



BLACK  
Friday




# BLACK FRIDAY

*Promotion  
Schedule*

# BLACK FRIDAY

# Promotion Schedule

M	T	W	T	F	S	S
25	26	27	28	29 BLACK FRIDAY	30	12/1
			    OFFER ANNOUNCED	  	    	



SEND EMAIL



POST A REEL



SOCIAL MEDIA POST  
[PROMOTIONAL]



SOCIAL MEDIA POST  
[GIVE VALUE]

## TIPS FOR PROMOTING *with style*

### PROMOTE IN DIFFERENT WAYS

Maximize exposure by promoting your offer via a mix of email, graphic posts and video posts (like reels & stories).

### MIX IN VALUE POSTS

Surround your promotion with quality, value-focused posts that position you as an expert and give value to your audience.

### MOCK UP YOUR OFFER

Help your audience visualize what it is you are selling by mocking it up in a book, on a computer screen or even on a software box!

### SPELL OUT THE VALUE

Really break down how your offer can help your audience either save money, save time or bring the joy.

### AN AUTHENTIC OFFER

Craft your offer around a real, authentic deal that once it is gone, it is gone! Make sure it's packed with value so when someone sees it is such a win for them they can't say no!

### TIME SENSITIVE

Communicate urgency with your copy & graphics to give your audience a reason to jump onboard.

# BLACK FRIDAY *Promotion Schedule*

## 72 HOUR EMAIL PROMOTION TIMELINE



OFFER  
ANNOUNCED



REMINDER

DAY 1

Black Friday is coming - Will you fall into the trap?

1

DAY 2

Stuff or Skills? What will you invest in this Black Friday?

2

DAY 3  
24 HOURS  
LEFT

[24 hrs left] Make yourself a priority this Black Friday

3

DAY 3  
12 HOURS  
LEFT

Invest in yourself this Black Friday

4

DAY 3  
3 HOURS  
LEFT

Here's today's replay!

5

### BLACK FRIDAY PROMOTION

