: **BFS30**

<Sign-off>

**Note:** For Cyber Monday (40%) you’ll have to create a discount code for 45% and change the copy in this email.

# CART ABANDONMENT

## High Value: Four Cart-Abandonment Emails

**Email 1—High-Value Cart Abandonment:** Trigger at 30 minutes after abandonment

**Subject line:** Leave something behind? Take another 5% off!

**Preview text:** We added an extra 5% off (now 35%) because this item might sell out!

### **FORGET SOMETHING? Take This Additional 5% Off (Now 35%) for 48 Hours Only!**

Leave something behind?

We know how FRANTIC Black Friday Sales get, so let us help you out ...

Here's an EXTRA special incentive to come back and complete your first order.

We've added an additional 5% discount, making it a rare 35% off (for your cart only).

Use this (very) exclusive **coupon code—BFX535—**(48 hours only) at checkout when you [complete your checkout page here](#).

**Important:** Hurry! This is one of our fastest-selling products, and our current batch may run out during this promotion.

<Insert Dynamic Code>

We've kept your cart open [here so you can complete your order](#) with this exclusive **35% Off** code—**BFX535—**(48 hours only)

<Insert Best Review(s)>

**Take 35% Off Now (48 hours only)**

Coupon code: **BFX535**

<Sign-off>

**Email 2—High-Value Cart Abandonment:** Trigger at four hours after abandonment

**Subject line:** Re: We just bumped it to 35% off your cart ...

**Preview text:** You're only seeing this because you left items in your cart. We've increased your discount to 35% for 48 hours only ...

**We just added an EXTRA 5%  
Now 35% Off ...  
for 48 Hours Only!**

You're only seeing this because you left items in your cart.

We've added an additional 5% discount, making it a rare 35% off (for your cart only).

Use this (very) exclusive **coupon code—BFX535—**(48 hours only) at checkout when you [complete your checkout page here](#).

**Important:** Hurry! This is one of our fastest-selling products, and our current batch may run out during this promotion.

<Insert Dynamic Code>

We've kept your cart open [here so you can complete your order](#) with this exclusive **35% Off** code—**BFX535**—(48 hours only)

<Insert Best Review(s)>

**Take 35% Off Now (48 hours only)**

**Coupon code: BFX535**

<Sign-off>

**Email 3—High-Value Cart Abandonment:** Trigger at 24 hours after abandonment

**Subject line:** Ouch! Last day to get 35% off your cart!

**Preview text:** Your cart is still open with 35% Off, but only for another 24 hours, sorry

## Hurry! Last Day for RARE 35% Off Your Cart

You're only seeing this because you left items in your cart.

Today is the LAST DAY to take advantage of the extra 5% discount (now a RARE 35% Off) ...

Use this (very) exclusive **coupon code—BFX535—**(24 hours only) at checkout when you [complete your checkout page here.](#)

**Important:** Hurry! This is one of our fastest-selling products, and our current batch may run out during this promotion.

<Insert Dynamic Code>

We've kept your cart open [here so you can complete your order](#) with this exclusive **35% Off** code—**BFX535**—(24 hours only)

<Insert Best Review(s)>

**Take 35% Off Now (24 hours only)**

Coupon code: **BFX535**

<Sign-off>

**Note:** *Only you will know if you have enough profit to do this on top of Cyber Monday or not.*

**Email 4—High-Value Cart Abandonment:** Trigger at 72 hours after abandonment

**Subject line:** Last shot—sorry, (Now 40% Off your cart)!

**Preview text:** Expires: First and final chance for 40%. Last reminder before your cart expires ...

**VERY LAST CHANCE**  
**Now 40% Off!**  
**Today or Never ...**

**We just bumped your discount from 35% to 40% !?!?**

Crazy? We agree. However ...

Since this is such a frenzied sale period, we don't want you to miss out on our limited stock, so we're willing to go the extra mile to help you out!

Although, this is your ...

**VERY LAST CHANCE** to use this highly exclusive **coupon code—BFXX40—**(for your cart only) [when you complete your order here.](#)

**Important:** **LAST REMINDER!** This is one of our fastest-selling products, and you won't receive any more reminders with this discount.

<Insert Dynamic Code>

It's now ... or now! You won't see a discount like this again, so [go here to complete your order](#) with this **40% Off** code—**BFXX40—**(24 hours only).

<Insert Best Review(s)>

**Very Last Chance for 40%**

**Coupon code: BFXX40**

<Sign-off>

# Low Value: Four Cart-Abandonment Emails

**Email 1—Low-Value Cart Abandonment:** Trigger at 30 minutes after abandonment

**Subject line:** We got your order <Firstname>, however ...

**Preview text:** Urgent action is needed due to the volume of sales over here. There's one last step ...

## **FORGOT SOMETHING? Don't miss out on these discounts ...**

Leave something behind, <Firstname>?

We got your discounted order! THANKS. However ...

Urgent action is needed due to the volume of sales over here!

There's one last step to [finish your checkout here so we can ship!](#)

**Important:** Hurry! This is one of our fastest-selling products, and our current batch may run out during this promotion.

<Insert Dynamic Code>

We've kept your cart open (with your discounts) [here so you can complete your order now.](#)

<Insert Best Review(s)>

**Take me to my cart now!**

<Sign-off>

**Email 2—Low-Value Cart Abandonment:** Trigger at four hours after abandonment

**Subject line:** Re: We just added a further 5% off your cart ...

**Preview text:** Now 35% off—You're only seeing this because you left items in your cart. Strictly 48 hours only ...

**We just added an EXTRA 5%  
Now 35% Off  
for 48 Hours Only!**

You're only seeing this because you left items in your cart.

We've increased your discount to 35% for 48 hours only ...

**Since you're an existing customer,** use this (very) exclusive **coupon code—BFXL35**—at checkout when you [complete your checkout page here.](#)

**Important:** *Hurry! This is one of our fastest-selling products, and our current batch may run out during this promotion.*

<Insert Dynamic Code>

We've kept your cart open [here so you can complete your order](#) with this exclusive **35% Off** code—**BFXL35**—(48 hours only).

<Insert Best Review(s)>

**Take 35% Off Now (48 hours only)**

**Coupon code: BFXL35**

<Sign-off>

**Email 3—Low-Value Cart Abandonment:** Trigger at 24 hours after abandonment

**Subject line:** Quick! Last day to get 35% off your cart!

**Preview text:** Your cart is still open with 35% Off, but only for another 24 hours, sorry ...

## Hurry! Last Day to Get 35% Off Your Cart

You're only seeing this because you left items in your cart.

Today is the LAST DAY to take advantage of the 35% Off.

Since this is such a busy time of year, use this (very) exclusive coupon code—**BXL35**—to get an extra 5% (now 35% off) at checkout [to complete your order here](#).

**Important:** Hurry! This is one of our fastest-selling products, and our current batch may run out during this promotion.

<Insert Dynamic Code>

We've kept your cart open [here so you can complete your order](#) with this exclusive 35% Off code—**BXL35**—(today only).

<Insert Best Review(s)>

Take 35% Off Now (48 hours only)

Coupon code: **BXL35**

<Sign-off>

**Email 4—Low-Value Cart Abandonment:** Trigger at 72 hours after abandonment.

**Subject line:** Goodbye 35% (Last reminder)

**Preview text:** Expires: Final chance for 35% and last reminder before your cart expires ...

## ***VERY LAST CHANCE***

### **Now 35% Off!**

### **Today or Never ...**

**We just bumped your discount from 30% to 35%!?!?**

Crazy? We agree. However ...

Since it's the busiest time of the year, we're willing to go the extra mile for you!

**This is the VERY LAST CHANCE** to use this highly exclusive **coupon code—BFXL35—**(for your cart only) [when you complete your order here.](#)

**Important:** Last Reminder! This is one of our fastest-selling products, and you won't receive any more reminders with this discount.

<Insert Dynamic Code>

It's now ... or now! You won't see a discount like this again, so [go here to complete your order](#) with this **35% Off code—BFXL35—**(24 hours only).

<Insert Best Review(s)>

**Very Last Chance for 35%**

**Coupon code: BFXL35**

<Sign-off>

# PROFIT ADJUSTER

## Klaviyo Setup

Trigger	Ordered product
Trigger filter	Doesn't contain <Product Name>
Flow filters	Has ordered product 1 over all time

This example (and results) came from a time when Tanner and Drew Sanocki worked together.

The strategy was to offer first-time buyers a \$12 "Basic Plain Tee" for only \$9.

### ~ IMPORTANT NOTES ~

- **High-profit-margin** product
- **Plenty of stock** so it won't run out
- **Best to find ONE product** so it's an easy decision instead of a multiple choice, but that's up to you.
- **60-minute timer** so you can add it to their existing order
- **New value proposition**  
Since your customer might be overwhelmed with seeing "discounts," try changing it to "Take \$3 OFF."

Thanks for your purchase! You want fries with that? Buy any black, grey or white tee for just \$9.

K A R  
M A L  
O O P

MEN'S      WOMEN'S      SALE

**HURRY!**

**ADD ANY BLACK, GREY OR WHITE TEE TO YOUR ORDER FOR JUST \$9.**



**Order in the next 60 minutes.**  
Use code **NRQMD9GM**



The Basic Tee in Black - \$9.00



The Basic Tee in Grey - \$9.00



The Basic Tee in White - \$9.00

SHOP \$9 BASICS

f g v

CONTACT US   GET OUR APP   HELP

## The Profit Adjuster Pre-Arrival Email

### Welcome <Firstname>! Here's Your Welcome Gift ...

Congratulations!

We're about to ship your first order (exciting!), but first ...

Since you're new to the <your brand> family, we're doing something special to say "THANK YOU!" during our Black Friday Sale.

Get this ...

**Add this <Product Name> to Your Order For Only \$X!**  
(normally \$XX but only \$X for you, for the next 60 minutes)

We're packaging up your order soon, so if you want us to add this discounted "welcome" gift, you need to let us know in the next 60 minutes!

<Insert countdown or clock image>

<Insert Coupon Code>

<Insert Product + Image>

**Add This \$X <Product Name>**

**60 minutes only with this code: <Coupon Code>**

Thank you again!

<Sign-off>

# POST-PURCHASE FOR SECOND-TIME BUYERS: VIP FLOW

## Copy for the VIP email

**Read this first:** *This store decided to use discounts as their VIP incentive. The strategy was to give buyers three monthly VIP discounts. For our example, we'll use 25%. As I mentioned earlier, there are plenty of other ways to incentivize VIPs without discounts, so feel free to try different ideas.*

**Subject line:** [Important] Your VIP Status is pending ...

Hi <Firstname>,

THANK YOU and congratulations for making a second purchase during our exciting Black Friday promotion.

We have some good news for you!

Based on the volume of your most recent order ...

You're potentially just one more purchase away from qualifying for VIP Status!

That means you'll be joining an elite group of our BEST customers and receive THREE exclusive VIP discounts over three months!

### **Here's how VIP status works:**

With your VIP Status, you'll receive three unique 25% OFF storewide coupons over the next 90 days.

Use these coupons to save on future purchases.

You'll unlock your first 25% coupon immediately when you qualify for VIP Status, and it will be valid for 30 days.

You'll unlock your second 25% coupon in the second month and your third 25% coupon in the third month. You'll have 30 days to use each coupon.

## How do I qualify for VIP Status?

Easy—you're so close. To qualify for VIP Status and discounts, simply complete another additional purchase that's over:

\$33.10

Your purchase of any of the following items (below) will immediately qualify you for VIP Status.

Product 1 \$79.99 [Buy Now]	Product 2 \$39.99 [Buy Now]	Product 1 \$34.99 [Buy Now]
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You're going to love VIP Status---and the freedom and flexibility to use your discounts anytime you want. See you on the other side ...

<Sign-off>

## VIP Email 1

**Subject line:** Your VIP Status (confirmed)

Hey <Firstname>,

Congratulations and a BIG welcome to VIP!

Based on your recent purchase activity, you've unlocked your <brand name> VIP status!

That puts you in a select group with some of our very best customers ...

Very exciting—As a VIP, we're going to show our appreciation for your support by giving back to you.

So, starting today, take advantage of your VIP rewards!

### **Three 25% OFF Coupons for the next 90 days!**

[Insert VIP graphic if you want]

#### **Here's how your VIP rewards work:**

- Over the next 90 days, you'll receive three unique 25% OFF discount codes.
- Use these codes to claim 25% off any purchase during the next 30 days.
- After 30 days, you'll receive a second email with your "Month 2" 25% coupon.
- A third email will arrive 30 days later with your "Month 3" 25% coupon.

Each code is valid for 30 days only and can't be accumulated along with any other coupon codes.

#### **Let's get started!**

Today marks your first day with VIP Status ... Woohoo!

#### **Here's your first reward:**

A 30-day-long 25% OFF Discount (#1)  
**Use promo code **VIP25M1** at checkout.**

[Click here to shop the <brand name> store now to save.](#)

This discount is valid storewide for the next 30 days.

We appreciate you. Thank you again for choosing <brand name>!

<Sign-off>

P.S. Remember to mark your calendar so your first coupon doesn't expire.

**25% OFF Discount #1**

**Use promo code VIP25M1 at checkout**

[SHOP HERE TO CLAIM YOUR VIP DISCOUNT](#)

**VIP Email 2**

**Subject line:** [Notice] Your VIP Discount 2 inside

Hey <Firstname>,

Good news ...

Your second VIP discount is here!

**25% OFF Discount (#2)**

Use promo code VIPCC2 at checkout [storewide here.](#)

[Insert graphic]

Quick reminder: This discount has a 30-day timer ...

So, don't let it go to waste!

Use promo code VIPCC2 at checkout when you ...

[Shop the <brand name> store today and get 25% OFF.](#)

Thanks for being such an awesome VIP customer ...

Happy shopping!

<Sign-off>

P.S. Like last month, if you snooze you lose ... This expires in 30 days, and you'll only have one coupon left.

**25% OFF Discount #2**

Use promo code VIPCC2 at checkout

[SHOP HERE TO CLAIM YOUR VIP DISCOUNT](#)

**VIP Email 3**

**Subject line:** Your third (and final) VIP 25% OFF

Hey **<Firstname>**,

It's that VIP time of the month again ...

Time for your VIP savings!

Your third (and final) VIP discount has arrived:

**25% OFF Discount (#3)**  
**Use promo code VIP25F3 at checkout**  
[Shop the \*\*<your brand>\*\* now and start saving.](#)

**[Insert graphic]**

FYI: This is your third and final month of VIP discounts.

We love giving you the VIP treatment!

It's been exciting to help you save on all our **<type of products>**.

After this final 30-day coupon expires, we'll occasionally send you special VIP announcements because we value you and your loyalty.

[Enjoy this final discount.](#)

Talk soon :)

**<Sign-off>**

**Final 25% OFF Discount #3**  
**Use promo code VIP25F3 at checkout**  
**SHOP HERE TO CLAIM YOUR VIP DISCOUNT**

## Multiple Messaging Sequence

Cart-Abandonment Sequence		
First message	15 minutes	SMS
	30 minutes	Messenger
	45 minutes	Email
Second message	4 hours	Email
Third message	23 hours	SMS
	24 hours	Email
Fourth message	72 hours	SMS
	73 hours	Messenger
	73 hours	Email

## SMS Text Copy

### SMS Message 1 (15 Minutes)

#### High value (with a discount)

*Company name:* Hey **<Firstname>**, We noticed your payment didn't go through. Here's an extra 5% Off code—BFX535—to complete your order today!  
**<Direct link>**

#### Low value (without a discount)

*Company name:* Hey **<Firstname>**, We noticed your payment didn't go through. Stock sells fast this week, so don't miss out. Finish your order here:  
**<insert link>**

## SMS Message 2 (23 Hours)

### High value (with an extra 5% discount)

*Company name:* Hey, your cart has serious abandonment issues ;) Use code BXF535 to claim 35% Off for Black Friday when you complete your order here:

[<Direct cart link>](#)

### Low value (with an extra 5% discount)

*Company name:* Hey, your cart has serious abandonment issues ;) Use code BXF535 to claim 35% Off for Black Friday when you complete your order here:

[<Direct cart link>](#).

## SMS Message 3 (72 Hours)

### High value (with an extra 10% discount)

*Company name:* Hey, we just bumped your discount up to 40% today, only with code BFXX40. You've got this! Last chance here: [<Direct cart link>](#).

### Low value (with an extra 5% discount)

*Company name:* Hey, we just bumped your discount up to 35% today, only with code BXF535. You've got this! Last chance here: [<Direct cart link>](#).

# FACEBOOK MESSENGER COPY

## Facebook Message 1 (30 Minutes)

### High value (with a discount)

Hey **<Firstname>**, You left a popular item in your cart. Here's an additional 5% Off code—BFX535—to complete your order now, before we sell out: **<Direct link>**.

### Low value (without a discount)

Hey **<Firstname>**, You left a popular item in your cart. To avoid missing this, complete your order now before we sell out: **<Direct link>**.

## Facebook Message 2 (73 Hours)

### High value (with a discount)

Hey **<Firstname>**, Hope you get this in good time! We increased your cart discount to 40% with this special code BFXX40. Last chance before your cart expires. You've got this! **<Direct cart link>**

### Low value (with a discount)

Hey **<Firstname>**, Hope you get this in good time! We increased your cart discount to 35% with this special code BXF535. Last chance before your cart expires. You've got this! **<Direct cart link>**